

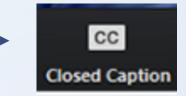


## Center for Parent Information and Resources

U.S. Department of Education Centers for Disease Control and Prevention

#### **Using Closed Captioning**

To start using CC, click the caption button



#### Uso de la interpretación de idiomas

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Seleccionen "Spanish"



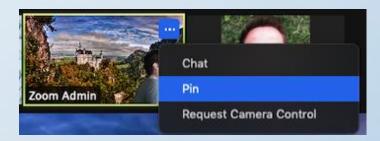


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 "Mute Original Audio"

#### **Using ASL**

 The ASL interpreter has been spotlighted for your convenience















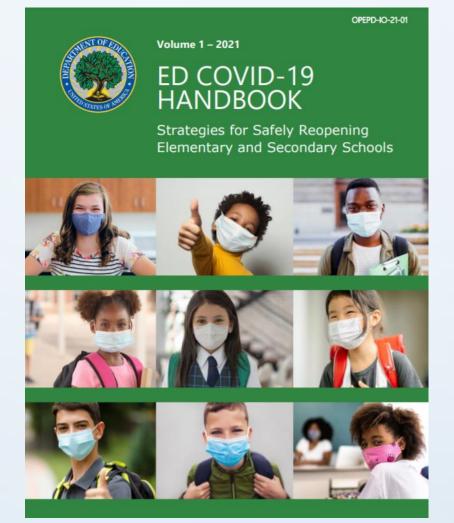
Dr. Aaliyah
Samuel
Deputy Assistant
Secretary, Local,
State and National
Engagement,
Office of
Communication
and Outreach,
Department of
Education

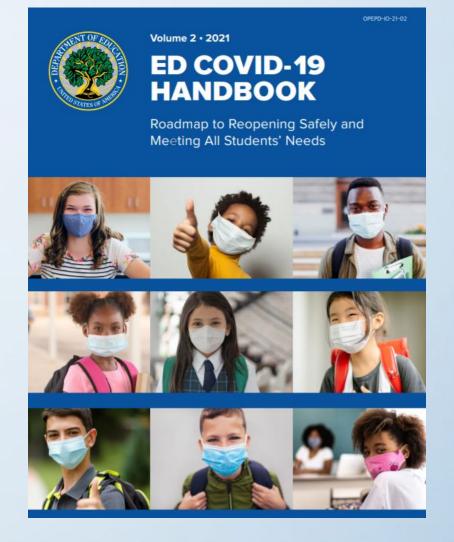
Dr. Adam Bjork
Co-Lead, Program
Integration and
Equity Unit,
Vaccine Taskforce
at CDC

Stefanie Erskine, MPH
Past Lead of Stakeholder
Engagement, Vaccine Task
Force, Communications at
CDC

Dr. Chandresh Ladva
Community Guidance
Lead, Community
Interventions and
Critical Populations Task
Force at CDC

Dr. Lauri Hicks
DO, Captain, US
Public Health
Service, Chief
Medical Officer,
Vaccine Task
Force at CDC



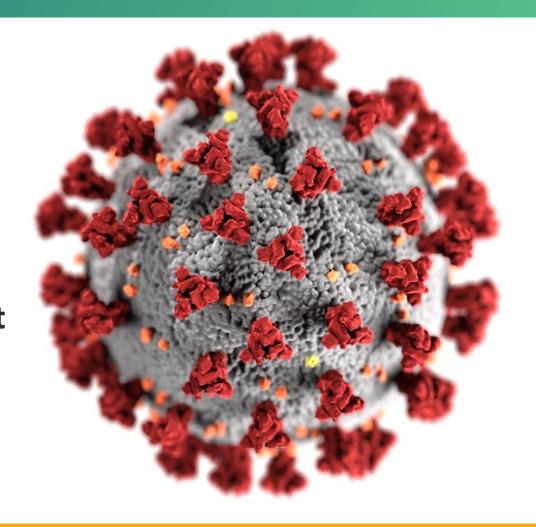


ED Return to School Roadmap

### **Adolescent Vaccination Update**

Center for Parent Information and Resources
COVID-19 Adolescent Vaccination update
June 22, 2021

Adam Bjork, PhD
Co-Lead, Program Integration and Equity Unit
COVID- 19 Response





#### National Target of 70% by July 4th

- Goal of ensuring that 70% of adults 18 and over have had at least one dose by July 4<sup>th</sup>
- Critical to build on local successes to increase equitable access
- Important to focus on:
  - Continuing to expand access to communities
  - Reaching the movable middle
  - Key messages about benefit of vaccination





#### May 12, 2021 ACIP Vote – Interim Recommendation

The Pfizer-BioNTech COVID-19 Vaccine is recommended for persons 12–15 years of age in the U.S. population under the FDA's Emergency Use Authorization.

