Communication Strategies for Promoting Covid-19 Vaccination in Schools

Establish Trust and Partnerships for Effective Communication

• Partnering with state and local health departments, community leaders, health care providers, and youth leaders can help ensure that outreach efforts use effective, accurate, and culturally-informed messages that can resonate in each community.

Emphasize Positive Messages

• Messaging should focus on facts and shared values; keeping everyone safe and healthy should be a primary focus.
• Make it fun! Some schools have combined vaccination events with giveaways or fun events like trips to the zoo.

Lead with Empathy

• People have legitimate questions and concerns about the decision to vaccinate themselves and their families. Schools can provide a safe place for sharing information and asking questions.

Promote Young Adults as Champions

• Involve and empower young leaders to communicate with peers by giving them resources and a platform for sharing their stories.

Meet People Where They Are

• Schools know their communities best and can use a variety of tools to reach parents and the community, including communications to parents, social media, media messaging, and town halls.

For More Information and Resources:

• CDC: Customizable Content for School-Located Vaccination Clinics
• CDC: Resources for Encouraging Routine Childhood Vaccinations
• de Beaumont and Made to Save: Children, Schools, and Vaccines: Communicating to Parents
• UNITY: Don’t Wait, Vaccinate. Resources for Healthcare Providers
• We Can Do This: How to Talk About Vaccines with Parents and Teens

All information was drawn from our symposium featuring school-located vaccination strategies.