



## Santa Clara County Office of Education and Santa Clara County Public Health Department Youth Vaccination Rollout

### Overview & Purpose

The Santa Clara County Office of Education (SCCOE) and the Santa Clara County Public Health Department (SCCPHD) extended their partnership to put together a press conference and launch event 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.

### Research & Planning

#### Overview

Working with the demographers at 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 event 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\(SCCOE\)](#)

## Target Audience

- Parents/guardians/caregivers of children ages 0-5 in Santa Clara County
- School administrators

## Budget

- No assigned budget

# Implementation

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.

## Evaluation

### 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](#)