In the direct clinical assessment, vaccine efficacy was 100% in preventing symptomatic, laboratory-confirmed COVID-19 in adolescents aged 12–15 years without evidence of previous SARS-CoV-2 infection.

# Stepwise approach to increasing vaccine access for adolescents

**Adolescent vaccination** 

Apply <u>school-focused strategies</u> to ensure vaccination opportunities

Strategically add providers that can reach adolescents

Augment existing infrastructure for vaccination

May June July August September



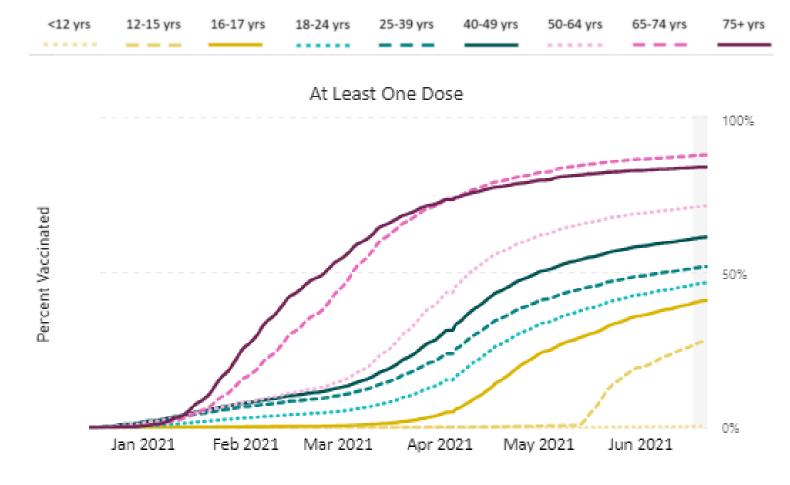
#### Approach for reaching adolescents

Augment existing public health infrastructure and add new channels

Category	Approach
Primary care and other providers serving adolescents	Utilize primary care as trusted providers to notify, schedule, and vaccinate their patients (including managing routine immunizations, particularly as students return to school)
Pharmacies and HRSA sites <sup>1</sup>	Leverage broad pharmacy footprint to administer vaccine to adolescents rapidly, as with adults
School-based vaccinations	Partner with Federally Qualified Health Centers, pharmacies, public health, and adolescent provider networks to hold targeted programs to ensure equity and coverage, particularly as students return

<sup>1.</sup> Health Resources and Services Administration (HRSA) sites including: Federally Qualified Health Centers (FQHCs), Rural Health Clinics, Community Health Centers

#### **COVID-19 Vaccination in the United States (June 21, 2021)**



- 177,342,954 (53.4%) people have received at least 1 dose of COVID-19 vaccine
- 4,312,712 (28.3%) adolescents age
   12-15 years have received at least 1
   dose of COVID-19 vaccine



CDC's Strategy to Increase Confidence in COVID-19 Vaccines in Adolescents (Ages 12–18) and Their Families

# **Build Trust**

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines with parents, adolescents, and the schools and community institutions that support them.

# **Empower Healthcare Providers**

Objective: Ensure that healthcare providers are confident in COVID-19 vaccines and in their ability to recommend vaccination for adolescents.

# Engage Families, Communities & Schools

Objective: Engage families, communities, and schools in two-way communication to listen, address concerns, and create positive social norms.

# Thank you.



#### **Vaccine Task Force Communications**

**Center for Parent Information and Resources** 

**COVID-19 Vaccination Toolkit for Community Based Organizations** 

June 22, 2021

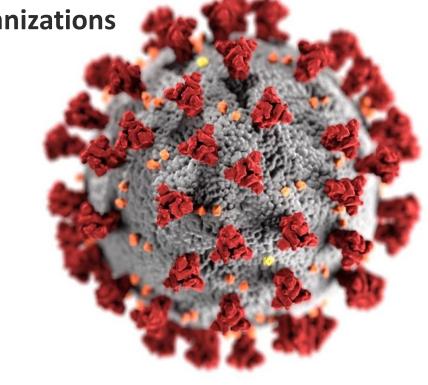
#### **Stefanie Erskine, MPH**

**Behavioral Scientist** 

Stakeholder Engagement, Past Lead

**Communications Team** 

COVID- 19 Response | Vaccine Task Force



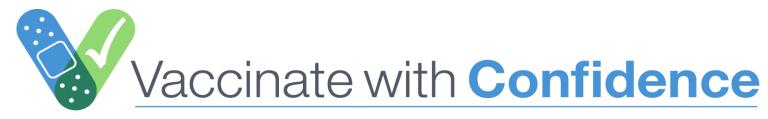


### **Key Components of CDC's Communication Work**

- Research and evaluation
- Crisis & Emergency Risk Communication (CERC)
- Outreach to populations disproportionately affected by COVID-19
- Professional education and engagement
- Vaccine safety and effectiveness messaging
- Responding to public inquiries
- Supporting CDC vaccine programs
  - COVID Data Tracker
  - Pharmacy Partnership for Long-Term
     Care Program

