**Fruitful 2021 COVID-19 Vaccine Campaign**

Phase 2: Email Strategy

**Email 1**

Subject: Fruitful Fact: The Vaccine is Effective

From: [school name]

[Parent/guardian name],

A vaccine today keeps the virus away!

The CDC recommends youth 12 years and older be vaccinated against COVID-19. The COVID-19 vaccine can prevent nearly 100% of severe illness and death from the virus in healthy people.

Let’s pick good choices and make sure as many people as possible get vaccinated.

Get more fruitful facts from the experts at Children’s Hospital & Medical Center by clicking [here](hyperlink%20to%20Fact%20Sheet:%20https:/www.childrensomaha.org/wp-content/uploads/2021/08/Fruitful-2021-Phase-2-Fact-Sheet.pdf).

[**Learn More About COVID-19 Vaccines**](https://www.childrensomaha.org/wp-content/uploads/2021/08/Fruitful-2021-Phase-2-Fact-Sheet.pdf)

Thank you,

[school name]

*Link  
here = hyperlink to Fact Sheet:* <https://www.childrensomaha.org/wp-content/uploads/2021/08/Fruitful-2021-Phase-2-Fact-Sheet.pdf>

***Learn More About COVID-19 Vaccines =*** *hyperlink to Fact Sheet:* <https://www.childrensomaha.org/wp-content/uploads/2021/08/Fruitful-2021-Phase-2-Fact-Sheet.pdf>

**Email 2**

Subject: A Vaccine Today Keeps the Virus Away

From: [school name]

[Parent/guardian name],

There are a wide variety of reasons for teens to get vaccinated against COVID-19 — to protect family, to protect younger children, to get back to activities like seeing friends, and making it a fruitful school year.

For more info on how to help friends and family find their reason for the vaccine, [click here](https://www.childrensomaha.org/health-news/lets-talk-opening-up-about-the-covid-19-vaccine-with-friends-and-family/).  
  
Let’s pick good choices and make it a successful school year: Get your teen vaccinated to keep our community safe.

[**Read more on how to talk with friends and family about the COVID-19 vaccine**](https://www.childrensomaha.org/health-news/lets-talk-opening-up-about-the-covid-19-vaccine-with-friends-and-family/)

Thank you,

[school name]

*Links*

*Click here = hyperlink to “Let’s Talk” article :* [*https://www.childrensomaha.org/health-news/lets-talk-opening-up-about-the-covid-19-vaccine-with-friends-and-family/*](https://www.childrensomaha.org/health-news/lets-talk-opening-up-about-the-covid-19-vaccine-with-friends-and-family/)

***Read more on how to talk with friends and family about the COVID-19 vaccine******=*** *hyperlink to “Let’s Talk” article :* [*https://www.childrensomaha.org/health-news/lets-talk-opening-up-about-the-covid-19-vaccine-with-friends-and-family/*](https://www.childrensomaha.org/health-news/lets-talk-opening-up-about-the-covid-19-vaccine-with-friends-and-family/)