



COVID-19 COMMUNICATIONS TOOLKIT FOR SCHOOLS

Spring 2022

Resources from the Washington Chapter of the American Academy of Pediatrics to help schools increase COVID-19 vaccine confidence among families

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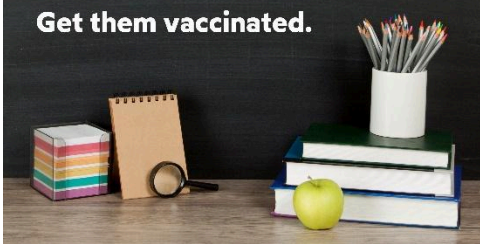
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SOCIAL MEDIA: SAMPLE POSTS

- Let's all do what we can to keep kids healthy and in school! #CallYourPediatrician to learn more about vaccinating your children against COVID-19.
- Thousands of children have been hospitalized, and hundreds have died after being infected with COVID-19. Some kids who have recovered still experience lingering symptoms. In fact, becoming infected with COVID-19 itself is much more likely to cause myocarditis than the vaccine. Learn more: <https://healthychildren.org/English/tips-tools/ask-the-pediatrician/Pages/Does-the-COVID-19-vaccine-cause-myocarditis-in-teens-and-young-people.aspx>
- The COVID-19 vaccine is now available for kids ages 5 and older, and soon for those younger than age 5. This is their shot! #CallYourPediatrician to learn how to get your child vaccinated.
- The COVID-19 vaccine is safe and effective and it's now available for kids ages 5 and older - with vaccines for kids ages 2-5 expected to be approved soon! #ThisIsOurShot to help our kids stay happy and healthy.
- Vaccination is the best way to protect your child from COVID-19. Learn how mRNA vaccines work like invisible coaches to teach your child's immune system to recognize the virus. #VaccinesWork #ThisIsOurShot [The Science Behind COVID-19 Vaccines: Parent FAQs - HealthyChildren.org](#)
- Scientists have been developing the technology for messenger RNA vaccines, like the COVID-19 vaccine, for over 30 years. COVID-19 vaccination is the best way to protect your child from disease and to help them thrive! [The Science Behind COVID-19 Vaccines: Parent FAQs - HealthyChildren.org](#)
- Parents have questions about the COVID-19 vaccine and pediatricians can help with answers. Check out this video about how [#VaccinesWork!](#)
- The COVID-19 vaccine is now available for kids ages 5 and older! All children deserve protection against COVID-19. #ThisIsOurShot to help kids stay safe while getting back to activities and to being with the people they love. #CallYourPediatrician today!
- Vaccines are important for the entire family! Make sure you and your children get vaccinated to protect yourselves against COVID-19.
- Now that children ages 5 & up are eligible for the vaccine, #ThisIsOurShot to protect them. The vaccine means they can look forward to school activities and seeing family and friends.
- The American Academy of Pediatrics recommends COVID-19 vaccines for all kids ages 5 and older. Millions of children and teens have been safely vaccinated.
- Five things to know about the COVID-19 vaccine for 5-11 year-olds: <https://youtu.be/zl9wTU5PCzk>
- Why should my child get the COVID-19 vaccine? <https://www.youtube.com/watch?v=PgLmrprP9KI>
- COVID-19 and kids: How mRNA vaccines work: <https://youtu.be/YOlrNlvEiMw>
- COVID-19 y los niños: cómo actúan las vacunas de ARNm: <https://youtu.be/iVQXj6XrePc>
- Pediatric cardiologist Dr. Stuart Berger shares that the benefits of COVID-19 vaccines far outweigh any of the risks, including the very rare side effect of myocarditis. <https://youtu.be/usmur2WrqaA>
- Does the COVID-19 vaccine cause myocarditis?
<https://healthychildren.org/English/tips-tools/ask-the-pediatrician/Pages/Does-the-COVID-19-vaccine-cause-myocarditis-in-teens-and-young-people.aspx>
- ¿La vacuna contra el COVID-19 causa miocarditis?
<https://healthychildren.org/spanish/tips-tools/ask-the-pediatrician/paginas/does-the-covid-19-vaccine-cause-myocarditis-in-teens-and-young-people.aspx>

**Want kids safe
at school?**

Get them vaccinated.



