**Fruitful 2021 COVID-19 Vaccine Campaign**

Phase 2: Robocall Strategy

**Robocall Message**

Hello,

This is [school name] calling. After the hardships of 2020, we are all looking forward to a better year. Please help keep our school and community safe by getting your teens ages 12 and older vaccinated against COVID-19.

The COVID-19 vaccines have been tested and are safe and effective for adolescents 12 and older. Vaccines are free and widely available at most pharmacies. Call your teen’s doctor with questions, or for more information, please go to ChildrensOmaha.org/covid

**Student Announcement**

**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 12 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 vaccine is right for you. The more vaccinations we get here at school, the sooner we can get back to all the fun stuff we miss.

Thanks to all of you who are already vaccinated and thanks to everyone who’s considering or planning on getting vaccinated. Together, we can make it a successful school year.