

# Communication Strategies for Promoting Covid-19 Vaccination in Schools



## PARTNERSHIPS AND TRUST



### 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

## ADDRESS CONCERNS



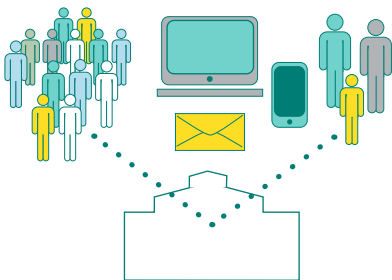
### Lead with Empathy

- 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

## COMMUNICATION



### 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.

Supported by



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