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Santa Clara County Office of Education | sccoe.org

Youth Vaccination in Santa Clara County

Category: Public Engagement/Parental Involvement Campaign

Number of Communication Staff: 13

Organization: County office of education

Working collaboratively with school and community partners, the Santa Clara County Office of Education (SCCOE) is a regional service agency that provides instructional, business, and technology services to the 31 school districts of Santa Clara County. The County Office of Education directly serves students through special education programs, alternative schools, Head Start and State Preschool programs, migrant education, and Opportunity Youth Academy. The SCCOE also provides academic and fiscal oversight and monitoring to districts in addition to the 22 Santa Clara County Board of Education authorized charter schools.

For more information about the Santa Clara County Office of Education, please visit www.sccoe.org and follow us @SCCOE on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

Synopsis

The Santa Clara County Office of Education (SCCOE) leveraged its partnerships with the Santa Clara County Public Health Department (SCCPHD) and Lucile Packard Children's Hospital at Stanford to create an extended youth vaccination campaign.

The campaign launched with a joint press conference with SCCPHD upon the approval of vaccinations for ages 5-11. The event was held at an elementary school in the hopes of capitalizing the safe and trusted status of schools within the community as well as promoting the mobile youth vaccinations within the county.

The November 4, 2021 press conference was followed by a 2-hour Town Hall meeting on November 8, that further capitalized on the partnership between SCCOE and SCCPHD and Lucile Packard Children's Hospital at Stanford. The purpose was to have trusted officials speak on the science behind COVID-19, testing for the coronavirus, and vaccinations in particular the vaccine for ages 5-11.

The event was held virtually with a live stream. There were over 300 live viewers and the posted recording has over 475 views. The Town Hall had language support in American Sign Language, Spanish and Vietnamese.

With an on-going need to vaccinate children ages 5 to 11 the Santa Clara County Office of Education and County of Santa Clara Public Health Department are working together to create a comprehensive public relations campaign that includes paid media for multiple media and communication channels.

Summary

Research and Planning - Joint Press Conference

Working with the demographers at Santa Clara County Public Health Department (SCCPHD), zip codes were placed into a tiered priority criterion based on the number of COVID-19 cases and the number of current vaccinations. Resources were first deployed to the tier one zip codes within the county - the school that was the host of the joint press conference was within the tier one zip codes.

The next step in planning was to select speakers from the community that were respected and trusted. We had [County Supervisor Cindy Chavez](#); [County Superintendent of Schools, Dr. Mary Ann Dewan](#); Dr. Marty Fenstersheib, Santa Clara County Public Health Department; Kevin Armstrong, Principal of [Katherine R. Smith Elementary School](#); and, a parent from the school community that was choosing to vaccinate her two children at the mobile clinic following the press conference. Following

the guest speakers, the same information was then delivered in a multitude of other languages.

Goal

The primary goal was to spread the word of the approval of the COVID-19 vaccine for children ages 5-11. In doing so, we wanted to ensure the community that the vaccine was safe and appropriate for this age group while promoting general health precautions against the coronavirus.

Target Audience

The target audience was parents of children ages 5-11. The larger audience was the unvaccinated population of the community.

Strategies

- Build awareness around the vaccine for youth ages 5-11
- Create a safe and welcoming environment to administer the vaccine
- Increase understanding of COVID-19 safety precautions
- Debunk any misunderstandings surrounding the vaccine

Measurable Objectives

- Reach a minimum of three media outlets
- Vaccinate 130 youth ages 5-11

Deliverables

- [Run-of-Show](#)
- [Dr. Dewan Talking Points](#)
- [Talking points frame for Principal Armstrong and KRS Elementary School parent](#)
- [November 4, 2021 Joint Media Advisory](#)
- [November 4, 2021 Joint News Release](#)
- [November 4, 2021 Press Conference Livestream Video](#)
- [Press Kits](#)
- [Photos of the event](#)
- [Social Media posts\(SCCOE\)](#)

Budget

- No assigned budget

Research and Planning - Virtual Town Hall

Once the SCCPHD demographers found ten priority zip codes within Santa Clara County where vaccinations were low and COVID-19 cases were high further research unearthed the top languages spoken in these communities. Using the targeted languages and zip codes as the primary targeted audience, SCCOE assembled trusted officials from the community and put together the Town Hall. The Town Hall was delivered in the evening, knowing that the target audience was most likely to tune in at that time and a variety of language supports were available with live, simultaneous

interpretation. Knowing that schools are trusted community hubs, the Town Hall was primarily advertised through the schools and districts within Santa Clara County and the Town Hall date was selected to coincide with the lunch date for the mobile vaccination clinics at school sites within the county.