- Federal Retail Pharmacy Program
- Vaccine Administration Management
   System (VAMS)





#### A National Strategy to Reinforce Confidence in COVID-19 Vaccines

Reinforce Trust Objective: Regularly share clear and accurate COVID-19 vaccine information and take visible actions to build trust in the vaccine, the vaccinator, and the system.

Empower
Healthcare
Providers

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

Engage
Communities
& Individuals

Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, increase collaboration and build trust in COVID-19 vaccine.

#### **COVID-19 Vaccination Messages**

- 1. You can help **stop** the pandemic.
- 2. People 12 years of age and older can be vaccinated.
- 3. Use reliable sources to get information.
- 4. COVID-19 vaccines are safe *and* effective.
- 5. COVID-19 vaccine is **free**.
- After COVID-19 vaccination, you might have some side effects. These are normal signs that your body is building protection.
- 7. Fully vaccinated people can resume activities when fully vaccinated.



# Resources

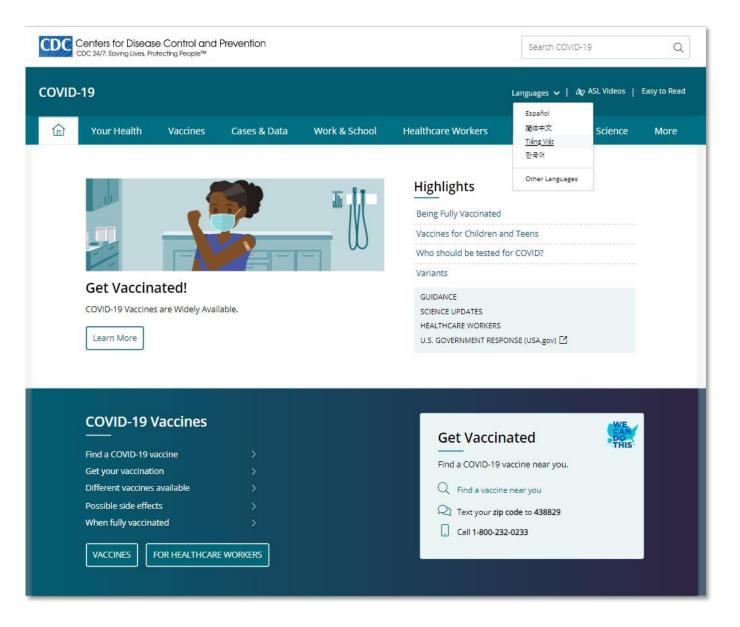


### **Website Languages**

#### HTML pages are available in

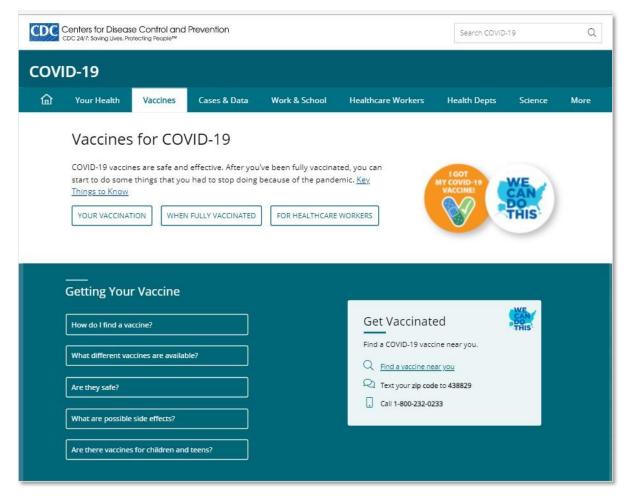
- English
- Spanish
- Simplified Chinese
- Vietnamese
- Korean

Some materials are available in additional languages.