**¿Quiere que los
niños estén seguros
en la escuela?**

Vacúnelos.



**This is
their
shot!**



healthychildren.org
Powered by pediatricians. Trusted by parents.
from the American Academy of Pediatrics

**This is
their
shot!**



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DID YOU KNOW?
#VaccinesWork for the whole family!



wcaap.org

DID YOU KNOW?
COVID-19 virus is still spreading.
That's why getting the vaccine is the
best thing to do for your child's
health.



wcaap.org

Got questions?
Talk to your child's doctor
about COVID-19 vaccination.



wcaap.org

Got questions about COVID-19 vaccines?
Talk to your child's pediatrician
or primary care provider.
We're here to help!



wcaap.org

COVID-19 vaccine are available
for everyone 5 and older!

IT'S ABOUT ALL OF US.

*Get vaccinated to protect your
friends and family.*



COVID-19 vaccines act like

INVISIBLE COACHES

*to teach your body how to fight
COVID-19*



The COVID-19 vaccine is

SAFE AND EFFECTIVE.

*Get vaccinated to protect your
friends and family.*



Millions of children and teens
have been

SAFELY VACCINATED AGAINST COVID-19

*The American Academy of
Pediatrics recommends
vaccination for everyone age 5
and older.*



COVID-19 vaccines will help kids

STAY SAFE

*while enjoying school and
activities and spending time with
the people they love!*

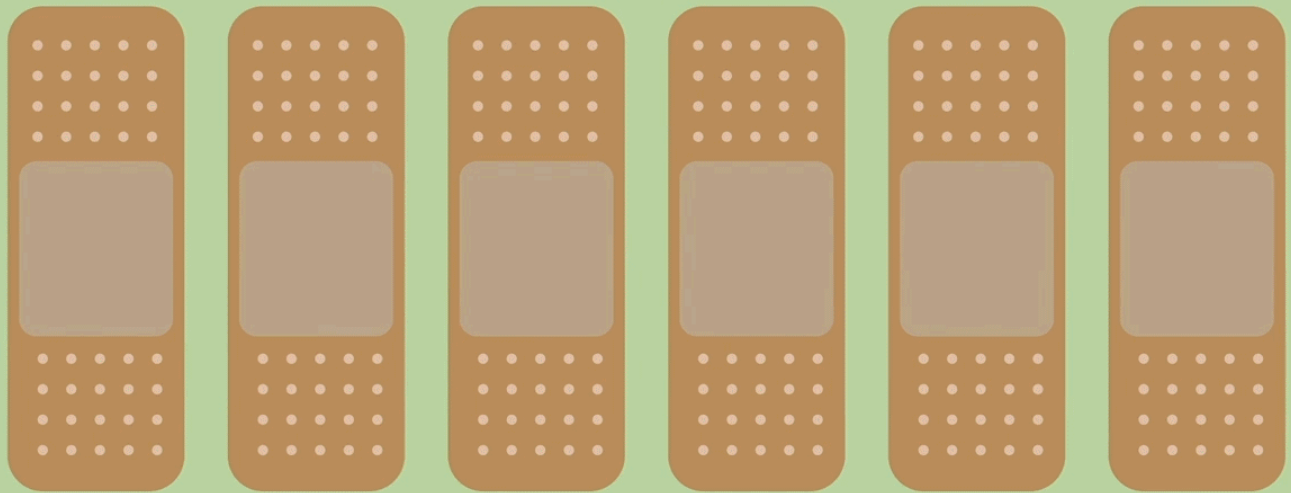
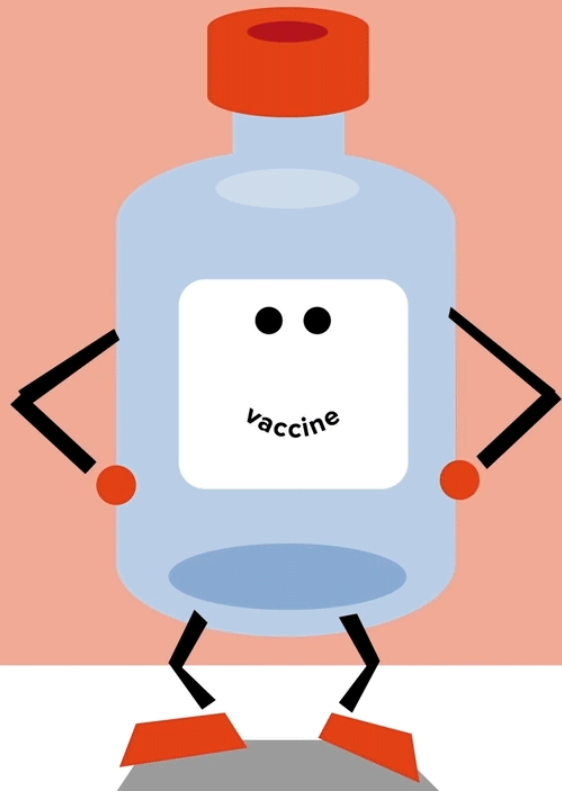