The Santa Clara County Office of Education took the lead in coordinating all of the speakers, slide decks, language supports, video production, and distribution. The county office of education also developed and distributed the marketing materials - distribution tactics included working with the district public information officers and superintendents. Advertising also took place on SCCOE's, SCCPHD's, and Lucile Packard's Children's Hospital's social media and websites. Information was also included in the media kits that were distributed at the joint press conference the week prior to the Town Hall with on-air mentions at all of the major media outlets.

The SCCOE coordinated a run through and tech dry run prior to the live event as well as ensuring that the talking points amongst the speakers were aligned and didn't repeat any information.

Goal

The primary goal in the virtual Town Hall was to create an opportunity for parents to learn the science behind both COVID-19 and its vaccine in their preferred language and with trusted pediatricians. The secondary goal was to reach a minimum of 100 viewers.

Target Audience

The target audience was parents of children ages 5-11 who still had questions and/or hesitations related to the new youth vaccination.

Strategies

The strategies that were outlined in the joint press conference were duplicated in the virtual Town Hall with a few additional.

- Build awareness around the vaccine for youth ages 5-11
- Create a safe and welcoming environment to learn the science behind both the virus and the vaccine
- Increase understanding of COVID-19 safety precautions
- Debunk any misunderstandings surrounding the vaccine
- Give parents and caregivers an opportunity to ask their COVID-19 and vaccine related questions

Measurable Objectives

- Reach a minimum of 100 viewers
- Create a space for parents and caregivers to ask their questions
- Increase the number of vaccinations in the 5-11 age group

Deliverables

- [Marketing Flyer](#)
- [Run-of-Show](#)
- [News Release](#)
- [Slide Deck](#)
- [Talking Points](#)
- [Affinity Mapped Questions](#)
- [Simultaneous Interpretation Script](#)
- [YouTube Video of Virtual Town Hall](#)
- [Sampling of Social Media Posts](#)

Budget

- No assigned budget

Research and Planning - Media and Marketing Campaign

Although the overall vaccination rate in Santa Clara County is among the highest in the nation, the percentage of vaccinated youth continues to be lower than other age groups. As of December 15, 2021 of the eligible children approximately 43 percent of 5 to 11 have been fully vaccinated so far. While it is still in the early phases of the roll-out for the younger age group, it is important for us to provide all parents/guardians with information regarding COVID-19 vaccines through various communication channels in order to increase the number of students vaccinated to reduce the transmission of the disease in Santa Clara County schools.

When we research vaccine trends in other age groups, the Santa Clara County Public Health Department indicates there is an early influx of those getting vaccinated right when their age group is opened up. They then would see a dip in the trend after a few months of the vaccine being available for that particular age group. We anticipate there being a dip in the younger age groups getting vaccinated after the holidays and the travel rush is over, which is why we are focusing the campaign on a January-March timeframe. In March, we will do an evaluation of the progress and then continue planning through June based on the data collected.

Goal

Create and implement an effective communication plan to build awareness on available vaccine clinics for students, provide parents/guardians with factual information on the vaccine and inform them on the importance of students receiving the vaccine to reduce the spread of COVID-19 in our schools and community.

Publics

- Parents/Guardians of who have children ages 5-11

- Targeted Audience: Priority 1 & Priority 2 zip codes, as identified by PHD (East and South County)

Key Messages

- Vaccines remain the most powerful tool in the fight against COVID-19
- The vaccines have proven that they can effectively prevent severe illness and death.
- Although fewer children have become seriously ill with COVID-19 compared to adults, children can be infected with the virus that causes COVID-19, can get sick from COVID-19, and can spread the virus that causes COVID-19 to others. Getting your child vaccinated helps to protect your child and your family.
- According to the CDC, Covid-19 infection rates for adolescents aged 5 to 17 were as high as in adults 18 to 49, and higher than rates in adults over 50.

Measurable Outcome Objectives

Increase awareness of the importance of vaccines and available vaccine clinics by 70 percent by March 2022, as measured by message reach of the ad campaign

- Increase the number of vaccinated children ages 5-11 to 75 percent by March 2022, as measured by total vaccination numbers

Implementation - Joint Press Conference

On November 4, 2021 at Katherine R. Smith Elementary School in San Jose, California, a joint press conference between the Santa Clara County Office of Education (SCCOE) and Santa Clara Public Health Department (SCCPHD) in partnership with the Evergreen School District.

The SCCOE and SCCPHD worked in tandem to create, organize, and deliver a press conference announcing the approval of the COVID-19 vaccine for youth ages 5-11. This event was directly followed by the first mobile vaccination clinic at an elementary school site in Santa Clara County.

The press conference and vaccination clinic tour was launched by County Supervisor Cindy Chavez who spoke about the current vaccination and COVID status within the county. She was followed by Dr. Marty Fenstersheib who spoke about the science behind the vaccine. Dr. Mary Ann Dewan, County Superintendent of Schools, was next, speaking to the importance of vaccines and how they are the best avenue for keeping full time, in-person learning a reality throughout the pandemic. The principal of Katherine R. Smith Elementary School, Kevin Armstrong, spoke about the role schools play as community hubs and safe and trusted spaces. Directly following Principal Armstrong was one of his parents who spoke about her experience with COVID-19 and why she was choosing to get her children vaccinated.

