



Messaging for Schools

Use any of the language below when answering parent and guardian questions or developing materials around vaccines and vaccine events at your school. You can also customize the language to make it your own.

Messaging Tips for Talking to Parents

- Provide a space to ask questions. When hosting events for parents and guardians in schools, reach out to prominent and trustworthy figures in your community. Examples: Primary care doctors, pediatricians, community workers, local leaders.
- Encourage parents to join the [Public Health Parent Ambassador Program](#). The ambassador program provides information on COVID-19 vaccines to parents and guardians, who can share with the broader community.
- 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 seriously sick, going to the hospital, or dying from COVID-19.

Key Messages – General

- Safety of students and staff is our priority. Vaccines slow the spread of COVID-19 and prevent the virus from mutating into other potentially dangerous variants.
- Vaccination helps protect the entire school community. It children from getting seriously sick if they do get infected.
- It can also help protect children from getting COVID-19 and giving it to others.
- Vaccination can help keep kids in school and help them safely participate in sports, playdates, and other group activities.
- While children and teens are typically at lower risk than adults of getting seriously sick or going to the hospital, it is still possible.
- Children are not immune to COVID-19.
- If your child is eligible for the vaccine, vaccinations are the best way to protect them from the worst consequences of COVID-19.
- You can get a COVID-19 vaccine at the same time as other vaccines, including the flu vaccine.

Key Messages – Vaccine Development

- Scientists have been working for many years to 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.





Los Angeles County School Vaccination Messaging



- The development and approval of the vaccine for children moved quickly because there was more money and other resources available.
- Over 300,000 children ages 5-11 have been safely vaccinated in LA county so far.

Key Messages – Vaccine Safety

- Thousands of children have participated in clinical trials for the COVID-19 vaccine. The result show that the vaccine is safe and effective. No serious safety concerns were identified. The side effects were mild, didn't last long, 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. They should go away within a few days. Some children don't have any side effects.
- Reports of heart inflammation like myocarditis and pericarditis in teens and young adults are rare. The second dose of the Pfizer vaccine is given to teens 3-8 weeks after their first dose to help protect against these rare 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 make it less likely that children will get infected a second time. They also protect children from getting seriously sick, even if they do get infected.

Community Management Best Practices

- Engage in communities where parents 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. When engaging with negative comments on school social media accounts, take the conversation to the direct messages if it seems confrontational.
- Link your answers back to official websites like the DPH [COVID-19 Homepage](#) or [Vaccinate LA County](#) pages.
- Sample response to a direct message on social media platforms: "Thank you for reaching out to **XXX**. We're happy to answer any questions you might have about **X**. *[Insert answer or link to resource]*"