COVID-19 vaccines are
important for the

WHOLE FAMILY!

*Make sure you and your children
get vaccinated to protect
yourselves, your family, and
your community.*







VIDEOS: PEDIATRIC HEALTH CARE PROVIDERS & YOUTH

Feel free to share these videos from local pediatricians on social media or embed in newsletters!

- [Spanish – Dr. Jasmin Zavala](#)
- [English – Dr. Jasmin Zavala](#)
- [Myocarditis – Dr. Josiah Peñalver](#)
- [Infertility – Dr. Harbir Jui](#)
- [Protection – Dr. Harbir Jui](#)
- [We're Here to Help – Dr. Yolanda Evans](#)
- [Safety – Dr. Harbir Jui](#)
- [Be Informed – Dr. Joe Hudak](#)
- [Infertility - Dr. Carrie Jenner](#)
- [COVID & Kids - Dr. Mary Fairchock](#)

More videos:

- Students from Tacoma's Foss High School created these videos about how COVID-19 vaccines work: [Explaining COVID-19 Vaccines](#)
- Check out WCAAP's [YouTube playlist](#), which includes the videos linked above! We will add more videos as they become available.
- American Academy of Pediatrics [COVID-19 videos](#) and [Vaccination videos](#)

TEXT OR PHONE MESSAGE SCRIPTS

English

1. We all want to stay healthy. Talk with your doctor or clinic today about the immunizations your kids need for school and to stay healthy during COVID-19. Visit ParentHelp123.org if you need help locating a clinic near you.
2. Getting routine vaccinations is one of the best ways to protect your family! Call your doctor or provider to make a back-to-school plan.
3. Children and adolescents need immunizations to stay healthy, and you have the power to protect them through vaccinations! Talk with your doctor or clinic today about the immunizations your children need.
4. Make vaccine-preventable disease one less thing to worry about! Talk with your doctor today about the immunizations your teen or pre-teen needs.
5. We know many parents have questions about COVID-19 vaccines. Call your child's health care provider to learn more or visit ParentHelp123.org if you need help locating a clinic.

Spanish

1. Todos queremos mantenernos sanos. Hable hoy con el médico o el personal de la clínica sobre las vacunas que sus hijos necesitan para la escuela y para mantenerse sanos durante la pandemia de la COVID-19. Visite la página de ParentHelp123.org si necesita ayuda para localizar una clínica cercana.
2. Ponerse las vacunas según el calendario sistemático de vacunación es una de las mejores formas de proteger a su familia. Llame a su médico o proveedor de atención de la salud para crear un plan de regreso a la escuela.
3. Los niños y los adolescentes necesitan vacunas para mantenerse sanos, y usted tiene el poder de protegerlos con las vacunaciones. Hable hoy con el médico o el personal de la clínica sobre las vacunas que sus hijos necesitan.
4. Haga que las enfermedades que se previenen con vacunas sean una cosa menos de qué preocuparse. Hable hoy con su médico sobre las vacunas que los preadolescentes y los adolescentes necesitan.
5. Sabemos que muchos padres tienen preguntas sobre las vacunas contra la COVID-19. Llame al proveedor de atención de la salud de su hijo para obtener más información, o visite la página de ParentHelp123.org si necesita ayuda para localizar una clínica.

