



## IDEA STARTER

# HOW TO SUPPORT VACCINE CONFIDENCE

IN PARENTS OF *kids 5+*



As a trusted organization serving parents and children, you have a significant opportunity to help protect kids, their families, and your staff from COVID-19. Following are ideas you can implement – or modify to develop your own activities – to help increase vaccine confidence in your community.



## EMPOWER PARENTS.

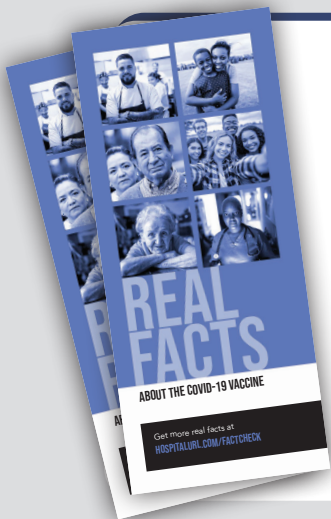
Share the COVID-19 Vaccine for Kids Age 5+ facts brochure. It answers common questions and addresses concerns many parents in rural America have about the COVID-19 vaccine for kids.

## SHARE ON SOCIAL.

**Knowledge is power.** You can help parents make an informed decision about getting their kids vaccinated by sharing facts they may not know. For example:

- Kids are now as susceptible to COVID as adults, and because of that – and being unvaccinated – more kids are being hospitalized. Vaccination is the best protection against COVID-19, including for kids.
- Did you know that young kids get an “age-appropriate” dose of the COVID-19 vaccine to protect them? It’s 1/3 of the dose ages 12+ and adults receive.





## COACH KIDS AND PARENTS TO HAVE THE “VACCINE TALK.”

Coaches, dance and music instructors, and other youth organization leaders are often trusted sources of information. Ask these leaders to encourage youth to talk about the COVID-19 vaccine with their parents, and send an informational resource home with them to keep the facts front and center.

## HOST A VIRTUAL EVENT.

Connect families to local health care experts who can answer questions about COVID-19 vaccines. Consider hosting a virtual town hall where parents can ask a local pediatrician questions.



## LINK PARENTS TO LOCAL VACCINATION EVENTS.

- Inform parents through email/text/backpack-stuffers about the dates and places of COVID-19 vaccination events or ongoing vaccine clinics.
- Send out electronic sign-up links for parents to register their child (and other family members) for a vaccination appointment.

## MAKE A DAY OF IT.

- **Vaccine & Voucher Day:** Send vaccine information and consent forms home prior to the event. Kids who turn in a signed consent form to get vaccinated can receive a voucher for a casual day of their choice (i.e., no uniform); free pass to any school football/ basketball game; bring your pet to school day; etc.
- **Bussed the Vaccine Myths Day:** School bus takes kids and parents to vaccination site and stops for free lunch or snack on the way back.



## PARTNER UP.

### Organize an onsite vaccine clinic:

- Make it convenient for parents to get kids vaccinated (i.e., hold a clinic when parents are picking kids up from school through early evening hours or on a weekend).
- Send out communications about the clinic to all parents of eligible students with an attached consent form.
- Send texts and/or emails, or call parents to let them know the date and time of the clinic. Follow up with a text reminder.

### Educate and vaccinate at an upcoming event, such as:

- School health fairs.
- PTA meeting.
- Fundraiser.
- Children's performance.
- Sporting event.
- Community event for families.

### Help kids stay up to date on shots for school and wellness checks.

COVID-19 vaccination can be part of this event. Offering free food, school supplies, and prize drawings can help boost attendance.



## DRAW ATTENTION TO VACCINE INFORMATION.

Host an art contest depicting the “whys” behind getting vaccinated.

## SCHEDULE “STORY TIME WITH DOCTOR \_\_\_\_\_”

Promote and arrange for a special story hour with a local family practice doctor/pediatrician/PA. Invite parents to bring their kids to get vaccinated and hear Dr./Nurse \_\_\_\_\_ read a story and get a super hero temporary tattoo.





## BUILD ON THE BUDDY SYSTEM.

Getting a shot in the arm can be scary, especially for young kids. Encourage kids to “buddy up” with a friend, family member, teacher, or coach who would be there for them when they got vaccinated, either in person or virtually.

## GET PARENTS ONLINE.

Invite parents to use your facility’s computers and offer child care during that time. Also provide assistance to help them research facts about the vaccine, schedule online appointments, and translation (if needed).



## BRIDGE THE GAP.

Latino, Hispanic, and other school liaisons can help bridge potential language and cultural barriers that may limit some parents’ access to reliable vaccine information and vaccination for their family. For example, ask liaisons to help:

- Distribute vaccine information, such as the COVID-19 Vaccine for Kids Age 5+ brochure (Spanish version).
- Lead or partner in organizing an educational and/or vaccination event specifically developed to meet the needs of local Latino and Hispanic families.

