

A 10-Point Guide for Schools to Promote Equitable COVID-19 Vaccination

April 2021





Dear Colleagues:

After over a year of grappling with the COVID-19 pandemic, the promise of vaccination and potential immunity has brought into focus a better future.

Despite the large-scale availability of three different vaccines, the U.S. has a long way to go to achieve herd immunity, which scientists say would involve having 70–85% of the population vaccinated.

Achieving these levels across different communities will be difficult. Some people are hesitant to get the shots because they are skeptical of the efficacy, risk, and even the ethics of vaccines. Others lack access to quality health information and care, which can hinder access. New coronavirus variants also present threats. Then there are challenges with rollout: Vaccine supply now far exceeds demand, and communities must figure out how to make the vaccine accessible to all, and get people motivated to get their shots.

But as this country embarks on what Asaf Bitton, executive director of Ariadne Labs, describes as “one of greatest public health campaigns we’ve undertaken in generations,” those leading the vaccine effort must take a nuanced approach to accommodate the needs and concerns of diverse communities. “Some people are excited about the vaccinations. Others won’t even consider them. But a lot of people can be moved with open acknowledgement and communication from people they trust and sources that are proximate,” said Bitton, a practicing primary care physician and associate professor of medicine and health care policy at Harvard Medical School and Brigham & Women’s Hospital. “That trust and proximity exists at schools.”

As Bitton suggested, public schools can play a critical role in supporting the vaccination effort by helping local communities understand and address concerns. Dr. Edmund W. Gordon, the renowned professor and namesake of the Edmund W. Gordon Brooklyn Laboratory Charter School, noted it is critical that schools embrace such efforts by treating every student and their families with respect and dignity.

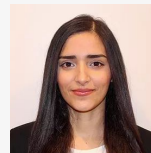
This will be no easy task. To do it effectively, every school effort must center equity. Schools should work to understand the myriad needs and concerns of people in their community, and should elevate trusted local voices who can support vaccine efforts with empathy and compassion. By prioritizing equitable and innovative approaches to embracing vaccination, schools can promote the health and well-being of everyone.

Lydia Dobyns, president and CEO of New Tech Network, acknowledged that American families are facing two life-threatening crises in the COVID-19 pandemic and racial injustice, and noted that helping to build or deepen community trust is foundational to any effort to increase vaccine willingness.

“There is no cause more important than creating equitable learning environments that are centered on the learning experience and creating safe, inclusive, and emotionally supportive schools,” she said. “This means doing the deep and sometimes messy work of listening to all school and community stakeholders so that there is an openness to consider science, public health, sources of distrust, and, perhaps most importantly, to be willing to engage together in the fight for the health and safety of all children.”

We agree, and we invite you to use and share this new resource for public schools to play a leading role in supporting the nation’s vaccination campaign. We hope that as more schools communicate more frequently about the vaccines, families will gain the knowledge to make informed decisions for themselves and their loved ones. Together, we can help the country overcome this virus so that our school communities can get back to the important work of educating young people for the future.

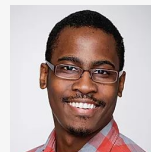
Sincerely,



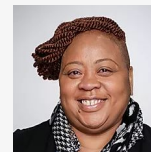
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How to use this toolkit

In collaboration with [Brooklyn Laboratory Charter Schools](#), a public charter school in Brooklyn, New York, [EquityByDesign.Org](#) has created this 10-point plan to help schools promote vaccination, address hesitancy, and build confidence. This plan is informed by insights and resources from practitioners and experts across health and education.

This toolkit is organized into 10 distinct tips that are critical in getting schools behind the efforts to expand vaccination nationwide. Each tip includes an introduction explaining the role for schools and educators, as well as concrete actions schools can take. This guide also includes case studies, featured resources, and direct insights from the many experts we engaged in this research. For questions about this guide or more information about [EquityByDesign.org](#), please contact eric@brooklynlaboratoryschool.org.

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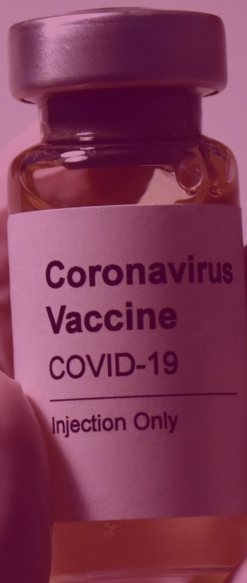
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Listen to and understand vaccine hesitancy

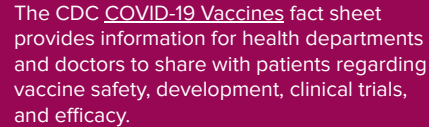
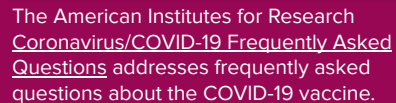
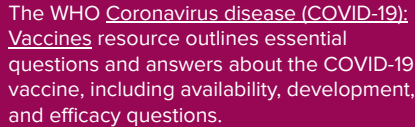
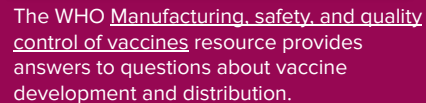
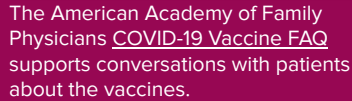
The first step in educating communities and building confidence in the COVID-19 vaccines is to listen to people's concerns, questions, and fears. This must start locally, and schools have a unique ability to reach Americans who are vaccine hesitant and populations who continue to be disproportionately impacted by COVID-19. Many Americans remain reluctant to get vaccinated, and their concerns and questions are not being adequately addressed through current vaccine communication strategies. Schools can use their close relationships with staff, students, parents, and caregivers to listen, understand, and respond to concerns and address misinformation, complacency, fear, and distrust. By listening and building trust, schools can impact not just immediate school community members, but also extended family members, friends, and their networks.

Listen to and understand vaccine hesitancy

Try this:

- **Use every channel to listen:** Listening can help you truly understand people's fears, concerns, misunderstandings, and deeply held beliefs, and build the trusting relationships that will allow you to respond to hesitations more effectively. Schools should prioritize a personal touch, connecting with community members as individuals or in small-group settings. When this is not possible, strategies can include surveys to understand larger concern trends, or offering virtual gatherings or focus groups. Whatever the format, listen more than you speak.
- **Embrace empathy:** This is an emotional and challenging time. Some school community members are reluctant for reasons that are deeply personal to them, and their questions and hesitations should be acknowledged and respected. It's important to avoid condescension, monologues, and shaming. Alphonse O'Bannon, leadership and equity coach at Iowa BIG and founder of Leaders Believers Achievers Foundation, noted that "by building a better understanding of the challenges families are facing, you can deepen your empathy and respond more effectively to questions and concerns."
- **Create space for sharing and trust:** Most people are more receptive to messages from people they know and trust, such as teachers. It's important that schools work with these trusted community members to help spread the word about how and why vaccines are a good idea. Equally important is that school leaders work to create safe spaces so community members feel comfortable sharing their fears and talking about information sources they are using. The more comfortable community members are, the more likely they will be to trust local experts and get the vaccine.
- **Help people imagine a better future:** While listening, invite your school community to imagine what the future will look like. Ask what they miss, and what they are looking forward to most. This will help you understand shared values and build a shared understanding of a better future, creating the foundation for future conversations about how vaccination is the safest pathway to return to normal life, re-engage with our loved ones, and resuming our cherished routines and activities.

Acknowledge and address questions



“ People need to hear as early as possible and as often as possible that the vaccine is a good thing. If we create interest and excitement and trust, people will be more willing to get it.”