#### Vaccines.gov



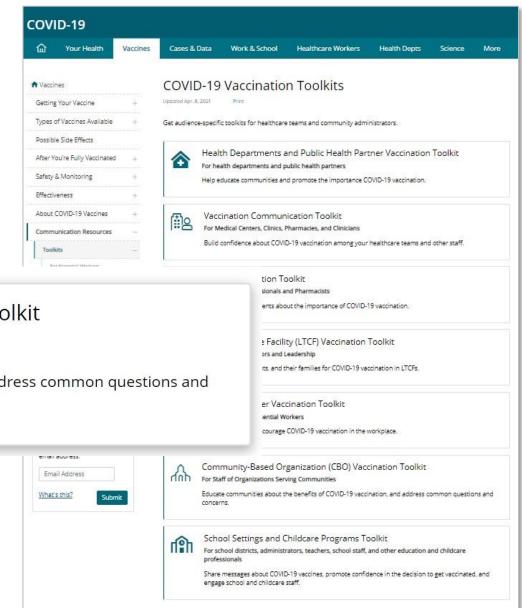
**Vaccines.gov** is powered by Vaccine Finder - a web-based system that helps people find the latest information on COVID-19 **vaccine** availability.

- Reported by vaccine providers
- Searchable by ZIP code



#### **COVID-19 Vaccine Toolkits**

- Resources to help communicate information on COVID-19 vaccines
- Audience or setting-based specific





Community-Based Organization (CBO) Vaccination Toolkit

For Staff of Organizations Serving Communities

Educate communities about the benefits of COVID-19 vaccination, and address common guestions and concerns.



#### **Community-Based Organization Toolkit**

#### Educating communities on the importance of COVID-19 vaccination

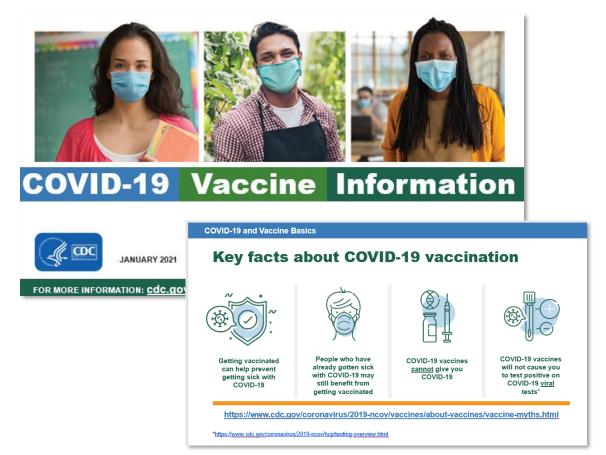
Designed for staff of organizations serving communities affected by COVID-19, including:

- Social service organizations
- Faith-based organizations
- YMCAs/YWCA
- Youth organizations

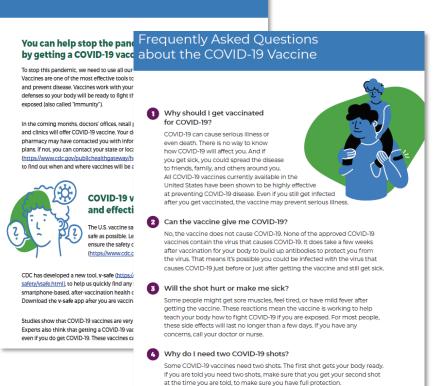
- School organizations (PTAs/PTOs)
- Meal delivery services
- Senior centers
- Fraternities and more



### **Key Materials**







#### Presentation



Key messages and FAQs

#### **Printable Materials and Graphics**



#### Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.







To stop this pandemic, we need to use all of our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so your body will be ready to fight the virus, if you are exposed (also called immunity). Other steps, like wearing a mask that covers your nose and mouth and staying at least 6 feet away from other people you don't live with, also help stop the spread of COVID-19.

Studies show that COVID-19 vaccines are very effective at keeping you from getting COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.



The vaccines are safe. The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.



Different types of COVID-19 vaccines will be available. Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.



Vacunas contra el COVID-19

Las vacunas son una de las herramientas que tenemos para luchar contra la pandemia del COVID-19.



其他措施,如戴口罩遮住口鼻,与其他不住在一起的人保持至少6英尺的距离,也有助于阻断 COVID-19 的传播。 研究表明,COVID-19 **疫苗**在防止您感染 COVID-19 方面**非常有效**。专家还认为,即使您感染了 COVID-19,接种

COVID-19 疫苗也可以帮助您避免染上严重疾病。这些疫苗本身不能给您带来疾病。

> pies > 2 m

mientas de prevención. Las vacunas son una de las ermedades. Las vacunas trabajan con las defensas uchar contra el virus si usted está expuesto (esto rudan a detener la propagación del COVID-19, como irse al menos a 6 pies o 2 metros de distancia de las

son muy eficaces para que usted no contraiga la contra el COVID-19 podría ayudar a que usted no se as no pueden darle la enfermedad.