The Santa Clara County Office of Education production team was responsible for the live streaming of the event for both entities. The press conference and vaccination clinic

tour was live via the YouTube stream for both the SCCOE and SCCPHD. The event was available in five languages.

Implementation - Virtual Town Hall

On November 8, 2021 at 6:00 p.m. the Santa Clara County Office of Education hosted a two-hour virtual Town Hall with over 300 live viewers. Dr. Mary Ann Dewan, County Superintendent of Schools, facilitated the event and she was joined by Dr. Marty Fenstersheib from the county public health department, Dr. Lee Sanders, a pediatrician, and Dr. Hayden Schwenk who specializes in pediatric infectious diseases both from LPCH Stanford, and Claudia Rossi, a registered nurse and Santa Clara County Board of Education trustee.

Live, simultaneous language support was available in American Sign Language, Spanish, and Vietnamese. Participants listened to presentations from the three doctors and were able to ask questions of the panelists. Members of the communications team from SCCOE monitored the Q&A function of the webinar and affinity mapped the questions as they were coming in. Dr. Dewan and Trustee Rossi were then able to access the affinity mapped questions and to ask the appropriate panel member the questions in real time.

Implementation - Media and Marketing Campaign Strategy

- Utilize influential media channels targeted to families, specifically spanish-speaking families
- [SCCOE/PHD Implementation Table](#)

Budget: Up to \$150,000 from PHD

- Ad Costs - Amount not to exceed: \$90,000 (spent or encumbered by June 2022)
- Staff Costs - Amount not to exceed \$35,000 (spent or encumbered by June 2022)
- Printing Costs - Amount not to exceed \$5,000 (spent or encumbered by June 2022)
- PIO unification Costs - Amount not to exceed \$10,000
- **Misc. - Amount not to exceed \$10,000

Current Cost Totals (as of March 2022)

- Total Staff Costs: \$25,787.5
- Total Ad Costs: \$59,248.35

Current Campaign Budget with Proposed Tactics below: \$85,035.85

Proposed Tactics:

These tactics could be utilized in a first round ad campaign and then evaluated

for effectiveness before extending the ad runs.

Evaluation - Joint Press Conference

Measurable Objectives

- Reach a minimum of three media outlets
 - ABC, CBS, NBC, Telemundo, World Vision, Fox, and the Washington Post were all present thus exceeding the goal
 - Additionally, there have been over 500 views of the livestream YouTube video
- Vaccinate 130 youth ages 5-11
 - Approximately four hours into the six hour clinic, the clinic had administered all 130 shots designated for youth ages 5-11. The remaining two hours were spent administering vaccines for ages 12+

Given that both goals were met and/or exceeded, the event was deemed a success. The subsequent school clinics that followed also had attendance in triple digits with some of the anecdotal feedback pointing towards the press conference/vaccination clinic coverage being the tipping point in their decision to have their youth vaccinated.

Sampling of News Coverage:

[NBC's youth vaccination story](#)

[KTVU/Fox's youth vaccination story](#)

[Gilroy Patch](#)

[CBS/KPIX](#)

Evaluation - Virtual Town Hall

A goal of a minimum of a 100 live viewers set by the communications team and county superintendent. There were close to 400 live viewers and the posted video has received over 475 views as well.

The following day, the county superintendent received communication from one of the viewers saying that they are the adoptive parents of four children ages 5-12 and that they were on the fence about getting their vaccinated simply because they did not know the extended medical history of their adopted children and were concerned that there could be harmful side effects. They watched the Town Hall, had their questions answered by the doctors, and immediately following the event made vaccination appointments for the children stating that the Town Hall allowed them the opportunity to learn the science behind both the coronavirus as well as the vaccines and because they were able to have their questions answered.

Town Hall Collateral

[Marketing Flyer](#)

[Run-of-Show](#)

[News Release](#)

[Slide Deck](#)

[Talking Points](#)

[Affinity Mapped Questions](#)

[Simultaneous Interpretation Script](#)

[YouTube Video of Virtual Town Hall](#)

[Sampling of Social Media Posts](#)

Evaluation - Media and Marketing Campaign

We will be watching the SCCPHD dashboard with a particular focus on the 5-11 and measuring the growth after the run of each media and marketing campaign. We will also be collecting data upon vaccination on how they heard about the vaccine and if there was a previous hesitation to receiving the vaccine.

We also meet weekly with SCCPHD to analyze the campaigns and the audiences and the vaccine dashboard. Adjustments to the campaign are based upon the data analysis.

Media and Marketing Campaign Sample Collateral

[Elementary School Banner](#)

[KQED Ad](#)

[Mall Ad](#)

[Sample Print Ad](#)

[Sample Social Media](#)