**Fruitful 2021 COVID-19 Vaccine Campaign**

Phase 1 (Orange): Email Strategy

**Email 1**

Subject: Orange you glad teens can be vaccinated?

From: [school name]

[Parent/guardian name],

Protecting your teenager against COVID-19 is no joke.

The Centers for Disease Control recommend everyone 12 years and older be vaccinated. Read about COVID-19 and vaccine recommendations from the American Academy of Pediatrics [here](http://childrensomaha.org/covid).

Let’s do our part to make it a fruitful year: Get your teen vaccinated so they can enjoy the activities they missed during the pandemic.

[View the Letter of Support for the Vaccine from Doctors.](https://www.childrensomaha.org/wp-content/uploads/2021/08/Physician-Letter-July-22-FINAL.pdf)

Thank you,

[school name]

**Email 2**

Subject: Teens can now be vaccinated – squeeze the day!

From: [school name]

[Parent/guardian name],

Orange you glad teens can be vaccinated?

You can’t knock the fact that the CDC recommends youth 12 years and older be vaccinated.

Anyone can get vaccinated for free, regardless of immigration or health insurance status. For more information about COVID-19 vaccines, click [here](http://childrensomaha.org/covid).

Squeeze the day by getting everyone vaccinated as soon as possible, so that the 2021-2022 school year can be every bit as amazing as our kids deserve.

[Learn More About COVID-19 Vaccines](https://www.childrensomaha.org/health-news/three-magic-words-free-available-and-protected/).

Thank you,

[school name]