Alternative Languages: <u>Arabic</u> | <u>Spanish</u> | <u>Korean</u> | <u>Russian</u> | <u>Simplified Chinese</u> | <u>Tagalog</u> | <u>Traditional Chinese</u> | <u>Vietnamese</u>

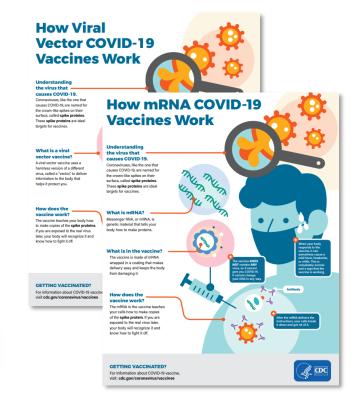
National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM)
Translations: <u>Amharic</u> | <u>Burmese</u>

<u>Farsi | French | Haitian Creole | Karen | Kinyarwanda | Nepali | Pashto | Somali | Swahili (Congolese) | Tigrinya | Urdu</u>



### **Printable Materials and Graphics**





Infographics



Fotonovella



Stickers

#### **Customizable Content**

#### Customize with logos and text to make it appropriate for your organization.

Dear Community-Based Organization Leader:

The communities you serve now have access to vaccines to help protect them against COVID-19. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19. Vaccination is one of our many important tools to help stop the pandemic.

Some community members may be hesitant to get the vaccine. Before they agree to be vaccinated, they will want answers to their questions about the process for developing these vaccines and information about safety and effectiveness. Your organization can help inform communities about the vaccines and help people feel confident when they decide to get vaccinated.

This COVID-19 Vaccine Communication Toolkit for Community-Based Organizations was created by the Centers for Disease Control and Prevention (CDC) to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities. We encourage you to review and customize these materials.

- . Letter to members: Customize this letter about COVID-19 vaccination to send to your members.
- Newsletter content: This short newsletter-style blurb can be widely distributed to share information on COVID-19 vaccines.
- . Key messages: Use these key messages about COVID-19 vaccine to educate your communities.
- <u>Frequently Asked Questions (FAQs)</u>: Use these to help answer questions about COVID-19 vaccine in your communities.
- <u>Slide deck</u>: These basic slides about COVID-19 vaccines are for virtual town halls or other informational
  meetings within your communities. You can use all or part of the set or also include your own organization's
  information.
- Print Resources: These posters, factsheets, and other print resources encourage and support community
  members in their decision to get vaccinated. You can print and post them in your buildings and other
  community locations.
- \* COVID-19 vaccine factsheet: This plain language fact sheet is available in several languages.
- Social media content: These messages and images are for use on various social media channels that your
  organization uses, including Facebook, Twitter, and Linkedin. You can use them as-is with the hashtag
  #Sleevello or include vour own identity.
- . Stickers: Print stickers for community members who have been vaccinated to wear.

Stopping a pandemic requires using all the tools we have available, and now we have a powerful new tool—vaccines. When you support COVID-19 vaccination, you are helping to protect against COVID-19 in your community.

We appreciate your ongoing support.

#### Dear [MEMBER].

Across the country, the COVID-19 pandemic is having devastating effects. Here at (INSERT YOUR ORGANIZATION NAME), we have felt the pain and loss in our own community. We've supported individuals and families who have been affected by the pandemic and mourned those we have lost.

While the pandemic has kept us apart, there is new hope—vaccines are here. They will help us move closer to ending the pandemic.

We want everyone in our community to be safe and get back the moments we've missed with our families. friends and neighbors.

COVID-19 vaccines are safe and effective in preventing severe illness from COVID-19, and people who are fully vaccinated against COVID-19 may start to do some things they had stopped doing because of the pandemic.

Getting the COVID-19 vaccine adds one more layer of protection for you, your family, and your loved ones. Here are some key points about the COVID-19 vaccine:

- . All COVID-19 vaccines currently available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever.
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet
  apart from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands
  frequently, and getting vaccinated.

We all play a part in this effort, and you are key. Please sign up to get your COVID-19 vaccination at (INSERT INFORMATION ABOUT WHERE TO GET VACCINATED).

If you have questions about vaccination clinics in {INSERT COMMUNITY CLINIC INFORMATION}, please contact (INSERT NAME AND CONTACT INFORMATION).

If you want to know more about COVID-19 vaccines, visit www.cdc.gov/coronavirus/2019-ncov/vaccines

Sincerely,

(INSERT SIGNATURE OF ORGANIZATION LEADER)

#### COVID-19 vaccine: It's our turn to roll up our sleeves and get vaccinated!

It's hard to imagine a time when we didn't know COVID-19 existed. Now when people say "virus," we know what they mean. The impact of COVID-19 on our lives, our activities, and our freedom has affected us all. The responsibility is ours, as a community, to help stop this virus.

COVID-19 vaccines are safe and effective in preventing severe illness from COVID-19, and people who are fully vaccinated against COVID-19 may start to do some things they had stopped doing because of the pandemic.