Q & A: Kids and COVID-19 Vaccines

Many parents have questions about COVID-19 vaccines, which are now available to anyone age 5 and older. Here are answers to some common questions:

Q: How do I know COVID-19 vaccine is safe for my child?

A: Clinical trials with tens of thousands of participants demonstrated COVID-19 vaccine safety and effectiveness for adults and youth ages 5 and older, and the FDA approved emergency use authorization based on those extensive trials. Millions of people in the U.S. have received COVID-19 vaccines, with intense safety monitoring ongoing.

Q: When will the COVID-19 vaccine be available for younger children?

A: Clinical trials are currently underway for children as young as six months old. We hope to have COVID-19 vaccines available for kids under age 5 in the coming months, perhaps as early as spring 2022.

Q: Does the COVID-19 vaccine cause myocarditis?

A: A small number of adolescents and young adults have developed mild cases of myocarditis, or heart inflammation, after getting the COVID-19 vaccine. Rarely, this has led to hospitalization.

- This appears to be an extremely rare side effect that has affected mostly males after the second dose of the Pfizer and Moderna vaccines. These cases typically occurred within 4 days after vaccination.
- While the possibility of myocarditis is concerning, it can usually be treated easily with anti-inflammatory medications.
- The risks posed by contracting COVID-19 outweigh the risk of myocarditis, so the CDC and American Academy of Pediatrics continue to recommend COVID-19 vaccine for anyone age 5 and older.
- From the AAP's HealthyChildren.org: "Thousands of children have been hospitalized, and hundreds have died after being infected with COVID-19. Some children who have recovered still experience lingering symptoms. In fact, getting infected with COVID-19 itself is much *more likely* to cause myocarditis than the vaccine."

Q: Will an mRNA vaccine like Pfizer or Moderna change my child's DNA?

A: No, in fact mRNA vaccines don't actually interact with your DNA at all. Once the mRNA has done its job – instructing your immune system to protect you from COVID-19 – your body breaks it down and eliminates it.

Q: What side effects should we be prepared for?

A: Like many vaccines, COVID-19 vaccines can lead to short-term side effects. Some people may have no side effects at all, while others may experience the following:

- | | |
|---|---------------|
| • Pain, redness, and swelling at the injection site | • Fatigue |
| • Fever and/or chills | • Nausea |
| • Headache | • Muscle pain |

If your child experiences these side effects, call your pediatric clinic and ask about ways to reduce these symptoms, which usually go away in a day or so. According to the CDC, long term side effects are [unlikely](#).

Rarely, some people have had serious allergic reactions to the COVID-19 vaccine. This is why your child will need to wait in the clinic for a short period of time after their vaccination. If your child has a reaction, there are medications to quickly treat it.

Preguntas y respuestas: Niños y vacunas contra el COVID-19

Muchos padres tienen preguntas sobre las vacunas contra el COVID-19, las cuales ya están disponibles para mayores de 5 años. Aquí hay respuestas a algunas preguntas comunes:

Pregunta: ¿Cómo sé que es segura la vacuna contra el COVID-19 para mi hijo?

Respuesta: Los ensayos clínicos con decenas de miles de participantes han demostrado que la vacuna contra el COVID-19 es segura y eficaz para adultos y jóvenes mayores de 5 años, y la FDA aprobó la autorización de uso de emergencia según esos ensayos clínicos extensos. Millones de personas en los Estados Unidos han recibido la vacuna contra el COVID-19, con un intenso control de seguridad en curso.

