



# Fruitful COVID-19 Vaccine Campaign

## Robocall Strategy

### Robocall Message 1

Hello,

This is [school name] calling.

We need your help to keep our school and community safe this year by getting your student vaccinated against COVID-19. Everyone 6 months and older is now eligible for the vaccine. The vaccine is free, safe, and one of the strongest tools we have to end the pandemic and keep our schools healthy.

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

If you have questions, please ask your doctor, or go to [ChildrensOmaha.org/covid](https://ChildrensOmaha.org/covid).

### Student Announcement 1

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 everyone 6 months and older can now 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.





## Robocall Message 2

Hello,

This is [school name] calling. Doctors from Children's Hospital & Medical Center and the Centers for Disease Control recommend everyone 6 months and older be vaccinated against COVID-19. Please help keep our school and community safe by getting your kids vaccinated.

The COVID-19 vaccines have been tested and are safe and effective for youth 6 months and older. Vaccines are free and widely available at most pharmacies. Call your doctor with questions, or for more information, please go to [ChildrensOmaha.org/covid](https://ChildrensOmaha.org/covid)

## Student Announcement 2

**Student:** Students, this is an important message from your student leadership team and the health office. Doctors from Children's Hospital & Medical Center and the Centers for Disease Control recommend everyone 6 months and older be vaccinated against COVID-19.

Vaccines are not new. Although the COVID-19 vaccine is a new vaccine, it has been developed over years using sound science and clinical trials. Thousands of youth participated in clinical trials so that you could be vaccinated today.

It's important that we do our part to keep our school and community healthy. The vaccines are safe, effective, and free. Talk to your parents and your doctor today to see if getting the COVID-19 vaccine is right for you.

Thanks to all of you who are already vaccinated and thanks to everyone who's considering or planning on getting vaccinated.



#Fruitful

[ChildrensOmaha.org/covid](https://ChildrensOmaha.org/covid)





### Robocall Message 3

Hello,

This is [school name] calling.

Working together, we will get through this pandemic, and we will be stronger because of it. Now we need you and your kids to do your part. Everyone 6 months and older is now eligible for the vaccine.

Get your kids vaccinated, so they can get back to enjoying the activities they've missed out on during the pandemic. Check your local pharmacy's website to see when vaccination appointments are available.

### Student Announcement 3

**Student 1:** Go bananas and get vaxxed!

**Student 2:** Staying safe from COVID is no joke!

**Student 1:** We can do our part to make it a fruitful school year by getting vaccinated.

**Student 2:** That's right! The vaccine is safe, free, and one of the strongest tools we have to stop COVID in its tracks.

**Student 1:** Talk to your parents and your doctor to see if getting the vaccine is right for you. Let's keep our school and our community healthy this year.