#### It takes everyone.

We all need to step up to beat COVID-19. We ask you to join us in protecting yourself, your family and friends, and our community by getting vaccinated.

{INSERT QUOTE FROM ORGANIZATION LEADERSHIP. Suggested quote; "COVID-19 vaccination is one of the strongest tools we can use to fight this pandemic together,"} says [NAME and TITLE].

Getting vaccinated adds an important layer of protection for you, your family, and loved ones. Here are some things you should know about the COVID-19 vaccine:

- All COVID-19 vaccines currently available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever.
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet
  apart from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands
  frequently, and getting vaccinated.

We want everyone in our community to be safe and get back the moments we've missed with our families. friends and neighbors.

We all play a part in this effort, and you are key. Please sign up to get your COVID-19 vaccination at

#### {INSERT INFORMATION ABOUT WHERE TO GET VACCINATED}.

If you have questions about vaccination clinics in {INSERT COMMUNITY CLINIC INFORMATION}, please contact

#### (INSERT NAME AND CONTACT INFORMATION).

If you have questions about the COVID-19 vaccine, visit CDC's FAQs web page:  $\frac{https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html}{ntps://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html}$ 

#### Introductory Letter







#### **Social Media**



Download All Portrait-Style Graphics

English [15 MB] | Spanish [19 MB]

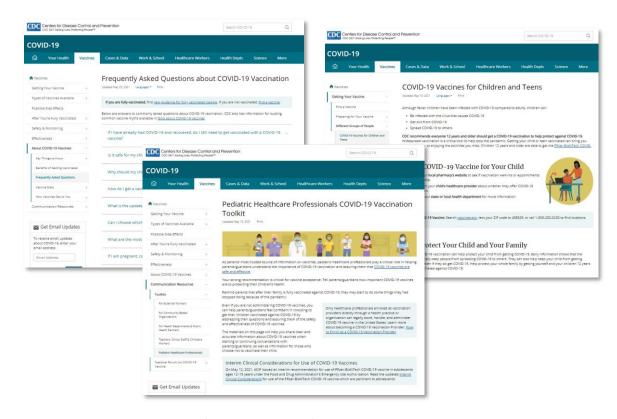




Illustrated

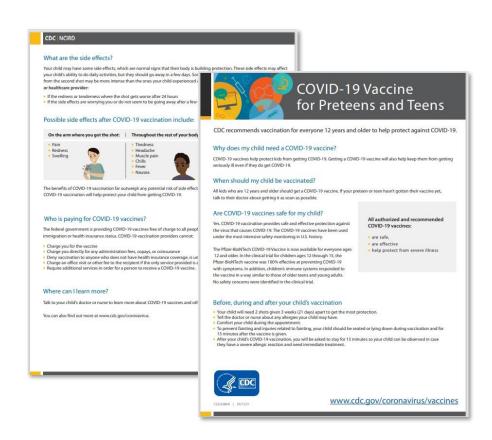


#### **Vaccines for Adolescents**



FAQs, Information for Parents, and Pediatric Healthcare Professionals Toolkit



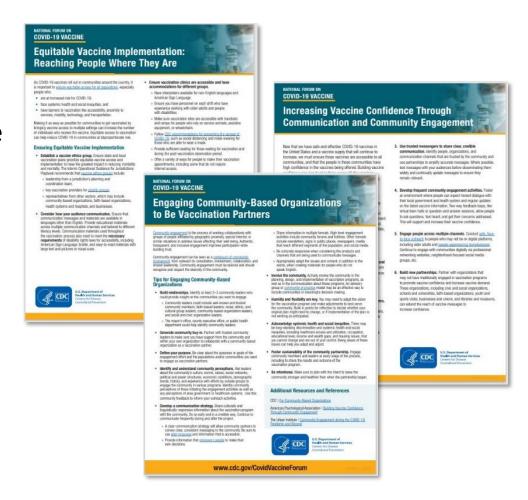


**Printable Materials** 

COVID-19 Vaccines for Children and Teens | CDC

#### Implementing COVID-19 Vaccination in Your Community

- Equitable Vaccine Implementation
- Engaging Community-Based Organizations to be Vaccination Partners
- Increasing Vaccine Confidence through
   Communication and Community Engagement





#### **Communications Resource Center**

- Links to toolkits
- Print resources
- Web widgets
- Social media graphics
- Videos and more





## Websites

#### **COVID-19 Vaccine Resource Center**

• https://www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html

#### **COVID-19 Print Resources**

https://www.cdc.gov/coronavirus/2019-ncov/communication/print-resources.html

#### **Vaccination Toolkits**

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits.html



#### **Thank You**

For more information, contact: <a href="mailto:eocvtfcommteam@cdc.gov">eocvtfcommteam@cdc.gov</a>

