

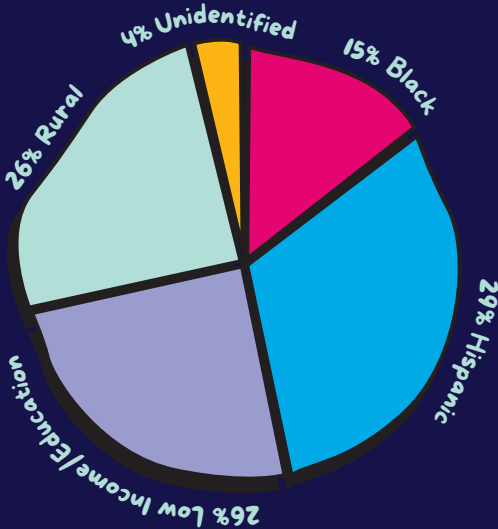


# Campaign Progress Report

Nebraska Department of Education and Children’s Hospital & Medical Center have joined forces in a statewide initiative to support FDA-approved COVID-19 vaccinations for kids.

Max the Vax Nebraska will continue to keep kids safe and maximize their futures by helping families access accurate vaccination facts, resources, and information through the beginning of the 2022-2023 school year.

A strong focus has been placed on underserved populations throughout the state. This chart shows the paid digital media impressions by audience.



**Learn More at [MaxtheVaxNE.org](https://MaxtheVaxNE.org)**

*Campaign progress for the first six months from December 2021 through June 2022*



Nebraska physicians and health care providers from 18 communities.



Nebraska kids vaccinated as of June 8, 2022.



Statewide digital ad views by families in the “wait and see” category.



Maximizer video interviews in three different languages.



Number of times campaign was viewed in news outlets.



Languages Arabic, English, Karen and Spanish used in Provider Toolkit materials.



New users visiting [MaxtheVaxNE.org](https://MaxtheVaxNE.org).