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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.
● 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 28th.

• You can find information on vaccination and how to make appointments at 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
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.
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

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

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

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

Outdoor advertisement targets the general public
Campaign Components

Outdoor advertisement
- Bus kings (throughout Santa Clara County)
- Bus queens (throughout Santa Clara County)
Campaign Components

Outdoor advertisement
- Billboards (throughout Santa Clara County)

PREPARE, PREVENT, PROTECT

- Wear a mask when you leave home.
- Practice physical distancing.
- Open windows & doors or play outside.
- Wash your hands and do it often!

Learn more at first5kids.org
Campaign Components

Three 15-second PSAs for...
- YouTube Ad
- Facebook Ad
- Instagram
Campaign Components

**Printed collateral** (available in 5 languages)
- Health and Safety Guide book
- Posters
- Flyers
Campaign Timeline

Outdoor advertisement: mid December and February
- Bus tails
- Bus queens

Digital advertisement: mid December and February
- Three PSA animations (15 seconds)

- Flyers
- Posters
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
Other Important Resources

COVID Vaccination information: www.sccfreevax.org

Free COVID testing information: www.sccfreetest.org

Influenza vaccination information: www.sccphd.org/flu

Information for childcare providers: www.sccgov.org/childcare

Resource and Referral website: www.childcarescc.org
Contact Us

Santa Clara County Office of Education
Resource and Referral Department
childcarescc@sccoe.org
669-212-KIDS (5437)
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
(408) 808-7812
Connect with SCCPHD

Social Media

For COVID-19 information: www.sccgov.org/covid19

For specific guidance: https://www.sccgov.org/sites/covid19/Pages/school-guidance.aspx
Connect with SCCOE

Social Media

Facebook
LinkedIn
Twitter

Ed Bulletin (e-newsletter)

www.sccoe.org

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