**About this Toolkit**

On November 3, 2021, the Center for Disease Control and Prevention (CDC) approved the recommendation for COVID-19 vaccines for children five and older. Following this announcement, [**Governor Kate Brown announced**](https://mailchi.mp/oregon/western-states-scientific-safety-review-workgroup-finds-pfizer-biontech-vaccine-is-safe-and-effective-for-5-to-11-year-olds?e=c05c438299) **that children age 5 and older across Oregon are now eligible for the vaccine.**

The expansion of vaccines for Oregonians ages 5 and older means that Oregon’s local public health authorities and healthcare partners will begin vaccinations of school age children in November 2021. OHA is currently helping prepare provider sites around the state to begin administering the vaccine.

**This news is critically important.** Vaccines not only protect individual health, they also prevent spread of COVID-19 to others and protect in-person learning because vaccinated students do not quarantine when they become exposed to COVID-19.

#### To support Oregon’s school and district leaders, this toolkit provides resources to:

* Communicate about COVID-19 vaccines for ages 5-11;
* Plan, promote and host vaccine clinics, including clinics at school sites and within Oregon communities;
* Connect school leaders to communication tools and resources they can adapt and use.

**School Communication Makes a Difference!**

[Polling from the Kaiser Family Foundation](https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-july-2021/) in August found parents whose children attended a school that provided information on the vaccine or encouraged its uptake were more likely to say their child had been vaccinated.

Finding time and finding out where to get a child vaccinated are among the concerns raised by parents. Schools are familiar locations for families, are often located close by or are traveled to almost daily. According to polling, concerns around vaccine access were heightened among parents making less than $50,000 a year.

**PART ONE: Talking To Parents and Families about the COVID Vaccine.**

As a trusted source of information, your approach to a conversation with parents and families who are hesitant about receiving COVID-19 vaccines can influence their willingness to consider vaccination.

# Talking Points for School Leaders

*Use these talking points to initiate conversation and communication with staff, students, families and your community about vaccines for children ages 5 and older. These messages are customizable, and intended to serve as a starting point for school leaders to modify as needed to communicate with parents, families and their community.*

**Facts to share:**

People remember simple facts better than complicated content. Here are a few facts worth sharing with parents and caregivers after trust has been established:

* Over 2 million Oregon adults, teens and kids have been vaccinated against COVID-19.
* Clinical studies show that the COVID-19 vaccine is more than 90% effective at preventing serious illness for kids 5 and older.
* More than 40,000 people participated in the clinical trials for the Pfizer vaccine to measure safety and effectiveness. More than 3,000 children ages 5 through 11 participated in the pediatric trials.
* Anyone in Oregon age 5 and older can get a vaccine for free. No health insurance is required. Free vaccines are available regardless of immigration status.

#### The COVID vaccines are an important tool to keep our children learning in-person all year long.

* Vaccines help keep children healthy, safe and engaged in doing the things they love to do.
* The CDC recommends children 5 and over be vaccinated for COVID-19.

**Toolkit: Communicating about COVID-19 Vaccines for Ages 5-11**

* New, more contagious strains of COVID-19 are spreading in Oregon, including among kids and teens. According to the CDC, these new strains of COVID-19 are a serious threat to unvaccinated children.

#### Vaccinated students do not quarantine or get excluded from school when they have been exposed to COVID-19 unless they are showing symptoms.

* Once your child is vaccinated, they can safely return to more of their normal life – school, sports, social time, and other activities that are so important to a child’s health and well-being.

#### Children ages 5 and older are now eligible to receive the COVID vaccine.

* For children ages 5 and 11, the Pfizer vaccine is available. This age group will receive two shots, three weeks apart. The dosage will be one-third the amount of that amount for 12 year olds and above.