1-800-CDC-INFO (232-4636)

TTY: 1-888-232-6348 www.cdc.gov

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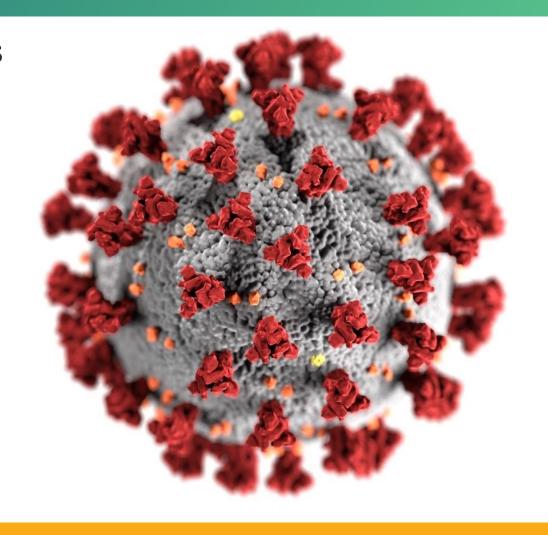


#### **Guidance for Operating Youth Camps**

Center for Parent Information and Resources
COVID-19 Guidance for Operating Youth Camps
June 22, 2021

Chandresh Ladva, PhD, MPH CDR, US Public Health Service

CDC Community Interventions and Critical Populations Task Force, Lead COVID-19 Response





cdc.gov/coronavirus

# **Planning and Preparing**

**Updated Guidance for Operating Youth Camps** 



## **Develop a Plan**



## **Planning**

- The plan should include the following:
  - COVID-19 vaccination
  - Protocol differences for people who are fully vaccinated versus those who are not fully vaccinated
  - COVID-19 prevention
  - Staff and campers who are at increased risk of getting severely ill from COVID-19
  - Safer activities
  - Planning for an outbreak

# **Promote Vaccination**

**Guidance for Operating Youth Camps** 



## **COVID-19 Vaccines**

- CDC recommends that everyone ages
   12 and older get fully vaccinated
   against COVID-19.
- To promote vaccination, camps can:
  - Visit <u>vaccines.gov</u> to find local vaccination sites
  - Educate camp families about
     COVID-19 vaccination
  - Support staff vaccination



# Guidance for Day or Overnight Camps Where Everyone Is Fully Vaccinated

**Guidance for Operating Youth Camps** 



## **COVID-19 Prevention at Camps**

## Where Everyone Is Fully Vaccinated

#### Masks

- Not needed, except where required by law, regulation, or workplace guidance
- Support staff or campers who choose to continue to wear a mask

### **Physical Distancing**

 Not necessary, except as indicated in CDC's Interim Public Health Recommendations for Fully Vaccinated People

### **Hand Hygiene and Respiratory Etiquette**

Continue washing hands and covering coughs and sneezes

### Cleaning, Improving Ventilation, and Maintaining Healthy Facilities

- Continue routine cleaning
- Maintain improved ventilation







# **COVID-19 Testing and Contact Tracing at Camps**

### Where Everyone Is Fully Vaccinated\*

- Screening testing isn't necessary.
- If someone who is fully vaccinated has symptoms of COVID-19:
  - Isolate people with COVID-19-like symptoms
  - Test people with COVID-19-like symptoms
  - Quarantine any unvaccinated close contacts of people with symptoms\*
  - Notify family members of all campers
- People who are fully vaccinated with no COVID-19-like symptoms do not need to quarantine.



<sup>\*</sup>Some vaccination exceptions are listed in the guidance

# **Guidance for Camps Where Not Everyone Is Fully Vaccinated**

**Guidance for Operating Youth Camps** 



# **Masks at Camps**

## Where Not Everyone Is Fully Vaccinated

People who are not fully vaccinated

- Indoors: Masks strongly encouraged
- Outdoors: Masks generally not needed, except in crowded settings or during sustained close contact activities.

People who are fully vaccinated

Masks not needed

Camps may continue to require masks for vaccinated and not fully vaccinated campers and staff.

Some mask exceptions are listed in the guidance.



# **Cohorting and Physical Distancing at Day Camps**

### Where Not Everyone Is Fully Vaccinated

#### **Cohorts:**

Small groups of campers and staff who stay together throughout the day.

