

Keeping Nebraska's Kids, Schools and Communities Safe with COVID-19 Vaccinations

Nebraska Department of Education and Children's Hospital & Medical Center are joining forces in a statewide initiative to support FDA-authorized COVID-19 vaccinations for kids ages 5 and older.

This effort is focused on amplifying the voices of trusted, statewide health care providers using key evidence from a variety of research studies:

- Many parents are confused by myths and misinformation about getting their kids vaccinated.
- There are a significant number of parents who are planning to “wait and see” when it comes to vaccinating their kids. The prevalent demographics for this group are ages 18-49, Black and Hispanic, with low incomes and low education levels.
- Pediatricians and health care providers are the most trusted source of vaccination information, particularly for parents of unvaccinated kids and those in the “wait and see” category.

The initiative will include four phases:

Phase 1 – Connect providers across the state through a statement in support of COVID-19 vaccinations for kids ages 5 and older for a press conference and ongoing press statements.

Phase 2 – Amplify provider voices through video, photos and quotes in social and digital marketing while also supplying educational tools for providers to share with patient families.

Phase 3 – Leverage the inspiration of Nebraska's key influencers, such as coaches, artists, athletes, community leaders and other popular figures in social and digital marketing.

Phase 4 – Prepare for a strong start to the 2022 school year with social and digital marketing in July and August promoting vaccinations before fall classes.

Health care providers from across the state can participate by:

- Signing onto a public statement of support.
- Participating in media interviews and video testimonials.
- Sharing photos and quotes that can be used on social and digital media.
- Connecting with patient families who have stories.
- Providing educational tools to staff and families to encourage COVID-19 vaccinations.

At the center of this effort will be a website that includes:

- Facts on the importance of the COVID-19 vaccination to overcome the myths and ultimately keep families healthy, schools open and communities thriving.
- A list of providers who signed the statement of support for vaccinations of kids ages 5 and older.
- Locations where vaccinations are available.
- Educational tools for providers to share with families and how best to use them.