



# Child Care Resource & Referral (R&R) Program

February 23, 2021

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# Please Sign In

[tinyurl.com/y25nylwg](https://tinyurl.com/y25nylwg)

We use this to send you the presentation and other important information.



# Webinar Etiquette

- Please use the Q&A box to submit your questions to the presenters.
  - Due to time constraints, we may not be able to address every question today, but they will be used to inform the FAQs.
- Your audio will be muted.
- If you are experiencing technical difficulties while viewing the webinar, please submit a question in the Q&A.



# Welcome

- We will hold webinars on most Tuesday nights to provide information and answer questions.
- **Today, we will be presenting on First 5's "Slow the Spread" campaign and materials.**
- Please write questions you have on any topic into the Q&A. Questions that we are unable to answer today we will answer in next week's webinar.



# COVID Vaccination for ECE Staff

- Workers in formal and informal childcare will begin being vaccinated for COVID on February 28<sup>th</sup>.
- You can find information on vaccination and how to make appointments at [www.sccfreevax.org](http://www.sccfreevax.org).
- You can also contact your healthcare provider to schedule vaccination
- We will be providing additional information as we receive it.

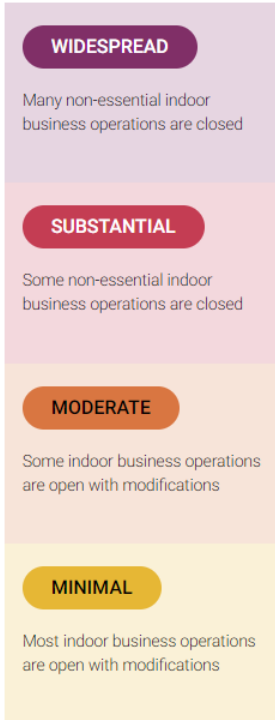


# ECE Staff Vaccination Requirements

- You can spread deadly diseases even before you feel sick. Getting vaccinated helps keep the children you care for safe.
- Senate Bill No. 792 requires childcare staff and volunteers in California to show proof of vaccination against these dangerous diseases: measles, whooping cough, and flu. Proof of flu vaccination is required annually.
- Contact your Child Care Licensing Regional Office for questions on the requirement (SB 792 - <http://bit.do/regionaloffices>)
- Additional resources: [www.shotsforschool.org](http://www.shotsforschool.org)



# Current Risk Level - Purple



Santa Clara County is in the highest risk level with widespread COVID transmission

The Regional Stay-At-Home order has been lifted but all the county restrictions and guidance continue to apply.

**Be prepared for cases among your staff and students and follow the guidance carefully.**



# Quarantine Post-Travel

**Leisure and non-essential travel are strongly discouraged, and the Mandatory Directive on Travel requires people to quarantine for 10 days upon return to the County from travel of more than 150 miles.\***

\* Per 11/28 revisions to the County Health Officer's orders





# Slow the Spread of Covid-19 Campaign

Launch Date:  
December 15, 2020



## Campaign Overview

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Public education and awareness campaign to help reduce the spread of Coronavirus statewide. All assets promote exercising community-wide Covid-Safety protocols.



# Campaign Components

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## **Outdoor advertisement:**

- Bus kings
- Bus queens
- Bill boards

## **Digital advertisement:**

- Three PSAs (15-second)

## **Printed collaterals:**

- Health and Safety Guide book
- Posters
- Flyers



# Campaign - Audiences

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Digital advertisement using Potter the Otter to target children (Instagram, Facebook and YouTube)

Outdoor advertisement targets the general public



# Campaign Components

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## Outdoor advertisement

- Bus kings (throughout Santa Clara County)
- Bus queens (throughout Santa Clara County)



# Campaign Components

## Outdoor advertisement

- Bill boards (throughout Santa Clara County)



# Campaign Components

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## Three 15-second PSAs for...

