Pediatric COVID-19 Vaccination Communication Efforts

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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

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

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

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-Led Vaccination Clinics
  - 6 Ways Schools Can Promote COVID-19 Vaccines
  - How to Request a COVID-19 Vaccination 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
  - Organs and rest 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

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-222-6848  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.

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