Pregunta: ¿Cuándo estará disponible la vacuna contra el COVID-19 para niños pequeños?

Respuesta: Actualmente, se están llevando a cabo ensayos clínicos para niños de seis meses en adelante. Esperamos tener vacunas contra el COVID-19 disponibles para niños menores de 5 años en los próximos meses, quizá tan pronto como la primavera de 2022.

Pregunta: ¿Causa la vacuna contra el COVID-19 miocarditis?

Respuesta: Un pequeño número de adolescentes y adultos jóvenes han desarrollado casos leves de miocarditis, o inflamación del corazón, después de recibir la vacuna contra el COVID-19. Rara vez, esto ha llevado a la hospitalización.

- Este parece ser un efecto secundario extremadamente raro que ha afectado sobre todo a los hombres después de la segunda dosis de la vacuna de Pfizer y Moderna. Estos casos suelen ocurrir en un plazo de 4 días después de vacunarse.
- Aunque la posibilidad de que se produzca una miocarditis es preocupante, normalmente puede tratarse fácilmente con medicamentos antiinflamatorios.
- Los riesgos de contraer el COVID-19 superan el riesgo de miocarditis, por lo que los CDC y la Academia Americana de Pediatría (*American Academy of Pediatrics*) siguen recomendando la vacuna contra el COVID-19 para cualquier persona mayor de 5 años.
- De la página HealthyChildren.org de AAP: "Miles de niños han sido hospitalizados y cientos han muerto tras infectarse con el virus. Algunos niños que se han recuperado continúan manifestando síntomas persistentes. De hecho, se sabe que el COVID-19 en sí *tiene mayor probabilidad* de causar miocarditis que la vacuna".

Pregunta: ¿Cambiará la vacuna ARNm (mRNA) como la Pfizer o Moderna el ADN de mi hijo?

Respuesta: No, el ARNm en realidad no interactúa con su ADN en absoluto. Una vez que el ARNm ha hecho su trabajo, dando instrucciones a su sistema inmunitario para que le proteja del COVID-19, su cuerpo lo descompone y lo elimina.

Pregunta: ¿Para cuáles efectos secundarios debemos prepararnos?

Respuesta: Como muchas vacunas, las vacunas contra el COVID-19 pueden tener efectos secundarios a corto plazo. Algunas personas no presentan ningún efecto secundario, otras podrían tener lo siguiente:

- Dolor, enrojecimiento e hinchazón en el lugar donde se aplicó la vacuna
- Fiebre o escalofríos
- Dolor de cabeza
- Fatiga
- Náuseas
- Dolores musculares

Si su hijo tiene estos efectos secundarios, llame al consultorio del pediatra y pida información sobre cómo reducir estos síntomas, los cuales suelen desaparecer en un par de días. Según los CDC, los efectos secundarios a largo plazo son [poco probables](#).

Es poco común que algunas personas hayan tenido reacciones alérgicas graves a la vacuna contra el COVID-19. Es por eso por lo que después de recibir la vacuna su hijo deberá esperar de 15 a 30 minutos en el lugar donde se vacune. Si su hijo tiene una reacción, hay medicamentos para darle tratamiento rápidamente.

ADDITIONAL RESOURCES

- Washington State Department of Health – COVID-19 Vaccination [Communications Toolkit](#)
- Washington State Department of Health – [Toolkit for Schools](#)
- Washington State Department of Health – [What Parents Should Know about Pediatric COVID-19 Vaccine](#) ([additional languages](#))
- Washington State Department of Health – [Myocarditis after COVID-19 Vaccination: What Parents and Young Adults Should Know](#) ([additional languages](#))
- By teens, for teens – [VaxTeen](#)
- American Academy of Pediatrics – [The Science Behind COVID-19 Vaccines: Parent FAQs](#)
- Public Health Collaborative – [Social Media Sample Posts & Shareable Graphics](#): Booster Doses
- Public Health Collaborative – [Toolkit: FDA Approval](#)
- Public Health Collaborative – [Q&A on Pediatric Vaccines](#)