#### Vaccines are free and available at no cost.

* Anyone age 5 and up in Oregon can get a COVID-19 vaccine for free.
* You do not need insurance. Vaccines are available regardless of immigration status.
* Per Oregon law, children under 15 require parental consent.
* Find out how to get your vaccine at [covidvaccine.oregon.gov.](https://covidvaccine.oregon.gov/)

#### Getting vaccinated is the safest and most effective way to protect yourself and your loved ones, and get back to the people and things we miss the most.

* When enough people get a vaccine, we will be able to get back to the people and activities we miss the most.
* We all want to get back to doing the things we miss and seeing the people we love.
* Getting vaccinated is a way to keep ourselves, our families, and our communities safe from the virus.

#### It’s normal to have questions about COVID-19 vaccines. It’s important to get your questions answered.

* Please consult your doctor or pediatrician if you have any questions about the vaccine and its safety.

[Spanish version of the Talking Points](https://www.oregon.gov/ode/students-and-family/healthsafety/Documents/Talking%20Points%20Spanish_%20KS.docx)

Translations in additional languages will be added to the [Communications Toolkit webpage](https://www.oregon.gov/ode/students-and-family/healthsafety/Pages/2020-21-Communications-Toolkit.aspx).

## ""Toolkit: Communicating about COVID-19 Vaccines for Ages 5-11

Letter to Parents & Families: COVID-19 Vaccine Clinic Announcement

[Date]

Dear [Name of School or School District] parents/guardians,

I am writing to encourage all [Name of School or School District] students to be vaccinated against COVID-19 if they are eligible. Getting vaccinated not only protects the student from COVID-19, but also protects family, friends, and our schools and communities, and keeps our students learning in school. CDC guidance states that people who are fully vaccinated and do not have COVID-19 symptoms do not need to quarantine after an exposure to someone with COVID-19. Getting vaccinated can protect your student’s access to in-person learning, sports and extracurricular activities.

All COVID-19 vaccines are safe and effective at protecting against COVID-19. Children ages 5 to 11 will receive one-third of the adult dose of the Pfizer vaccine using smaller needles designed for children. To become fully vaccinated, the child will need a second shot of the Pfizer vaccine three weeks after their first shot.

We are happy to offer a convenient option for your child to get the COVID-19 vaccine. [Name of School or School District] will be partnering with [Name of partner(s)] to offer COVID-19 vaccination to any child ages 5 and over.

#### Vaccine Clinic Details

[Insert date and time of the vaccination event(s)]

[Location of the vaccination event]

No cost

Vaccination is optional, and parents/guardians must give their permission for children to get vaccinated. Per Oregon state law, students can also give their own consent if they are fifteen or older.

#### Learn More

[Provide instructions on how to learn more and provide consent and, if applicable, register for the clinic.]

* The vaccine(s) that will be offered in the clinic will be [COVID-19 vaccine product].
* It is not recommended that your child take over-the-counter medicine – such as ibuprofen, aspirin, or acetaminophen – before vaccination for the purpose of trying to prevent vaccine-related side effects.  If you have questions about medications that your child is taking, talk to your child’s doctor.
* To learn more about COVID-19 vaccines, how to prepare your child for vaccination, and what to expect after vaccination, including information on potential vaccination side effects, please visit the following websites: [https://www.cdc.gov/coronavirus/2019-](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/prepare-for-vaccination.html)

## ""Toolkit: Communicating about COVID-19 Vaccines for Ages 5-11

[ncov/vaccines/prepare-for-vaccination.html](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/prepare-for-vaccination.html) and <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html/>. If you do not have internet access, please call [phone number] to receive copies of these documents [in the mail / sent home with your child from school].

If you have questions about the [Name of School or School District] COVID-19 vaccination clinic(s), please contact [Insert point of contact with contact information].  If you want to know more about COVID-19 vaccines, please visit [State/local public health department website] o[r www.cdc.gov/coronavirus/vaccines](http://www.cdc.gov/coronavirus/vaccines).