– Leslie-Bernard Joseph
CEO, Coney Island Preparatory Academy

2

Pair access and strong relationships with high-quality curriculum on vaccination

With many high-quality curriculum, schools can use classroom time to offer students rich lessons that enhance students' understanding of what's happening today with COVID-19 and the vaccination effort. Grounded in high-quality, science-, history-, and even math-based curriculum, lessons can look at how COVID-19 infects and affects the body, how vaccinations lessen the risk of hospitalization and death, how research and data inform public health policy, and why vaccination is a critical lever to ensure we can return to a more normal world. Armed with credible information they get in the classroom, students can become ambassadors for vaccination, starting meaningful conversations with friends and loved ones who may be hesitant to get their shots.

Pair access and strong relationships with high-quality curriculum on vaccination

Try this:

- **Focus on the science:** Embrace a curriculum that encourages students to respectfully explore the root causes of disbelief and distrust in science, one that teaches them how to overcome unwarranted skepticism and rejection of medical science. “The importance of understanding vaccination creates opportunities for hands-on, STEM learning,” wrote Shatoya Ward, principal of Purdue Polytechnic High School. Jennifer Lopez, CEO at Carmen Schools of Science and Technology, agreed: “We believe all students deserve chances to gain proficiency in scientific inquiry, grow as critical thinkers, and gain reverence for evidence.”
- **Don’t forget the history:** Weave vaccination education into history and the humanities, too. Schools can use these courses to teach students about the [racist past](#) of public health in the U.S., and about the very real roles that inequity and systemic racism have played in the spread of COVID-19.
- **Remember data = math:** Math teachers can use public data from COVID-19 vaccine clinical trials to teach students how to analyze numbers and compare global trends in the pandemic.
- **Support independent learning:** Assign reports, videos, and presentations about the importance of vaccinations over time so that students have a chance to explore these topics on their own. Have students create maps of vaccine sites around the community, both to put geography into real-world context and provide a service for those interested in learning where they can get their shots. Teachers could even connect students with community newspapers to write articles about the school’s vaccination push.

Teach about vaccination

COVID-19 Curriculum Resource Guide

Overview and Purpose: Welcome to the curriculum resource guide companion to the 15-lesson supplemental curricular unit on COVID-19. The purpose of this course is to offer teachers and students a set of resources to support deep understanding of the science behind COVID-19, the vaccine and how it works, the societal and long-term impacts, and an opportunity to lead related community action. It is our hope that you will interact with these resources, add new items you find to supplement them, and engage in deep discussion with your students on the most impactful public health crisis in recent history.

Table of Contents:

- **Curricular Sequences/Outline:** This section is an overview of the objectives and key questions covered throughout the unit as well as links to individual lesson plans. There are some differences between the middle and high school versions of the lessons but the objectives and questions are almost the same. The recommendation is to execute the lessons in order as intended unless otherwise noted.
- **Lesson Design:** This is a link to the lesson plan template for the curriculum. All lessons follow the same format and resources are organized in the same user friendly way. The lessons associated with the community action project are oriented slightly differently and far more open-ended with suggestions for teacher support. Teachers can feel free to adapt these to your own format and preferences.
- **Launching the Unit:** Here are some tips and best practices for launching this unit with your students.
- **Facilitation Guidance:** Here is some facilitation guidance that applies generally

Brooklyn LAB & EquityByDesign.Org:
[Secondary COVID-19 Science Curriculum](#)

The screenshot shows the C-SPAN Classroom website. At the top, it says 'C-SPAN CLASSROOM' and 'CREATED BY C-SPAN'. Below that, there are tabs for 'LESSON PLANS' and 'MY C-SPAN CLASSROOM'. The main content area displays a lesson plan titled 'Lesson Plan: Distribution of a Coronavirus Vaccine'. Below the title, there is a video player showing a group of people wearing masks and face shields, likely healthcare workers or scientists, in a laboratory or clinical setting.

C-SPAN: [Classroom Lesson Plan: Distribution of a Coronavirus Vaccine](#)

The screenshot shows the ACE (Argument-Centered Education) website. At the top, there is a logo for 'ACE ARGUMENT-CENTERED EDUCATION'. Below the logo, there is a colorful, abstract image. The main content area displays a lesson plan titled 'Covid-19 Vaccine Hesitancy Implementation Plan'. Below the title, there is a section titled 'The debatable question for this argument-centered project is:' followed by the text 'Can education and communication strategies overcome Covid-19 vaccine hesitancy and ensure that enough Americans get vaccinated to achieve herd immunity against the coronavirus?'. Below this, there is a section titled 'Box 1' with the text 'Provide an overview of the project and introduce the issue of vaccine hesitancy, to what extent it is justified, and'.

Argument-Centered Education: [Covid-19 Vaccine Hesitancy Classroom Debates Unit](#)

The screenshot shows the ADL (Anti-Defamation League) website. At the top, there is a logo for 'ADL'. Below the logo, there is a section titled 'LESSON PLAN' and 'The Covid-19 Vaccination and Equity'. Below this, there is a table with columns for 'Grade Level', 'Time', and 'Standards/Competencies'. The table lists the following information: Grade Level: K-2, 3-5, 6-8, HS; Time: 45-60 Minutes; Standards/Competencies: Common Core Anchor: Reading: RI.1, RI.2; Speaking & Listening: SL.1, SL.2; Language: L.3, L.4, L.6; SEL: Social Awareness; Responsible Decision-Making. Below the table, there is a section titled 'LESSON OVERVIEW' with text about the COVID-19 pandemic and the importance of equitable vaccine distribution. At the bottom, there is a section titled 'Web Related Connections' with links to 'Lessons', 'Communities and Racial Disparities', 'Communities and Infectious Disease', 'Racism', 'What Perception and Reality Collide: Implicit Bias and Race', and 'Other Resources'.

Anti-Defamation League: [The Covid-19 Vaccination and Equity](#)

More teaching resources:

PBS NewsHour: [Invent ways to help your community vaccinated](#)

Baylor University: [Vaccines for Children and Adolescents: Lessons and Activities](#)

More from Brooklyn LAB:

Brooklyn LAB & EquityByDesign.Org:
[The COVID-19 Vaccine: How Does It Work](#)

Brooklyn LAB & EquityByDesign.Org:
[Comfort With Vaccines](#)

Brooklyn LAB: [MS Lesson 1: Introduction to COVID-19](#)

“ Those who are hesitant to get vaccinated are unlikely to be swayed by people they do not know. Their children and grandchildren are some of the people they [trust]. If we can empower students with science-based knowledge, they can make a difference in the conversations they have with people in their families and communities who are hesitant.”

– Max Koltuv
Principal, SOAR Education Partners



Use quality, vetted resources and set up systems to share timely information


When it comes to disseminating health information, quality matters more than quantity. Schools should use vetted, high-quality resources from trustworthy government, medical, research, public health, and media institutions. EquityByDesign.Org and Brooklyn LAB have partnered with several organizations to create the School Vaccine Hub, a repository that offers credible vaccine information and curriculum that schools can use to promote the uptake of COVID-19 vaccinations. Schools and school districts can use these resources and create similar resources of their own.

