**Fruitful 2021 COVID-19 Vaccine Campaign**

Phase 3: Email Strategy

**Email 1**

Subject: What to know about your teenager and the COVID-19 vaccine

From: [school name]

[Parent/guardian name],

Make this year more appealing by protecting teens against COVID-19 with an FDA-approved vaccine.

From questions about Pfizer’s clinical trials to explaining why everyone 12 and up should be vaccinated, the experts at Children’s Hospital & Medical Center have you covered.

Read frequently asked questions about the COVID-19 vaccine and teens by [clicking here](https://www.childrensomaha.org/wp-content/uploads/2021/09/Fruitful-2021-FAQ.pdf).

[**Learn More About COVID-19 Vaccine.**](https://www.childrensomaha.org/covid-19-resource-center-for-families/)

Thank you,

[school name]

*Links*

*Clicking here = hyperlink to* [*https://www.childrensomaha.org/wp-content/uploads/2021/09/Fruitful-2021-FAQ.pdf*](https://www.childrensomaha.org/wp-content/uploads/2021/09/Fruitful-2021-FAQ.pdf)

***Learn More About COVID-19 Vaccine.*** *= hyperlink to* [*https://www.childrensomaha.org/wp-content/uploads/2021/09/Fruitful-2021-FAQ.pdf*](https://www.childrensomaha.org/wp-content/uploads/2021/09/Fruitful-2021-FAQ.pdf)

**Email 2**

Subject: Your teen got the vaccine, now what?

From: [school name]

[Parent/guardian name],

2020 was bananas – but getting teenagers vaccinated can help make 2021 fruitful!

If your teenager has already been vaccinated against the COVID-19 virus, you may be wondering what to expect moving forward. Luckily, Children’s Hospital & Medical Center has compiled a [handy list of next steps!](https://www.childrensomaha.org/health-news/your-teen-has-been-vaccinated-now-what/)

[**Read more about what’s to come for vaccinated teens**](https://www.childrensomaha.org/health-news/your-teen-has-been-vaccinated-now-what/)

Thank you,

[school name]

*Links*

Handy list of next steps *= hyperlink to https://www.childrensomaha.org/health-news/your-teen-has-been-vaccinated-now-what/*

**Read more about what’s to come for vaccinated teens *=*** *hyperlink to https://www.childrensomaha.org/health-news/your-teen-has-been-vaccinated-now-what/*