

## Pediatric COVID-19 Vaccination Communication Efforts

November 15, 2021

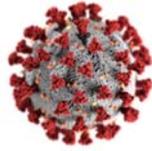
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[cdc.gov/coronavirus](https://cdc.gov/coronavirus)



## Communication Goals

- **Parents and caregivers**
  - Provide accurate information to parents and caregivers about COVID-19 vaccination for children ages 5 through 11 years.
- **Vaccine providers and other healthcare professionals**
  - Provide accurate information to providers to help them have informed conversations with parents and caregivers of children ages 5 through 11 years.
- **Partners**
  - Engage partners in the development and dissemination of accurate communication messages and materials for vaccine providers, parents, and caregivers.

## Priority Audiences

- **Vaccine providers and other healthcare professionals**
  - Clinicians, nurse practitioners, nurses, and physician assistants
  - Other healthcare staff, including medical assistants
  - Pharmacists
  - School nurses
  - Social workers
- **Parents and caregivers of children ages 5 through 11, including**
  - Families and caregivers of children with disabilities or special healthcare needs
  - Families and caregivers with lower incomes
- **Partners**
  - Traditional immunization and public health partners
  - Schools and childcare providers
  - Parent and youth-based organizations
  - Community partners

## Communication Strategies and Tactics

- **Formative research**
  - Use existing and new research to understand knowledge, attitudes, and intentions
  - Test messages and materials to ensure that they are motivational, easy to understand, and culturally appropriate
- **Education and outreach to vaccine providers**
  - Increase the capacity of vaccine providers and other healthcare professionals to effectively communicate with parents and caregivers
- **Educating parents and caregivers**
  - Provide parents with credible information on vaccination of children ages 5 through 11
- **Partner engagement and content collaboration**
  - Conduct listening sessions with partners
  - Leverage and support partners in their role as trusted messengers
  - Support school-led vaccination clinics

## Message Frames

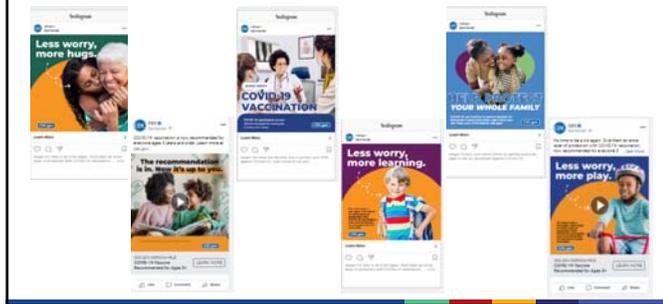
- **Impact of COVID-19 among children**
- **Safety and monitoring**
  - Provide information on processes used to monitor safety of vaccine for children
- **Vaccine information**
  - Provide information on product, dosage and administration
  - Increase understanding of how vaccination works
- **Accessibility of vaccine**
  - Build awareness of how vaccines can be accessed
- **Benefits of vaccination**
  - Highlight overall benefits (health and social)
  - Build awareness of effectiveness
  - Educate how benefits of vaccination outweigh risks
- **Address misinformation**
  - Reduced risk among children, vaccine safety concerns, infection-acquired vs. vaccine induced immunity, fertility concerns

## Available Resources & Activities in Process

- Partners and vaccine providers
  - [Resources to Promote the COVID-19 Vaccine for Children & Teens](#)
  - [COVID-19 Vaccination for Children 5-11 Years Old](#)
  - [COVID-19 Vaccination Clinical and Professional Resources](#)
  - [How to Talk with Parents and Caregivers about COVID-19 Vaccination](#)
  - [Considerations for Planning School-Located Vaccination Clinics](#)
    - [6 Ways Schools Can Promote COVID-19 Vaccines](#)
    - [How to Request a COVID-19 Vaccination Clinic On-Site or in a Retail Pharmacy Location](#)
- Parents and caregivers
  - [COVID-19 Vaccines for Children and Teens](#)
  - [Key Things to Know About COVID-19 Vaccines](#)
  - [Benefits of Getting a COVID-19 Vaccine](#)
  - [Frequently Asked Questions about COVID-19 Vaccination](#)
  - Organic and paid social media posts



## Social Media Content



## Resources In-Development & Planned Activities

- Partners and vaccine providers
  - Template materials
  - Conversation guide for answering tough questions from parents
  - FAQs on vaccine and administration codes
  - Tips for administering vaccine to younger children
  - Equity in Childhood COVID-19 Vaccination
  - Community Childhood COVID-19 Vaccination Strategies in Action
- Parents and caregivers
  - Updated FAQs on risk of COVID-19 in children, vaccine dosage, ingredients, safety concerns
  - Fact sheets, infographic, motion graphics, and additional website content in multiple languages
  - Message and material testing with parents and caregivers
  - Digital outreach (video, audio, podcasts, display, mobile, etc.)
  - Information for children with developmental disabilities

**Thank you!**

Questions: [ccarnes@cdc.gov](mailto:ccarnes@cdc.gov)

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

