

6 Ways Schools Can Promote COVID-19 Vaccination

A Safe and Healthy Start to the School Year

Vaccination is the best path to ending the COVID-19 pandemic, and the CDC recommends that all adults and adolescents age 12 and older get a COVID-19 vaccine. Schools are trusted institutions in their communities and can play a vital role in achieving that goal. Here are six ways schools can promote vaccination, including links to resources created or curated by the CDC.



1 Set up a COVID-19 vaccination clinic at your school

Schools have long served as vaccination sites to protect children from diseases, such as polio, measles, and tuberculosis. School-located vaccination (SLV) clinics provide a familiar, convenient location for teachers, school staff, and eligible students to get vaccinated, along with other community members. Clinics can be run during the school day, and can offer routine vaccinations for students. Refer to the CDC's SLV Clinic guidance for resources.

2 Forge partnerships and share resources

Engage with community partners to help promote vaccination and dispel COVID-19 vaccine myths and misinformation. Consider co-hosting a vaccination site with a local partner to reach more families and community members. Connect local health experts and trusted community members directly to families by inviting them to sit on school advisory boards, answer questions at virtual town hall events, or visit schools to speak to students.

3 Equip your trusted messengers with information

Use staff meetings, teacher workshops, and newsletters to ensure a coordinated, school-wide effort — so all staff know their role in COVID-19 vaccine-related education and activities. Engage students themselves in peer-to-peer campaigns, such as “Teens for Vaccines.” For additional information and resources, refer staff to CDC resources for teachers and staff, fact sheets, and FAQs.

Posters and Social Media Graphics

Available in both English and Spanish:

Download graphics for social media and age-appropriate COVID-19 vaccine educational posters to use around the school building, including in classrooms.

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4 Promote well-child visits and the full picture of children’s health

Routine care, well-child visits, and staying up to date on recommended pediatric vaccinations are all vital parts of a child’s overall wellness, growth, and development. Over the course of the pandemic, many students might have missed annual wellness visits. As part of your school’s outreach on overall health and well-being, emphasize that COVID-19 vaccination is one important part of keeping children healthy.



5 Create a safe and inclusive environment for all children and youth

Center health equity by communicating vaccine-related information in multiple languages, as appropriate, and accounting for any special considerations for children and youth with medical needs or disabilities. Emphasize the need for school-wide support to keep everyone safe and healthy, using shared goals across the school community to boost both morale and vaccination.



6 Make COVID-19 a teachable moment

Teaching is what teachers do best. COVID-19 and vaccination can be incorporated in many different subjects in age-appropriate ways, from discussing basic facts of viruses to providing a history of pandemics and their cultural impacts. Inspire action through education with COVID-19-related lesson plans on Germs and Health (grades 4–8), Mis- and Dis-information (grades 6–12), and Pandemic Vulnerability Index and Community Vaccination Promotion (grades 9–12).

Boosting Vaccine Confidence at School

The following may help boost confidence and build trust at school:

- Encourage teachers, staff, or other trusted adults to share their COVID-19 vaccination stories through school communications or social media to help ease concerns about vaccination, including those who were hesitant to get the vaccine and got it.
- Invite students, teachers, and staff to wear COVID-19 vaccination stickers to school.
- Host a school-wide writing contest so students can share stories about COVID-19 and the vaccine.
- Ask students for their ideas and engagement on peer-to-peer vaccination campaigns.



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For more information,
visit the Centers for Disease
Control and Prevention