

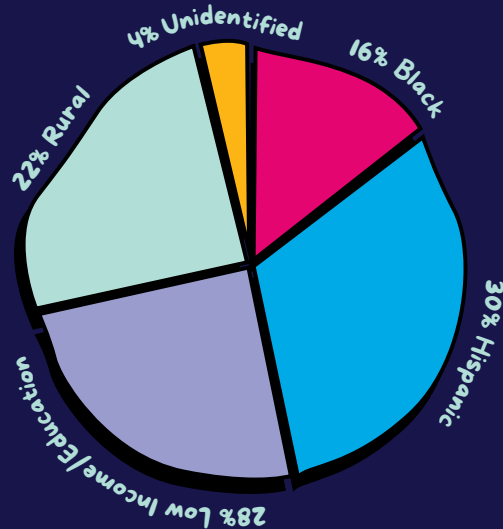


Final Campaign Report

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

Max the Vax Nebraska was designed 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 was placed on underserved populations throughout the state. This chart shows the paid digital media impressions by audience.



Learn More at MaxtheVaxNE.org

Campaign progress through Summer 2022



Nebraska physicians and health care providers from 18 communities.



Nebraska kids vaccinated through Summer 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.



Distributed to Nebraska health care providers.