Use quality, vetted resources and set up systems to share timely information

Try this:

- **Curate a list of credible sources:** The School Vaccine Hub has vetted over 1,000 resources and shares several dozen of the most credible, non-partisan sources such as the U.S. Centers for Disease Prevention and Control, the National Institutes of Health, the Food and Drug Administration, and the World Health Organization. Organizers also sought data from public health institutions such as Johns Hopkins University and Children's Hospital of Philadelphia, and included news articles from independent media organizations such as CNN, NPR, ProPublica, The Atlantic, Quartz, the New York Times, and the 19th. Schools can use these free options or build their own set of sources to check for the latest information.
- **Create curriculum grounded in scientific information:** As part of the School Vaccine Hub, Brooklyn Laboratory Charter Schools co-developed lesson plans intended to engage students and inspire them to ask critical questions about vaccines and vaccine equity. Many of these resources are being used in classrooms across the country.
- **Offer resources in different languages:** The School Vaccine Hub hosts resources in multiple languages beyond English, including Spanish, Mandarin, Arabic, and Korean. Some news sites also translate stories. In order to best reach families, consider hiring a translation service to regularly translate news summaries to share with your community.
- **Offer timely updates:** The goal of the School Vaccine Hub is to feature the most relevant, current information on the COVID-19 vaccines to support equitable access to information for school communities. As vaccines become available for younger people, organizers will continue to review data and share it. Your school can do this by creating new communications channels or by using existing communications channels, including a dedicated COVID-19 web page or school newsletters, to share relevant news for your community. Schools also can share lists of vaccination sites, hours those sites operate, and ideas for how to register for shots effectively.

Address misinformation and misconceptions



COVID-19 VACCINE MYTHS

Family physicians want you to know what's true.

MYTH 1: You can delay routine vaccinations until the pandemic is over.
You shouldn't postpone your vaccinations. Routine childhood and adult vaccinations are an important part of maintaining your health because they prevent other illnesses. Talk with your family physician about what vaccinations you still need and how to safely catch up. They may have alternate times or locations to vaccinate healthy patients, decreasing exposure to those who might be sick with COVID-19.

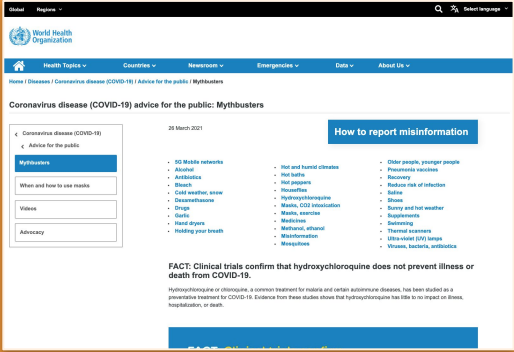
MYTH 2: The COVID-19 vaccines were developed too fast to be safe.
The technology used to develop the new mRNA COVID-19 vaccines isn't new. It's been studied and used for cancer research, and the original research on messenger RNA (mRNA) vaccines is decades old. The other vaccine platform uses a weakened adenovirus, which has been studied extensively for other vaccines. Clinical trials for the COVID-19 vaccines were done with the same rigor applied to all vaccine trials, and the results were reviewed and approved by multiple independent advisory panels. Increased

MYTH 5: The vaccine will alter my DNA.
This isn't possible. mRNA vaccines work in the cell's cytoplasm and never enter the cell nucleus, where the DNA, your genetic material, lives. It's broken down quickly once it enters the cell and delivers the needed vaccine "message" to the cell's machinery. The virus spike protein is also rapidly broken down once there is no longer any mRNA. The adenovirus platform uses DNA encoding the spike protein which does enter the nucleus. However, it does not alter the cell's DNA in any way.

MYTH 6: COVID-19 vaccines will deliver a microchip into my body.
There is not a microchip in the vaccines. This false rumor started after comments about digital vaccine records. State electronic immunization records help patients and physicians track vaccines they have received. There are no electronic components in the vaccines. The mRNA, lipids (fat bubbles), salts and other stabilizing agents are routinely used in other medicines.

MYTH 7: I won't need to wear a mask after I'm

[American Academy of Family Physicians COVID-19 Vaccine Myths](#) clarifies COVID-19 myths from a family physician's perspective.



Global English

World Health Organization

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Home / Diseases / Coronavirus disease (COVID-19) / Advice for the public / Mythbusters

Coronavirus disease (COVID-19) advice for the public: Mythbusters

28 March 2021

How to report misinformation

Mythbusters

W1: Additive for the public

W2: When and how to use masks

W3: Videos

W4: Advisory

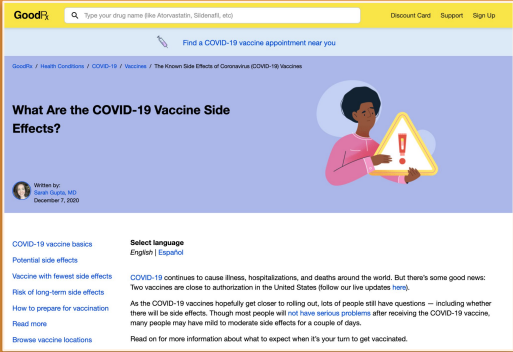
W5: 5G Mobile networks

- Alcohol
- Antibiotics
- Breath
- Cold weather, wind
- Decontamination
- Drugs
- Sticks
- Hand dryers
- Holding your breath
- Hot and humid climates
- Hot baths
- Hot peppers
- Humidity
- Hydroxychloroquine
- Mask, 100% (respirator)
- Mask, expirator
- Medicine
- Metal doors
- Mistreatment
- Mosquitoes
- Other people, younger people
- Pharmaceutical vaccines
- Recovery
- Relative risk of infection
- Saline
- Shoes
- Sunny and hot weather
- Supplements
- Swimming
- Thermal scanners
- Ultraviolet (UV) light
- Urines, faeces, spit, saliva

FACT: Clinical trials confirm that hydroxychloroquine does not prevent illness or death from COVID-19.

Hydroxychloroquine or chloroquine, a common treatment for malaria and certain autoimmune diseases, has been studied as a potential treatment for COVID-19. Evidence from three studies shows that hydroxychloroquine has little to no impact on illness, hospitalization, or death.

[WHO Coronavirus disease \(COVID-19\) advice for the public: Mythbusters](#) includes tips for telling the difference between accurate and inaccurate COVID-19 vaccine data and stopping the spread of misinformation.



GoodRx

Type your drug name like Acetaminophen, Gabapentin, etc.

Discount Card Support Sign Up

Find a COVID-19 vaccine appointment near you

GoodRx / Health Conditions / COVID-19 / Vaccines / The Known Side Effects of Coronavirus (COVID-19) Vaccines

What Are the COVID-19 Vaccine Side Effects?

Written by: Sarah Gupta, MD
December 7, 2020

COVID-19 vaccine basics

Potential side effects

Vaccine with fewest side effects

Risk of long-term side effects

How to prepare for vaccination

Read more

Browse vaccine locations

Select language
English | Español

COVID-19 continues to cause illness, hospitalizations, and deaths around the world. But there's some good news: Two vaccines are close to authorization in the United States (follow our live updates [here](#)).

As the COVID-19 vaccines hopefully get closer to rolling out, lots of people still have questions — including whether there will be side effects. Though most people will not have serious problems after receiving the COVID-19 vaccine, many people may have mild to moderate side effects for a couple of days.

Read on for more information about what to expect when it's your turn to get vaccinated.

