

# Keeping Nebraska's Kids, Schools and Communities Safe with COVID-19 Vaccinations

Nebraska Department of Education and Children's Hospital & Medical Center are joining forces in a statewide initiative to support FDA-authorized COVID-19 vaccinations for kids ages 5 and older.

## **This effort is focused on amplifying the voices of trusted, statewide health care providers using key evidence from a variety of research studies:**

- Many parents are confused by myths and misinformation about getting their kids vaccinated.
- There are a significant number of parents who are planning to “wait and see” when it comes to vaccinating their kids. The prevalent demographics for this group are ages 18-49, Black and Hispanic, with low incomes and low education levels.
- Pediatricians and health care providers are the most trusted source of vaccination information, particularly for parents of unvaccinated kids and those in the “wait and see” category.

## **The initiative will include four phases:**

**Phase 1** – Connect providers across the state through a statement in support of COVID-19 vaccinations for kids ages 5 and older for a press conference and ongoing press statements.

**Phase 2** – Amplify provider voices through video, photos and quotes in social and digital marketing while also supplying educational tools for providers to share with patient families.

**Phase 3** – Leverage the inspiration of Nebraska's key influencers, such as coaches, artists, athletes, community leaders and other popular figures in social and digital marketing.

**Phase 4** – Prepare for a strong start to the 2022 school year with social and digital marketing in July and August promoting vaccinations before fall classes.

## **Health care providers from across the state can participate by:**

- Signing onto a public statement of support.
- Participating in media interviews and video testimonials.
- Sharing photos and quotes that can be used on social and digital media.
- Connecting with patient families who have stories.
- Providing educational tools to staff and families to encourage COVID-19 vaccinations.

## **At the center of this effort will be a website that includes:**

- Facts on the importance of the COVID-19 vaccination to overcome the myths and ultimately keep families healthy, schools open and communities thriving.
- A list of providers who signed the statement of support for vaccinations of kids ages 5 and older.
- Locations where vaccinations are available.
- Educational tools for providers to share with families and how best to use them.