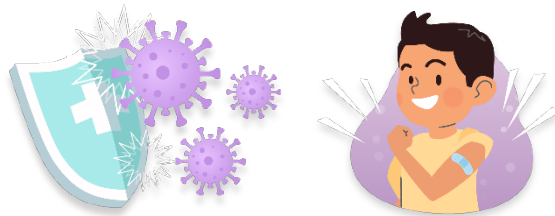


Messaging for Talking to Parents and Guardians

Use any of the language below when answering parent and guardian questions or developing materials around vaccines for infants and young children.

Additionally, encourage parents to join the [Public Health Parent Ambassador Program](#). The ambassador program provides information and answers questions on COVID-19 vaccines to parents and guardians, who can share with the broader community.



Key Messages – General

- Vaccines are available for your whole family! COVID-19 vaccines are safe, effective, and available for anyone 6 months and older.
- While children are typically at lower risk than adults of getting severely ill or even dying from COVID-19, it is still possible.
- Many children only get mild sickness from COVID-19, but unvaccinated children are at a higher risk of getting very sick and experiencing the worst outcomes of COVID-19.
- Parents and guardians can protect their children from the worst outcomes of COVID-19 by making sure children are up-to-date on vaccines and boosters.
- Vaccinated children are less likely to get very sick or go to the hospital if they do get infected.
- Don't wait! Getting the vaccine now helps protect against possible new variants in the future.
- Vaccination helps protect your entire family. Young children can pass COVID-19 to other siblings or high-risk family members such as grandparents.
- Just like adults, children can experience short and long-term health problems from COVID-19. It is better to prevent an infection than to treat it.
- You can get a COVID-19 vaccine at the same time as other vaccines, including the flu vaccine and other routine childhood vaccinations.

Key Messages – Vaccine Development

- Scientists have been working for many years to research and develop vaccines against viruses like the one that causes COVID-19.
- The COVID-19 vaccine for children has gone through the same approval process as all other routine childhood vaccines.
- The development and approval of the vaccine for children moved quickly because there was more money and other resources available.

Key Messages – Vaccine Safety

- Thousands of children have participated in clinical trials for the COVID-19 vaccine. The results show that the vaccine is safe and effective and no serious safety concerns were identified.
- The side effects to the COVID vaccine were mild, didn't last longer than a few days, and were similar to other routine childhood vaccines.
- Side effects may include a sore arm, tiredness, a headache, muscle pain, nausea, or a fever. These are normal signs that your child's body is building protection. Some children don't have any side effects.
- Your child can get a vaccine even if they have allergies to food, pets, insects, venom, pollen, dust, latex, or oral medicines. The vaccine does not contain eggs, preservatives, latex, or metals.
- Vaccinated children may still get COVID-19. However, vaccines protect children from getting seriously sick, even if they do get infected.

Messaging Suggestions for Social Media (All Platforms)

- Children are best protected from COVID-19 and the possibility of getting very sick or having long COVID if they are vaccinated. Find a location & make an appointment today at VaccinateLACounty.com or call 833-540-0473 for assistance.
- Great news! Now the little ones younger than 5 years old can be vaccinated against COVID-19. Make an appointment today at VaccinateLACounty.com or call 833-540-0473 for assistance.
- The news many of us have been waiting for – children under 5 can now get vaccinated for COVID-19! Have questions or need more information? Visit VaccinateLACounty.com or call 833-540-0473.
- There is now a COVID-19 vaccine approved for children between the ages of 6 months and 5! Learn how to keep your entire family protected at VaccinateLACounty.com
- Children ages 6 months to 5 years old can now get vaccinated for COVID-19! Getting them vaccinated helps keep them safe as they too can get very sick and experience complications. Have questions or concerns? Talk to your child's pediatrician or call 833-540-0473 for assistance.
- There is a COVID-19 vaccine now approved for use for children 6 months to 5 years old! If you have a child in this age group, now is their turn. For more information, visit VaccinateLACounty.com or dial 211 for assistance.

- COVID-19 vaccine doses for children under 5 years old are now available at vaccination sites countywide! Make an appointment at VaccinateLACounty.com or call 833-540-0473 for assistance.
- Did you know? All children 6 months and older can get a COVID-19 vaccine at the same time as their routine vaccinations. Have questions or concerns? Talk to your child's pediatrician or call 833-540-0473 for assistance.

Social Media Management Best Practices

- Engage in communities where parents and guardians are active. Examples: Next Door, Facebook, and Instagram.
- Keep a running list of common questions you get on social media with preapproved answers that link people to more guidance and resources.
- If engaging in Facebook groups or other communities like Next Door, keep the comments positive and helpful.
- Link your answers back to official websites like the DPH [COVID-19 Homepage](#) or [Vaccinate LA County](#) pages.
- Encourage parents to speak to their child's pediatrician if they have questions or concerns and share the Public Health hotline number 833-540-0473 or 211 for more information and for assistance, or to request homebound vaccination.
- Sample response to a direct message on social media platforms: *"Thank you for reaching out! We're happy to answer any questions you might have. [Insert answer]. For more information, please visit [link to resource]."*
- The evolving nature of the pandemic allows for a lot of misinformation to circulate. [Misinformation](#) can be emotional and irrational, making it difficult to get facts across. Emphasize that vaccines are safe and can keep children and their families from getting very sick, going to the hospital, or dying from COVID-19.

Social Media Images Best Practices

- Avoid using images of needles and/or syringes.
- If you are using images of people, make sure they reflect the skin color, hair color, and clothing of the population you are reaching, and be sure to include ones of them wearing a medical or higher-level mask, especially when promoting during times of higher community transmission levels.
- Include bright and colorful images with a variation in tones like pink, blue, yellow, and green colors.
- Do not post any photos of adults or minors without consent.