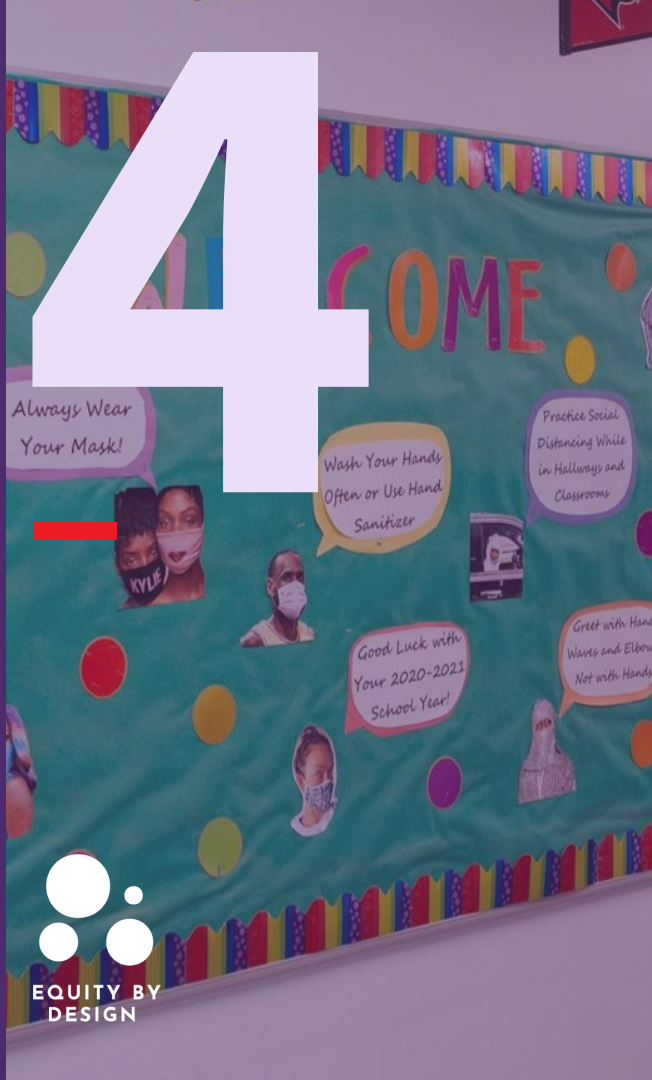
Dr. Sarah Gupta's Good RX article [What Are the COVID-19 Vaccine Side Effects?](#) provides information about common side effects from the COVID-19 vaccines and explains when they go away for the vast majority of people, and other scientific information related to COVID-19 vaccine side effects.

“ Building trust and confidence in the vaccination process and ecosystem is a critical step toward broad uptake of the COVID-19 vaccine. We know that schools are a central point of contact for many communities, and with the right information, they can be empowered to play a crucial role in building trust in their communities.”

– L. Arthi Krishnaswami
Founder, Community Success Institute
Project Lead, SchoolVaccineHub.org

Run campaigns promoting vaccination for school communities

Schools and school districts have a responsibility to share useful vaccine information and can do so with authority—especially if they approach the task in the same way a nonprofit approaches a fundraising drive or a technology company approaches the rollout of a new product. It's all about the right messaging. Presenting critical information in the form of an easy-to-follow and simple-to-understand campaign makes the data more digestible and more accessible for community members of all ages. The more tailored the messaging is for a particular family or community, the more responsive that audience is likely to be. According to M. Jeremy Tucker, superintendent of Liberty Public Schools, “How we emerge from the COVID-19 pandemic hinges on each local community's ability to persist in elevating health and wellness for all through access to vaccines and continued mitigation efforts.”

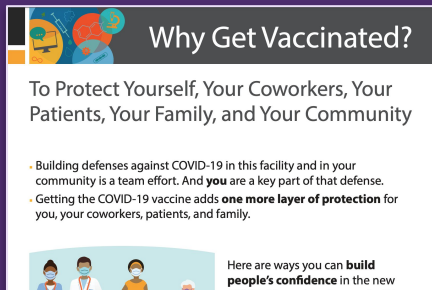


Run campaigns promoting vaccination for school communities

Try this:

- **Diversify your campaign content:** The best awareness campaigns comprise more than just basic information; they also feature memorable and “sticky” pieces of content designed to surprise people into changing their mindsets. On the subject of vaccinations, schools can do this by offering explanatory videos, factsheets, and infographics. Also consider offering localized versions of BET’s recent special about the COVID-19 vaccine.
- **Embrace tough conversations:** Medical issues are personal stuff, but vaccination is a matter of public health. Janelle Bradshaw, CEO of Public Prep, said it’s perfectly reasonable to broach uncomfortable conversations with others as part of a broader campaign to get more people vaccinated. Good questions to start dialog might include, What is stopping you from getting vaccinated? and To what extent do you understand what herd immunity really means? “Everyone is not watching a Fauci press conference; they need trusted individuals who will talk to them about facts,” she said.
- **Share and celebrate data as the effort unfolds:** Schools can regularly update and celebrate vaccination progress in their home state or district by pulling data from the CDC and local news outlets. This will provide a steady drumbeat on the number of people getting vaccinated, building momentum and inspiration for others to do the same.
- **Tailor campaigns to reach every community:** Kelly King, partnerships manager at Brooklyn LAB, said schools must work to build their community’s trust in the vaccines by identifying, curating, modifying, and helping distribute “culturally competent” educational materials. Use a variety of formats and communications channels to meet people where they’re most likely to get the information, whether that’s by phone, text, social media, flyer, or word of mouth.
- **Combat misinformation:** Many communities are receiving harmful misinformation (and sometimes disinformation) about vaccine safety and efficacy. Schools can counteract this with credible information on the science of the vaccines, expected side effects and why they happen, the vaccination process, and more.

Raise COVID-19 vaccine awareness



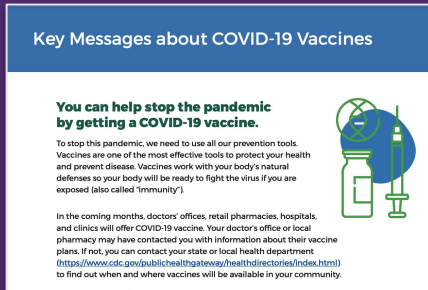
Why Get Vaccinated?

To Protect Yourself, Your Coworkers, Your Patients, Your Family, and Your Community

- Building defenses against COVID-19 in this facility and in your community is a team effort. And **you** are a key part of that defense.
- Getting the COVID-19 vaccine adds **one more layer of protection** for you, your coworkers, patients, and family.

Here are ways you can **build people's confidence** in the new

The Center for Disease Control (CDC) [Why Get Vaccinated?](#) PDF simply explains the motivations one may have to get the COVID-19 vaccine.



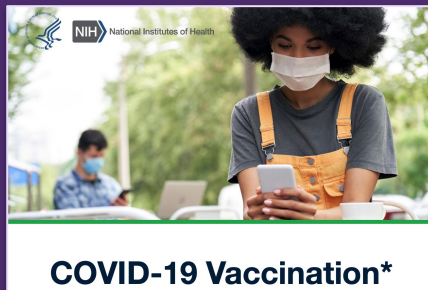
Key Messages about COVID-19 Vaccines

You can help stop the pandemic by getting a COVID-19 vaccine.

To stop this pandemic, we need to use all our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so your body will be ready to fight the virus if you are exposed (also called "immunity").

In the coming months, doctors' offices, retail pharmacies, hospitals, and clinics will offer COVID-19 vaccine. Your doctor's office or local pharmacy may have contacted you with information about their vaccine plans. If not, you can contact your state or local health department (<https://www.cdc.gov/publichealthgateway/healthincentives/index.html>) to find out when and where vaccines will be available in your community.

The CDC's [Key Messages about COVID-19 Vaccines](#) includes key messages about the COVID-19 vaccine to educate your communities.