Sincerely, [Signature]

[Spanish version of the Letter for Parents and Families](https://www.oregon.gov/ode/students-and-family/healthsafety/Documents/Letter%20to%20parents%20_%20KS.docx)

Translations in additional languages will be added to the [Communications Toolkit webpage](https://www.oregon.gov/ode/students-and-family/healthsafety/Pages/2020-21-Communications-Toolkit.aspx).

**PART TWO: Hosting a School-Based Vaccine Clinic.**

Schools can provide a familiar and convenient location for eligible children and families to get vaccinated, while also potentially serving other eligible groups in the surrounding community.

# Checklist for School Leaders: Planning & Hosting a School-Based Vaccine Clinic

#### Initial Planning Process for Hosting a School-Based Vaccine Clinic

* Reach out to your [Local Public Health Authority](https://www.oregon.gov/oha/ph/ProviderPartnerResources/LocalHealthDepartmentResources/Pages/lhd.aspx) (LPHA) to begin the planning phase. LPHAs who need additional support, will have a process to leverage OHA capacity.
	+ OHA will prioritize communities disproportionately affected by COVID-19, specifically Clackamas, Deschutes, Hood River, Jackson, Lane, Marion, Multnomah, Umatilla and Washington counties, as well as Title I schools.
* Determine school(s) best positioned to offer school-based vaccine clinics.
* Collect the following information to share with your LPHA:
	+ School name(s), Address(es)
	+ Who they intend to serve (e.g. children only, children + their families, entire community)
	+ Estimated number of those they intend to vaccinate
	+ Ages
	+ Preferred languages
	+ Potential days and times (e.g. which days of the week, whether intend to vaccinate during school hours or after)
	+ Location (e.g. indoor/outdoor)
	+ If volunteers will be available to assist with registering individuals
	+ Short justification as to why they chose that school (1-2 sentences). Please include if the school is a Title 1 school.
* Reach out to partners and community-based organizations to help spread the word and promote vaccine events.
* Develop or plan for use of an electronic registration and/or consent system.
* Make a plan for training vaccinators, school staff, and others involved in implementing the clinics.

**Vaccine Clinic Site Considerations**

Physical Location

* Indoor or outdoors? Do you want to accommodate drive through services?
* Is there a large space where one-way traffic is possible, as well as physical distancing?

Event Time & Second Dose Clinics

* Will your event be during school hours, or after school hours (evenings/weekends)?
* Will you need to plan for more than one event (such as a 2 dose vaccination series)?
* What will be the follow up plan for those who cannot make the 2nd dose appointment, if unforeseen circumstances arise?

Intended Audience

* Students and families? Or open to the community?

Staff & Support

* What type of supervision or security will be needed onsite?
* How can school custodial staff support?
* What training is needed?

#### Communicating about Clinic Day

* Develop [consent forms](https://govstatus.egov.com/or-oha-covid-19-vaccine-parents-guardians) and parent communications. Parents will want to know:
	+ What vaccine(s) is being offered and why it is recommended for their child
	+ When and where vaccine(s) will be offered
	+ How they can register and provide consent to their child
	+ Where they can find consent forms and more information
	+ Who they can contact if they have questions or concerns
* Distribute parent letters and consent forms through regular communication channels.
* Promote the vaccine clinic on social media and through local media.
* Spread the word through existing partnerships, including businesses and community- based organizations.

**PART THREE: Promoting Vaccine Clinics in the community.**

We are in this together. Connect your community to COVID-19 vaccine clinics.

# Flyer

**COVID-19**

**Vaccine Clinic**

Ages 5 and older

### "" DID YOU KNOW?

* Over **2 million** Oregon adults, teens and kids have been vaccinated against COVID-19.
* The COVID-19 vaccine is **safe and effective.**
* Clinical studies show that the COVID-19 vaccine **protects kids ages 5 through 11 from getting very sick** from COVID-19.

### DAY, NOVEMBER XX, 2021

All individuals are welcome and encouraged to attend. If you are unable to attend this date, please let us know and we will help you locate another clinic in our community.

