**Fruitful 2021 COVID-19 Vaccine Campaign**

Phase 1 (Orange): Robocall Strategy

**Robocall Message**

Hello,

This is [school name] calling.

We need your help to keep our school and community safe this year by getting your teen vaccinated as soon as possible. The vaccine is free, safe, and one of the strongest tools we have to end the pandemic and keep our schools healthy.

Unvaccinated teens can still get sick from COVID-19 and spread it to others, so please protect your teen and our school by getting your teen vaccinated as soon as possible.

If you have questions, please ask your teen’s doctor, or go to [ChildrensOmaha.org/covid](https://www.childrensomaha.org/covid-19-resource-center-for-families/).

**Student Announcement**

Student 1: Knock, knock.

Student 2: Who’s there?

Student 1: Orange.

Student 2: Orange, who?

Student 1: Orange you glad we can get vaccinated?

Student 1 (cont): Did you know the CDC says students 12 and older can be vaccinated to help stop the spread of COVID-19? Let’s do our part to make it a fruitful school year by staying safe and healthy.