- YouTube Ad
- Facebook Ad
- Instagram

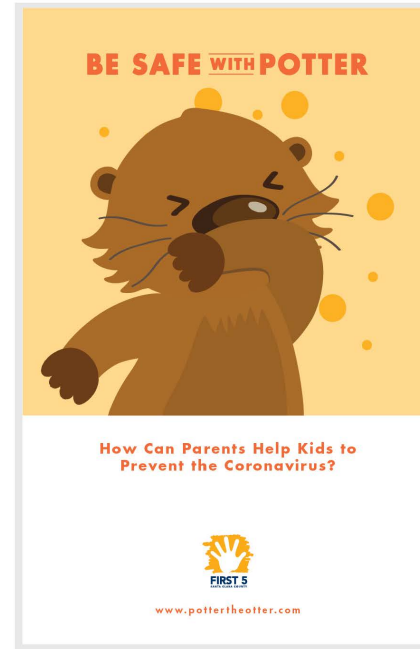


# Campaign Components

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**Printed collateral** (available in 5 languages)

- Health and Safety Guide book
- Posters
- Flyers





# Campaign Timeline

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**Outdoor advertisement:** ← **mid December and February**

- Bus tails
- Bus queens

**Digital advertisement:** ← **mid December and February**

- Three PSA animations (15 seconds)

**Printed collateral:**

- Health and Safety Guide book
- Flyers
- Posters



# Cobranded Partners

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# Potter the Otter Mask

Distribution:  
FRC Families &  
Family Child Care  
Providers  
Santa Clara County  
Office of Education



# Campaign Collateral Walk Through

## Animations

- [Cough/Sneeze](#)
- [Don't Touch Face](#)
- [Hand Washing](#)

## Potter COVID-19 Safety Guide

- [Safety Guide](#) - English

Available in Spanish, Vietnamese,  
Mandarin, Tagalog

## Covid Safety Flyers

- [Flyer](#) - English

Available  
in Spanish, Vietnamese, Mandarin,  
Tagalog



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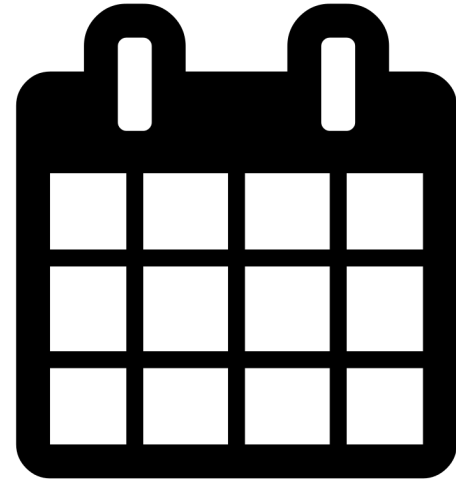


# Next Meetings

March 9 from 6:00-7:00

March 23 from 6:00-7:00

April 6 from 6:00-7:00



# Next Meeting

**TBD**



# Other Important Resources

COVID Vaccination information: [www.sccfreevax.org](http://www.sccfreevax.org)

Free COVID testing information: [www.sccfreetest.org](http://www.sccfreetest.org)

Influenza vaccination information: [www.sccphd.org/flu](http://www.sccphd.org/flu)

Information for childcare providers: [www.sccgov.org/childcare](http://www.sccgov.org/childcare)

Resource and Referral website: [www.childcarescc.org](http://www.childcarescc.org)





# Contact Us

Santa Clara County Office of Education  
Resource and Referral Department  
[childcarescc@sccoe.org](mailto:childcarescc@sccoe.org)  
669-212-KIDS (5437)



# Emergency Operations Schools Unit

## got questions?

- What guidance applies?
- My childcare facility is struggling to implement . . .
- Are there resources for . . .



**EOC Schools Unit**

M - F ♦ 8 a.m. - 5 p.m.

[schools@eoc.sccgov.org](mailto:schools@eoc.sccgov.org)

(408) 808-7812



# Connect with SCCPHD

## Social Media



For COVID-19 information: [www.sccgov.org/covid19](http://www.sccgov.org/covid19)

For specific guidance:

<https://www.sccgov.org/sites/covid19/Pages/school-guidance.aspx>



# Connect with SCCOE

## Social Media



[Ed Bulletin](#) (e-newsletter)

[www.sccoe.org](http://www.sccoe.org)

<https://www.sccoe.org/covid-19/Pages/default.aspx>



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[childcarescc@sccoe.org](mailto:childcarescc@sccoe.org)  
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