COVID-19 Vaccination*

National Institutes of Health COVID-19 Vaccination Communication: [Applying Behavioral and Social Science to Address Vaccine Hesitancy and Foster Vaccine Confidence](#)



COVID Collaborative **COVID-19 VACCINE EDUCATION INITIATIVE**

MESSAGING RECOMMENDATIONS

The **Ad Council** and **COVID Collaborative** are leading a massive communications effort to educate the American public and build confidence around the COVID-19 vaccines. Guided by the leading minds in science and medicine and fueled by the best talent in the private sector, the **COVID-19 Vaccine Education Initiative** is designed to reach different audiences, including communities of color who have been disproportionately affected by COVID-19. The following insights are based on extensive qualitative and quantitative research we conducted in December 2020 to ensure our messages are research-based and resonate with audiences. Specifically, we tested potential messaging with a variety of Americans nationwide, including white Americans, Black Americans and Hispanics.

THE CHALLENGE
Extensive research shows pervasive hesitancy and reluctance around the COVID-19 vaccine among the

COVID-19 VACCINATION INTENT

[COVID Collaborative Messaging Recommendations](#) shares research-based communications proven to resonate with diverse audiences.

“ It’s important to provide nonjudgmental information and ideally have community members hear it multiple times. The first time they hear a message, they might not trust it, but if they hear it as part of a formal campaign or from someone else, they might begin to trust it more.”

– Alyssa Bilinski
Harvard University School of Public Health

How Vaccines Work

HOW VACCINES WORK 1: VIRUS PIECES

AN UNOFFICIAL STAR WARS EXPLANATION



The COVID-19 disease first came from animals. Your body does not know how to fight it yet. If you get infected, it takes your body a while to try to make antibodies to fight the disease. During that period, while your body is trying to fight, the disease can make you very sick. That's why vaccines are better — you can build immunity without catching the disease.



Some vaccines work by using only a harmless piece of the virus. That piece is enough to train the body into making antibodies to fight the full, real virus. This way the vaccine cannot give you COVID-19, or any disease, but it can still train your own body how to fight the real thing. Think of it as using only part of the bad guy—say Darth Vader's helmet—to train your body like a Jedi into learning how to fight the real and dangerous virus by making the right antibodies.

Everybody has heard of “Star Wars,” right? Well when the Ogilvy Center for Behavioral Science set out to create new resources about how to fight COVID-19, the group decided it’d be a good idea to spotlight familiar characters. The result, Star Wars-themed drawings designed to pass along up-to-the-minute medical information about viruses. Not surprisingly, the images have become great teaching tools. They also keep kids interested.

5

Use school buildings and campuses as community vaccination centers

President Biden has promised that every American adult who wants a vaccine can get one by April 19. This means that every community in America will need multiple vaccine sites. Biden said it himself: “Think of places that are convenient: School gyms, sports stadiums, community centers.” The approach allows community members to get vaccinated in places they know and trust and could encourage them to make vaccination a family event, all helping to address hesitancy. At the same time, it’s important to remember the past. Schools must help communities understand how and why racism has hindered access to quality healthcare and information over time.

Use school buildings and campuses as community vaccination centers

Try this:

- **Get creative with vaccine distribution:** Just like healthcare centers did, schools could set up drive-through or walk-through vaccination centers in parking lots, auditoriums, sports facilities, or, as Biden said, gymnasiums. Schools also could expand the schedule to use school facilities on weekends, during afternoons when learning is not in session, and at night. Already, school buildings and parking lots are used regularly for neighborhood meetings, church gatherings, voting, and a variety of other functions that are vital to our democracy and society. Historical precedent and common sense dictate that schools can serve as critical links in the healthcare delivery chain.
- **Encourage families to get vaccinated together:** Combine the vaccine site with your school's messaging to encourage multiple generations of families to visit the local school for vaccination together. With this approach, especially once local governments authorize vaccine use for children, schools can provide opportunities for entire families to receive protection against COVID-19 in a single afternoon.
- **Promote school vaccination centers to working parents:** In a year when working parents have had to juggle unpredictable school schedules and remote school, on-site school vaccination provides much-needed convenience for those who may not have the opportunity to take time off of work to travel to other vaccination sites during business hours. One of the biggest benefits of using school buildings and campuses as places to get shots is to offer options for community members who need them most at the places and times that work for their busy lives.

Share information about the vaccination experience



Safely Reopening and Operating Schools: Deep Dive on COVID-19 Vaccinations

March 16, 2021

For questions about this resource or to inquire about support in implementation, please contact Chiefs for Change at cfcta@chiefsforchange.org.

This Document is Solely Intended to Provide Insights and Best Practices – This Document does not Constitute Client Advice

The [“Day in the Life of” \(DILO\) vaccination resource](#) allows systems to simulate the vaccination experience for employees and describes steps that districts can take to make people feel more comfortable about getting the shot. These steps include, for example, sharing credible and accessible information on the safety, efficacy, and side effects of the vaccines; hosting question and answer sessions with local physicians and community leaders; and encouraging staff to post on social media about their experience getting a vaccine.

“ Schools are the heart of their communities, and as such, can and should play a critical role in supporting and promoting vaccination against COVID-19.”

– Dr. Susan Enfield
Superintendent, Highline Public Schools

6

Encourage, mandate, and incentivize vaccines for employees

Some of the best ways to get people to overcome reluctance about vaccines: Encourage them, pay them, or set it as a criteria for work eligibility.

The justification for mandating or incentivizing employees to get the shot is twofold. First, it can help ensure a safe workplace. Second, education workers are more likely to get vaccinated if they can take care of it without having to choose between a paycheck and a vaccine. For schools concerned about vaccine requirements impacting staff morale, use of incentives and positive messaging can smooth the transition.

Jean Desravines, CEO of New Leaders, observed that addressing hesitancy entails, “supporting those who don’t have access to healthcare and information about the vaccines.” Incentivizing employees to get vaccinated is one way to meet this objective.

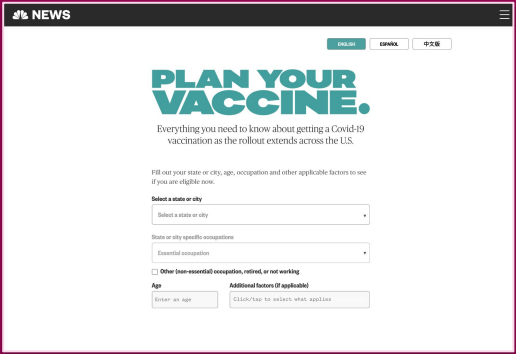
Encourage, mandate, and incentivize vaccines for employees

Try this:

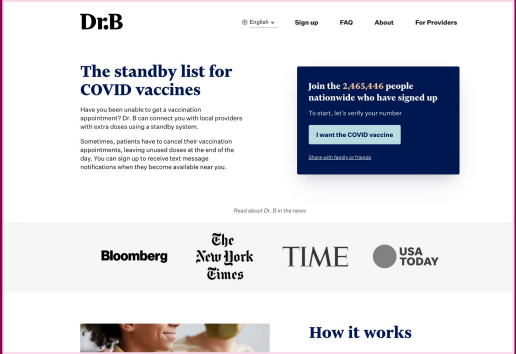
- **Offer incentives:** Forcing someone to do something by mandate can affect morale, and incentives can make this a more positive experience, if your school can accommodate incentives. One Louisiana school offered teachers \$100 cash to get the shot; others have offered educators gift cards to local businesses. Many offer up to four hours of paid time off per shot.
- **Encourage staff to cheer each other on:** Another way to create a positive atmosphere is through praise. Even just thanking staff and recognizing that their vaccination is part of an important public health effort can build positive momentum, inspiring employees to spread the word about vaccination—both to other staff and to family and community members at large.
- **Make logistics easy:** Provide employees with paid time off and subsidized transportation to get vaccinated during business hours. Businesses have taken this approach; in February, Target guaranteed workers up to four hours of pay and free Lyft rides to get vaccinated.
- **Create a pledge or mandate:** As an employer, schools can create the conditions for workers to get vaccinated through a pledge or even a mandate. [Employment lawyers](#) have said many public and private employers will likely have legal ground to require vaccination, noting that many state laws would likely not support religious accommodations in the case of vaccines for a global pandemic. The Equal Employment Opportunity Commission updated its [technical assistance guidance](#).

