



Los Angeles County Department of Public Health Kids Vaccination Text Messaging Toolkit

Overview:

This text message toolkit is for our partners who are interested in expanding their COVID-19 communication strategy using an automated text messaging system, or for those who already use this form of communication with their communities/members/clients, etc.

In this toolkit, you will find text messaging templates that your organization can adapt to your existing strategy or begin to use if you are new to using text messages. It also includes text messaging best practices and guidance on how to use this toolkit. The purpose of this toolkit is to provide parents, guardians, or childcare providers with COVID-19 vaccine information, facts, and resources that address common barriers and encourage them get their children vaccinated.

How to Use this Toolkit

We encourage you to adapt these messages to fit the needs of your audience and the capacity of your text messaging platform.

- There are **two main categories** of text messages: for vaccination for children 5 and older and under 5 years old. Each category has **two phases**. Distribute phase 1 messages first followed by phase 2, **one week apart** for continuity. There is also a separate, additional list of messages about **boosters** for children over 5 years old.
 - **Phase 1** to share resources and information about vaccination OR to announce the availability of vaccine for children under 6/5 years old.
 - **Phase 2** is to encourage and remind people to book appointments and provide a direct link to the vaccination site locator.
 - **Booster text messages** can be distributed at any time in just one phase.



- If inserting a greeting statement for your text message, include something specific to your audience such as, "Hello WIC families."
- Schedule your text messages in advance. We recommend sending messages between **late morning through to mid-afternoon**.
- Include one of the following links to LA DPH resources:
 - Vaccine Facts for Parents: bit.ly/DPHVaccineFacts
 - Find a Vaccine Location: bit.ly/VaccineNearMe
 - VaccinateLACounty.com (English) / VacunateLosAngeles.com (Spanish)
- We encourage you to use the sample text messages below—just copy and paste the text! If you decide to create your own text messages, keep your English messages under **150** characters and Spanish under **200**.

Text Messaging Best Practices:

- Offer **immediate value**. Give your audience the information they want as soon as possible. Before you text, ask yourself, "Why does this matter? Who is your audience? What are the gaps in information? What are the main concerns of my audience?"
- **Avoid abbreviations** or "textese." Use proper grammar and punctuation when possible.
- Use a **link shortener** to make room for other important information. Two options are bit.ly or [tinyurl](https://tinyurl.com). A link shortener may also spare you more characters.
- Use **engaging writing** to draw your audience in. **Ask rhetorical questions**, invite responses (when/if possible), and explain how to do something. We encourage you to modify these the sample text messages in this toolkit if you have a specific communication style with your community. Don't forget to include the links to LA DPH resources!
- **Test messages and links** before sending them. Send a test message to your staff or colleagues.
- Use a spreadsheet that allows you to sort messages, phone numbers, and other information.



- Remind your audience that they can opt out. Provide specific instructions.
- Avoid sending protected health information.
- Successful texting communication is based on **personalization**. You can't reach your audience without providing something meaningful to them. Your audience should determine both the content of your messages and the way those messages are crafted.

Many factors can be used to personalize content. Distinguishing factors may include:

- ✓ Location
- ✓ Answers to previous questions/preferences
- ✓ Age (based on target audience)
- ✓ Your organization (i.e., "Congregation members" "Community members")

Text Messages for COVID-19 Vaccine Information for Children 5 & Older

Phase 1 – Choose one of the sample texts below. Phase 1 messages here share resources and information about vaccination.

- Did you know, COVID-19 vaccines are free, safe, & highly effective? Learn how they protect you & your loved ones here: bit.ly/DPHVaccineFacts
- COVID-19 vaccines provide powerful protection for the whole family! Learn more at bit.ly/DPHVaccineFacts
- Parents! You have the power to protect your kids by vaccinating them against COVID-19. Learn more about vaccination at bit.ly/DPHVaccineFacts
- Did you know? Ongoing safety monitoring shows that COVID-19 vaccines are safe for children over 5 years old. Learn more at bit.ly/DPHVaccineFacts
- FACT: Kids can get very sick & hospitalized from COVID-19 too. Learn more about the benefit of vaccinating here: bit.ly/DPHVaccineFacts



Phase 2 – Choose one of the sample texts below. Phase 2 messages here encourage and remind people to book appointments and provide a direct link to the vaccination site locator.

- Choose family. Choose safety. Choose to get you & your family vaccinated for COVID-19! Find a location here: bit.ly/VaccineNearMe
- COVID-19 vaccines provide powerful protection! Is your child vaccinated yet? Find a location HERE: bit.ly/VaccineNearMe
- Summer is here! Is your child vaccinated for COVID-19 yet? Get them vaccinated today & find a location at: bit.ly/VaccineNearMe
- The clock is ticking! Don't wait, vaccinate for COVID-19 today! Find a location at bit.ly/VaccineNearMe
- Don't let COVID-19 spoil the fun – get vaccinated today to stay protected this summer. Find a location HERE: bit.ly/VaccineNearMe

Text Messages for COVID-19 Vaccine Information for Children Under 5 Years Old

Phase 1 – Choose one of the sample texts below. Phase 1 messages announce the availability of the vaccine for children under 5 years old and provide links to more information.

- Great news! Infants 6 months & older can now get vaccinated for COVID-19! Learn more at: bit.ly/DPHVaccineFacts
- If you have a child 6 months & older, now it's their turn to get vaccinated against COVID-19. Learn more at bit.ly/DPHVaccineFacts
- COVID-19 protection is now available for the littlest ones in your family. Learn more about the benefit of vaccinating here: bit.ly/DPHVaccineFacts
- Children 6 months & older can now get a COVID-19 vaccine, just in time for summer fun with the whole family! Learn more at bit.ly/DPHVaccineFacts
- The news we've been waiting for – infants 6 months & older can now get vaccinated against COVID-19! Learn more at bit.ly/DPHVaccineFacts

Phase 2 – Choose one of the sample texts below. Phase 2 messages encourage and remind people to book appointments and provide a direct link to the vaccination site locator.

- Infants & children are not immune to COVID-19 & are at risk of getting very sick. Find a vaccine location at bit.ly/VaccineNearMe



- COVID-19 protection is available for everyone! What are you waiting for? Find a location HERE: bit.ly/VaccineNearMe
- Unvaccinated kids are at a higher risk of the worst outcomes of COVID-19. Protect them! Find a vaccine location at bit.ly/VaccineNearMe
- This past year, children under 4 years old were hospitalized for COVID-19 ~5X more than in 2021. Don't wait, vaccinate: bit.ly/VaccineNearMe
- Children under 5 were hospitalized 5x more during Omicron than Delta. Protect them from new variants—get them vaccinated! bit.ly/VaccineNearMe

Text Messages for Booster Information for Children 5 & Older

These messages may be used at any time.

- Kids 5-11 are now eligible for a COVID-19 booster! Enjoy this summer knowing that they are protected! Find a location HERE: bit.ly/VaccineNearMe
- Got summer plans? Schedule your child's COVID-19 booster and enjoy the sun! Find a location at bit.ly/VaccineNearMe
- Does your child have the layer of protection they need? Get them boosted today! Find a location at bit.ly/VaccineNearMe
- COVID-19 Boosters bring protection levels back up. Ready, set, go get them boosted! Find a location at bit.ly/VaccineNearMe
- Has it been 5 months since your child got the COVID-19 vaccine? If so, it's time to get boosted! Don't wait, find a location at bit.ly/VaccineNearMe