### **Physical Distancing:**

- 3 ft + between all campers within a cohort
- 6 ft + between all campers outside of their cohort
- 6 ft + while eating and drinking indoors
- 6 ft + between campers and staff
- 6 ft + between staff



# Additional Guidance for Overnight Camps Where Not Everyone Is Fully Vaccinated

**Guidance for Operating Camps** 



# **Guidance for Overnight Camps**

Where Not Everyone Is Fully Vaccinated

## **Before Camp:**

- Get a COVID-19 vaccine
- Follow the guidance for travelers



## **Guidance for Overnight Camps**

## Where Not Everyone Is Fully Vaccinated

### **During Camp:**

- Assign household cohorts: Campers and staff who stay together
  - Masks: Not needed when only with "household" cohort
  - Physical Distance: Not needed when only with "household" cohort
- Ventilate and clean bathrooms regularly

### **After Camp:**

- Follow guidance for Domestic Travel During COVID-19
  - https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-during-covid19.html



## **Contact Tracing for Overnight Camps**

## Where Not Everyone Is Fully Vaccinated

- Isolate staff or campers with symptoms immediately
- Refer people with symptoms for testing
- Quarantine unvaccinated close contacts of people with symptoms
- Notify parent, guardians, the local health department
- After exposure, monitor campers and staff for COVID-19 symptoms for 14 days







# Resources

**Guidance for Operating Camps** 



## **CDC Camp Resources**

#### **COVID-19 General Resources:**

- COVID-19 Frequently Asked Questions: <u>Coronavirus (COVID-19) frequently asked questions | CDC</u>
- Latest COVID Information: <u>Coronavirus Disease 2019 (COVID-19) | CDC</u>
- Managing Stress and Coping: <u>Mental Health and Coping During COVID-19 | CDC</u>
- People at Increased Risk: <u>Do I need to Take Extra Precautions Against COVID-19 | CDC</u>
- Children and COVID-19: <u>Children and Teens | COVID-19 | CDC</u>
- Talking with Children about Coronavirus Disease 2019: <u>Talking with children about Coronavirus</u>
   <u>Disease 2019 | CDC</u>
- What to do if a Student Becomes Sick at School or Reports a New COVID-19 Diagnosis Flowchart |
   CDC

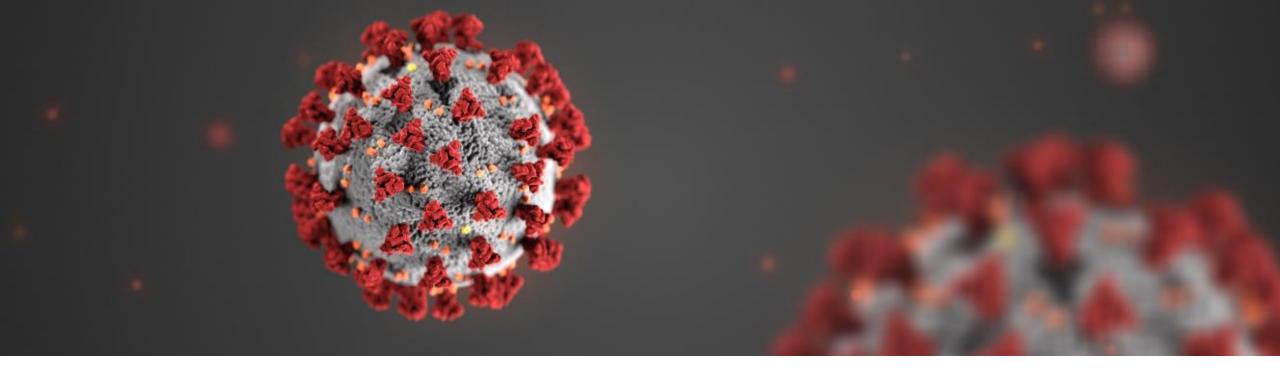
# **CDC Camp Resources (Continued)**

### For Camp Administrators and Parents, Guardians, and Caregivers:

- Guidance for Schools and Child Care Centers: <u>School Settings | COVID-19 | CDC</u>
- Guidance for Direct Service Providers, Parents, Caregivers, and Guardians, and People with Developmental and Behavioral Disorders: <u>Caring for People with Developmental and Behavioral</u> <u>Disorders | COVID-19 | CDC</u>
- Considerations for Outdoor Learning Gardens and Community Gardens: <u>Considerations for Outdoor</u>
   <u>Learning Gardens and Community Gardens | CDC</u>
- Safely Distributing School Meals During COVID-19: <u>Safely Distributing School Meals During COVID-19</u>
   <u>| CDC</u>

### **Coping and Resilience Support Numbers:**

- National Distress Hotline: call or text 1-800-985-5990, or text TalkWithUs to 66746
- National Suicide Prevention Lifeline at 1-800-273-TALK (1-800-273-8255), 1-888-628-9454 for Spanish



For more information, contact CDC 1-800-CDC-INFO (232-4636)

TTY: 1-888-232-6348 www.cdc.gov

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