RESOURCES

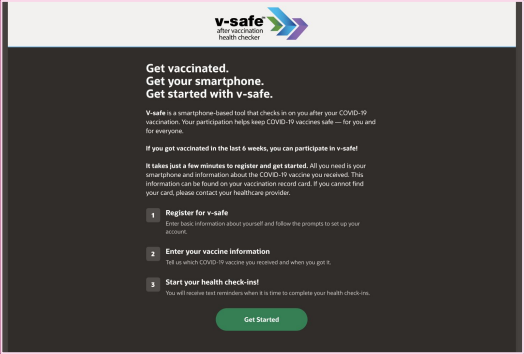
Get vaccinated



NBC News's [Plan Your Vaccine](#) includes everything you need to know about getting a vaccination as the rollout extends across the U.S. Select your age, occupation, and other applicable factors to see if you are eligible now.



Dr. B's [The standby list for COVID vaccines](#) shares open COVID-19 vaccine appointments in your area due to unused vaccine doses.



The U.S. Department of Health and Human Services & the CDC's [V-Safe After Vaccination Health Checker](#) is a smartphone-based tool that checks in on you after your COVID-19 vaccination.

“ For many of our [teachers], if they’re not at work and not on the clock, they’re not getting paid. It’s up to schools to make it easier for them to get vaccines as part of the workday.”

– Dr. Lisa Thomas
Associate Director of Educational Issues,
American Federation of Teachers



Form partnerships to address equity concerns

Vaccinating the American public against COVID-19 is the largest public health campaign in our nation's recent history—and it's imperative that this project is equitable. "Communities have a responsibility to prioritize the health and well-being of every educator and student, so they in turn can better focus on teaching and learning," wrote Jean-Claude Brizard, President and CEO of Digital Promise. Schools should look for partners who can help support hard-to-reach populations and communities most at-risk for COVID-19—many of whom are people of color. Partners can include municipal governments and local healthcare providers, as well as local businesses, churches, sports teams, community-based organizations, unions, and media companies.

Form partnerships to address equity concerns

Try this:

- **Find partners who can support your community's needs:** Think through the barriers your school community is facing when it comes to getting vaccines: Is it credible information, access to vaccines, or something else? Partners can help administer vaccines, encourage and facilitate vaccinations, and provide reliable information. In underserved communities that lack access to reliable healthcare, partners can provide convenient and accessible vaccination sites, fund clinical and community-based outreach, and provide necessary support for people before and after they get their shots. Erin Mote, executive director of InnovateEDU, agreed, noting that partners from across the [Educating All Learners Alliance](#) (EALA) have prepared quality resources that aim to support school communities to understand and embrace vaccination.
- **Meet constituents where they are:** One of the benefits of partnering with larger organizations is having additional resources to reach constituents in the places they frequent most. This might be the lobby of an apartment building, a local supermarket, or church. Offering vaccines in these places will increase coverage and make the people getting shots more comfortable in the process.
- **Find partners who can provide financial support or in-kind resources:** Often private-sector partners have budgets for marketing and messaging that far exceed public-school budgets. If partners are willing to leverage these resources to assist with the vaccination push, encourage them to do so.

Vaccination Website

ASK THE EXPERT

Connect directly with Dr. Wainaina
Infectious Disease Specialist



JOIN US FOR AN UPDATE ON COVID
AND A Q&A WITH DR. WAINAINA

ASK ALL YOUR QUESTIONS:
School Re-Opening?
Covid Vaccines?

ÚNASE A NOSOTROS PARA UNA ACTUALIZACIÓN
SOBRE COVID Y UNA SESIÓN DE PREGUNTAS Y
RESPUESTAS CON EL DR. WAINAINA

HAZ TODAS TUS PREGUNTAS:
¿Reingreso a la escuela?
¿Vacunas de COVID?

PREGUNTA A LA EXPERTA

Conéctese directamente con el Dr. Wainaina
Especialista en Enfermedades Infecciosas

Wednesday, April 14th
Miércoles 14 de Abril

LIVE
5:00 - 6:00 PM

Carmen
SCHOOLS OF
Science & Technology

Froedtert MEDICAL
COLLEGE OF
WISCONSIN

Carmen Schools of Science and Technology in Milwaukee didn't try to tackle the COVID-19 crisis on its own; instead, the institution partnered with the Milwaukee Health Department and four other schools to create a vaccination site for the school community. Within weeks, more than 80% of the staff had been vaccinated.

“ Vaccination efforts must center the unique needs of youth navigating the most challenging types of disruptions to academic journeys, including those in the foster care system, juvenile justice system, or experiencing homelessness. There must be deep consideration to access issues, the digital divide, and mistrust rooted in structural racism and generational mistreatment.”

– Erin Whalen
Principal, Da Vinci RISE High School

8

Embrace science, inside and outside the school community

In a March 11 speech, President Biden put it bluntly: “Listen to Dr. Fauci.” The reference was specific to Dr. Anthony Fauci, director of the U.S. National Institute of Allergy and Infectious Diseases. But the broader message was to embrace science. This effort can take place inside or outside the classroom, in the form of an expanded science curriculum or series of worksheets, as well as an effort to get students to follow scientific research in the daily paper and discuss the subject with family members over meals. Schools should also recognize that some people are skeptical of science. To address this, schools must acknowledge the shortcomings of the past, and listen to the concerns of people who might be hesitant.

Embrace science, inside and outside the school community

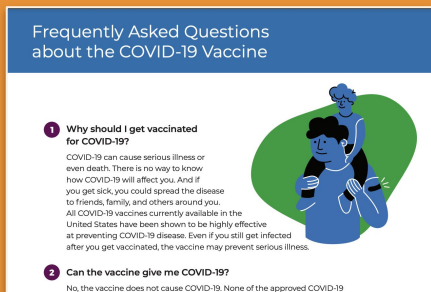
Try this:

- **Use the classroom to educate students:** Teachers can support scientists and researchers by talking to students about the importance of herd immunity and getting vaccinated. This can be done through hands-on STEM learning or asynchronous lessons that follow the latest developments in the news.
- **Promote vaccines outside the classroom:** Faculty and staff can use social media to share credible, accessible science on vaccines and immunizations: Encourage community members to share pictures of vaccine cards (with identifying information blacked out), or launch a COVID-19 Vaccination Ambassador program with trusted community leaders promoting scientific evidence on vaccines. In the past few months, many cities have launched these programs to highlight the stories and experiences of those who have received the vaccine and are working to encourage others to do the same.
- **Reach out to people individually:** School staff members should seek to understand why families are hesitant and listen to the reasons behind their distrust in medicine, hospitals, and doctors. This helps create a safe, inclusive environment where people feel their doubts are treated with respect and not derision. It can build trust so more people are receptive to listening to the school's messages on the importance of vaccines. Craig Gastauer, of Vista High School, said sometimes it's also a good idea to remind people of the personal benefits of vaccination: "Seeing my mom hug my son, her grandson, and breaking into happy sobs is why I recommend that everyone who can go out and get vaccinated. It brings our families back together."