**Time**: {9:00 AM-3:00 PM}
**Where**: {school address + location details}
**Who**: Any individual 5 and older. Parent/Caregiver consent required for ages 14 and under.

**Free for anyone in Oregon. No health insurance required.**

# **Have questions?**

We encourage you to ask your doctor.

**More Information:**

[Centers for Disease Control and Prevention](http://www.cdc.gov) and [Oregon Health Authority](file:///C%3A/Users/knausj/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/35V59LH8/covidvaccine.oregon.gov)

# Media Press Release

### Insert School District/School Logo

**NEWS RELEASE**

[Insert date]

#### Media Contact

[Insert contact information]

**\_\_\_\_\_\_\_ School District Announces COVID-19 Vaccine Clinics for Families and all Children 5 and up**

*The \_\_\_\_\_\_\_\_ School District is partnering with \_\_\_\_\_\_\_\_\_\_\_ to offer school-based vaccine clinics for families and children 5 and older.*

(Insert City, Ore.) - Anyone living in Oregon who is age five and older is eligible for the COVID-19 vaccine. The \_\_\_\_\_\_\_\_\_\_\_\_\_ School District (or \_\_\_\_\_\_\_\_\_\_\_\_\_ School) will offer a three-day vaccine clinic to help vaccinate the communities’ youngest children and their families.

“We are doing our part to keep students learning in-person, all year long,” said \_\_\_\_\_\_\_\_\_\_\_\_\_ Public Schools Superintendent \_\_\_\_\_\_\_\_\_\_\_\_\_ (or \_\_\_\_\_\_\_\_\_\_\_\_\_ School Principal \_\_\_\_\_\_\_\_\_\_\_\_\_. Vaccine availability for our youngest learners is a critical next step, and we hope providing access to COVID-19 vaccines through a school-based clinic will allow more families and children to access vaccines.”

The \_\_\_\_\_\_\_\_\_\_\_\_\_ School District (or \_\_\_\_\_\_\_\_\_\_\_\_\_ School) will continue layering health and safety protocols in schools - ranging from face coverings to physical distancing, to hand-washing and ventilation in schools in an effort to promote a safe learning environment and keep our community safe. For more information about how the \_\_\_\_\_\_\_\_\_\_ School District (or \_\_\_\_\_\_\_\_\_\_\_\_\_ School) is keeping kids, families, teachers and staff safe, visit [Insert URL].

**More Information**

# Check Out these Curated Resources

#### Communicating with Parents and Families

[How to talk about COVID-19 vaccines with friends and family](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/talk-about-vaccines.html) (CDC) [How Schools Can Support COVID-19 Vaccination](https://www.cdc.gov/vaccines/covid-19/planning/school-located-clinics/how-schools-can-support.html) (CDC) [Communication Resources for COVID-19 Vaccines](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html) (CDC)

[Resources for Parents, Guardians and People under 18](https://govstatus.egov.com/or-oha-covid-19-vaccine-parents-guardians) (OHA)

[Vaccination Communication Resources](https://govstatus.egov.com/or-oha-covid-resources) - available in multiple languages! (OHA) [Social Media Toolkit](https://docs.google.com/document/d/1YuLsYgU5_r6dVotQ4ircjJ5pPBqkzod09Jk_PA8WVf8/edit) (State of Oregon)

[Find a Vaccine near you!](https://getvaccinated.oregon.gov/%23/locator?lang=en) (State of Oregon)

[COVID-19 Vaccines for Ages 5-11 PowerPoint slides](https://www.oregon.gov/ode/students-and-family/healthsafety/Documents/COVID-19%20Vaccine%20for%20Ages%205-11.pptx) (ODE)

**Frequently Asked Questions**

[COVID-19 Vaccines for 5-11 year olds](https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le3898H.pdf) (OHA)

[COVID-19 Vaccines for 12-17 year olds](https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le3682.pdf) (OHA)