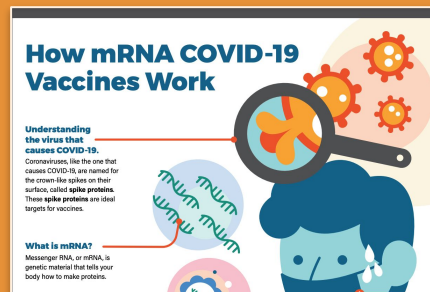
Provide credible scientific and medical information



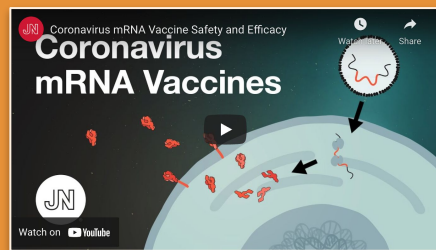
Yale Medicine [Comparing the COVID-19 Vaccines: How Are They Different?](#) provides a clear and simple explanation of the three FDA-approved COVID-19 vaccines.



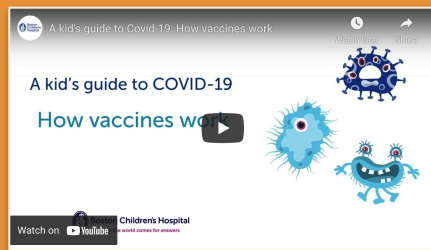
CDC [Frequently Asked Questions about the COVID-19 Vaccine](#) helps answer commonly asked questions about the COVID-19 vaccine in your communities.



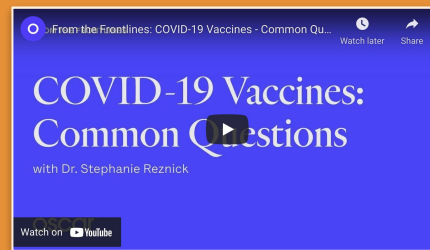
CDC [Understanding How COVID-19 Vaccines Work](#) explains how the COVID-19 vaccines will work with your body's natural defenses to safely develop protection (immunity) to the virus.



JAMA Network [Coronavirus mRNA Vaccine Safety and Efficacy](#) is a video that reviews experience with the vaccines since they were authorized for use in December 2020.



Boston Children's Hospital [A Kid's Guide to COVID-19: How Vaccines Work](#) is a kid-friendly video that explains how vaccines work.



Oscar Insurance [COVID-19 Vaccines: Common Questions](#) Oscar's Dr. Stephanie Reznick discusses some common questions about the COVID-19 vaccine.

“An effective COVID-19 response requires that students, teachers, families, and school leaders become scientifically literate. It is our duty to protect each other and ourselves.”

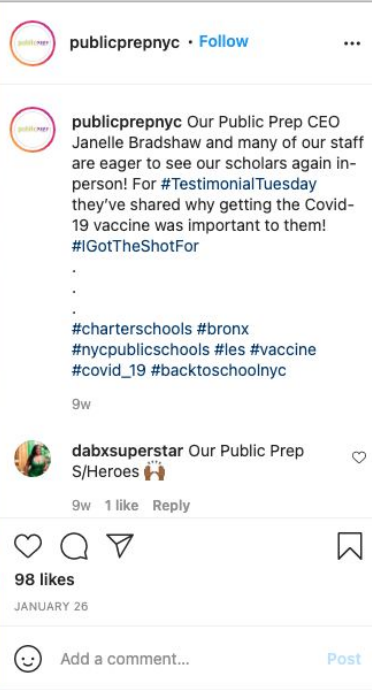
– Quanaysha Ash
Biology Teacher, Brooklyn Laboratory Charter School

CASE STUDY

#IGotTheShotFor



publicPREP



Public Prep, a nonprofit network that develops tuition-free pre-K and single-sex elementary and middle public schools, challenged its teachers and staff members to share pictures of their vaccination moments and write short statements about why they decided to get the shot. Employees then shared the material with the hashtag #IGotTheShotFor.

9

Masks or
face coverings
required

Help us reduce the spread.



Continue COVID-19 prevention practices

Even as the country ramps up vaccinations, schools must continue to practice and promote virus-mitigation strategies such as physical distancing, mask-wearing, hand hygiene, air circulation, and regular testing. Schools should also ensure faculty, staff, and students have access to regular, reliable, and free COVID-19 testing.

This approach complies with CDC recommendations for everyone—people who have been fully vaccinated and those who have not yet received a complete dosage. As Dr. Fauci himself has said, physical distancing “is not a light switch; it’s a dial.” Schools and their respective communities must understand how to turn the dial up or down in response to the degree of viral spread, even now.

Continue COVID-19 prevention practices

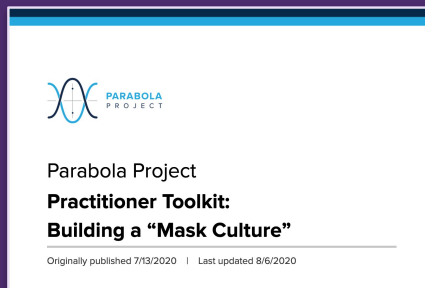
Try this:

- **Maintain mask requirements:** Require that students and staff of all ages wear masks throughout the day, including on the bus and outside if distance can't be maintained. Parabola Project has resources on [masks](#), personal protective equipment, and building a “[mask culture](#).”
- **Encourage hand hygiene:** Place hand sanitizer at key locations in the building and prepare a schedule for hand-washing and sanitizing. Having students and staff sanitize themselves, objects in classrooms, and high-touch surfaces reduces the risk of exposure to COVID-19.
- **Enforce social-distancing:** Reconfigure spaces consistent with CDC guidance to ensure a distance of at least 3 feet between K-8 students and at least 6 feet between high school students as much as possible. Teachers and adult staff members should maintain a distance of 6 feet from other individuals.
- **Provide quality ventilation:** [Ventilate](#) with outdoor air as much as possible, even if it requires students to wear jackets in colder temperatures. COVID-19 is transmitted via droplets in the air, so ventilation and filtered air, including fresh air from opening windows, can help prevent virus particles from accumulating inside.

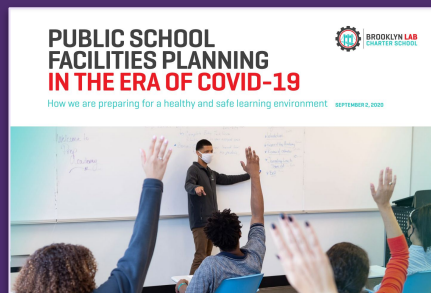
Commit to prevent the spread



American Federation of Teachers:
[A road map to safely reopen our schools](#)



Parabola Project:
[Building a "Mask Culture"](#)



Public School Facilities Planning in the
[Era of COVID-19 Guide](#)



How School Communities Can Power
[Human-Centered Design and Inclusive Innovation](#)

More from Parabola Project:

[Air Quality & Ventilation](#)

[Air Quality Assessment Guide](#)

[Masks & PPE](#)

[COVID-19 Protocols](#)

More from Brooklyn LAB:

ENGAGE EQUITABLY: [Communication Resources for Schools at a Time of COVID-19 & Beyond](#)

[COVID-19 School Communications Toolkit](#)

[Instructional Program Scheduling Map](#)

“ When we say ‘Black Lives Matter,’ we’re not saying that Black lives matter more than any other lives, but that [they] matter as much as any others. BLM and COVID-19 have shown us we can only survive by valuing all lives and caring enough about each other to take proactive steps to keep our communities thriving.”

– Dwayne Andrews
Senior Vice President, Patrick B. Jenkins and
Associates

RESIST COVID | TAKE SIX



RESIST COVID | TAKE SIX is an artist-driven public awareness campaign by Syracuse University Artist-in-Residence, Carrie Mae Weems to educate and enlighten Black, Brown, and Native American communities on the impact of this deadly virus on their lives. TAKE SIX refers to the recommended six feet of separation in social distancing.

The campaign uses billboards, alternative messaging, public art projects, and other creative means to highlight the staggering death toll of Covid-19 and alert the general public. Through these efforts, it underscores the importance of social distancing, encourages public discussion, dispels the myths and dangers of false cures associated with the virus, and finally thanks our front line and essential workers.

10

A background image showing two students in a classroom. One student, a young man with short dark hair, is sitting at a desk and looking at a laptop. He is wearing a black face mask. Another student, a young woman with long dark hair, is sitting next to him, also wearing a black face mask. They are both wearing blue school uniforms. In the background, there are educational posters on the wall, including one that says 'Strategies' and another that says 'Reading'.

Protect vulnerable people in the community

The people who are most vulnerable to COVID-19 have been older Americans, those with pre-existing conditions, and people of color. Schools can help play a role in protecting these populations by tailoring specific initiatives and lessons focused around keeping them safe. These initiatives should be driven by science and should emphasize equity and empathy.



EQUITY BY
DESIGN

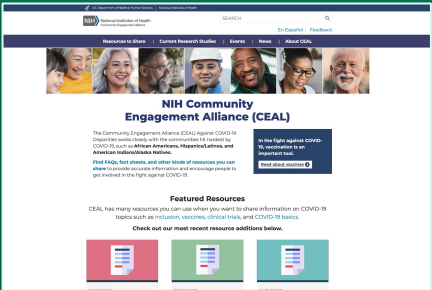
Protect vulnerable people in the community

Try this:

- **Use local data to tailor support:** Leverage public demographic data and information about the school community to understand and offer support for vulnerable members with messaging, outreach, and even mobile vaccination clinics. Gather demographic insights from formal programs such as free lunch, or from anecdotal observations by teachers.
- **Deploy one-on-one outreach strategies:** Word-of-mouth is another important way to reach vulnerable populations. Get students to reach out to loved ones—particularly grandparents and other elderly friends and family members—by launching programs and/or lesson plans that encourage them to share important information. Start a program for students to reach out to nursing homes. Also share these messages with key parents and other influential community members. This can create a ripple effect among circles of adults. “Schools can tap into their deep relationships in communities to ensure that everyone—not just the well-connected, wealthy, and privileged—receive the access they deserve” writes Julia Freeland Fisher, director of education at Christensen Institute.
- **Make community care part of your school’s culture:** To increase vaccinations and help everyone heal from the trauma of this pandemic, we need to cultivate a culture of care in our society. Schools can make efforts to protect vulnerable populations part of their school community culture. Dr. Ryan Padrez, assistant clinical professor of pediatrics at Stanford University and doctor at The Primary School in East Palo Alto, California, said schools could model this on the school recycling programs of many years ago. “Recycling took off in the 1990s largely because students came home with blue bags and encouraged their parents to do it,” he said.

RESOURCES

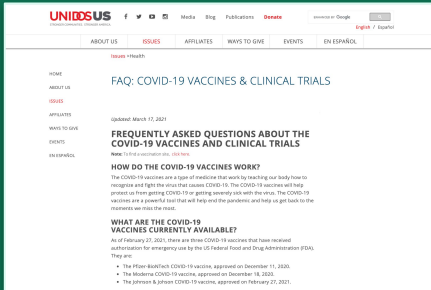
Raise COVID-19 vaccine awareness



National Institutes of Health Community Engagement Alliance (CEAL) Against Covid-19 Disparities works closely with the communities hit hardest by COVID-19, such as African Americans, Hispanics/Latinos, and American Indians/Alaska Natives. Find FAQs, fact sheets, and other kinds of resources you can share to provide accurate information and encourage people to get involved in the fight against COVID-19.



The Autism Society of America and National Disability Organizations Encourage the Autism and I/DD Community to be Prioritized for COVID-19 Vaccination. Learn about how the Autism Society enlisted the support of other national disability organizations to unite and urge the autism community to get vaccinated as distribution becomes possible.



UnidosUS FAQ - COVID-19 Vaccines and Clinical Trials provides Spanish and English answers to questions such as, "How do the COVID-19 vaccines work? Are the COVID-19 vaccines currently available? What is the process of developing a COVID-19 vaccine? Why is it important to get a COVID-19 vaccine once it's available to me?"



National Down Syndrome Society COVID-19 Vaccine Resources includes the DSMIGCOVID-19 Vaccination Position Statement and information on taking medication, including side effects from the COVID-19 vaccine.

“Communicating with families about vaccination should better equip them to more confidently make informed decisions.”

– Dr. Amar Dhand
Physician and Social Scientist, Harvard Medical School



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The Learning Accelerator
The Primary School

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Brooklyn LAB
C-SPAN
Centers for Disease Control
Healthline
Jama Network
Kaiser Family Foundation
Mayo Clinic
National Institutes of Health
Nature
NBC News
NPR
Our World in Data

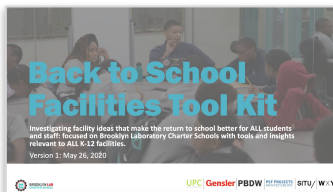
PBS
PBS NewsHour
ScienceNewsforStudents
Scientific American
SOAR Education Partners
Telemundo
The New York Times
The Scientist
U.S. Food & Drug Administration
UnidosUS
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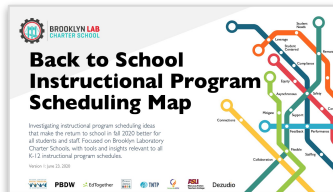
EquitybyDesign.Org Resources and Projects



[Facilities Tool Kit](#)



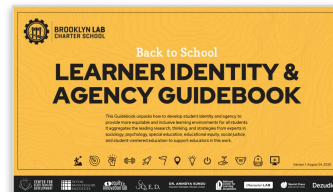
[Front Porch](#)



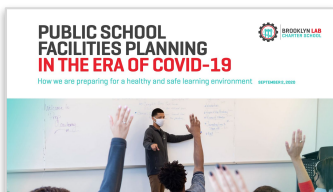
[Instructional Program Scheduling Map](#)



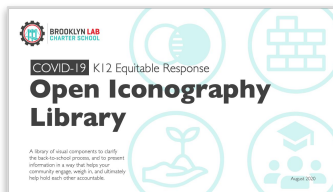
[Success Coaching Playbook](#)



[Identity and Agency Guidebook](#)



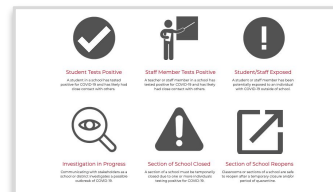
[School Facilities Planning](#)



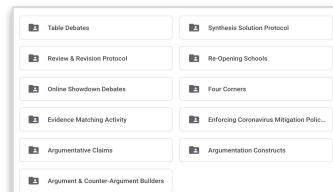
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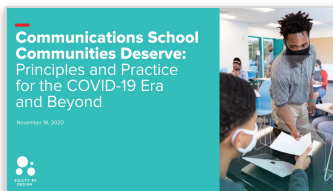
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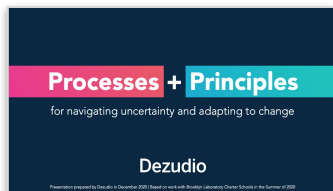
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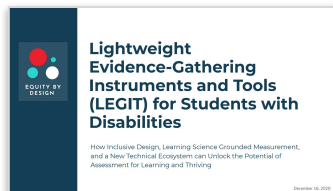
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