



Native Families Vaccination Social Media Toolkit

This toolkit has information and resources to support organizers in their outreach to Native families about the COVID-19 vaccines for children. With the recent CDC approval of shots for ages 5-11, it will be important for Native families to know that the vaccine is safe and highly effective in protecting kids.

How to use this social media toolkit

You can use your social media platforms to help spread the word to parents about the safety and effectiveness of the COVID-19 vaccines for children.

1. Download the social media graphics.
2. Choose from the recommended posts that will best resonate with your community.
 - a. You can direct your audiences to your local vaccination location/event or you can direct them to <https://forourpeople.uihi.org/> (See highlighted pieces in the sample copy below).
3. Share chosen graphic(s) and post on your social media channels.

Trusted sources used in this toolkit:

- [For the Love of Our People informational handout](#) regarding vaccine for ages 5-11
- CDC's [We Can Do This resources](#) regarding for parents regarding vaccines for children and teens
- CDC's [We Can Do This vaccine finder](#) (including locations for ages 5-17)
- CDC [State & Territorial Health Department Websites](#) to find varying information from state to state

Main Message

It's important to alleviate the fears and hesitation that Native parents and families may hold. This main message conveys that the COVID-19 vaccines are safe and effective for kids, while reminding them of the responsibility everyone has to their kids, family, and community.

We got vaccinated to protect our elders. Now it's time to protect our children.

With free COVID-19 vaccines now available for kids five and older, we have the opportunity to slow the spread of the virus and get back to our normal ways of life. The COVID-19 vaccines have been tested rigorously and the results have shown that they are safe and effective with children.

Get your kids vaccinated for the safety of the entire family and community.

Additional Resources

- [Guide to addressing dis-and-misinformation](#)
- [Minnesota Lieutenant Governor Peggy Flanagan's \(White Earth Band of Ojibwe\) PSA on the importance of the COVID-19 vaccine](#)

Sample Social Media Posts

<p><i>Encourage Native parents to get their kids vaccinated at local vaccine sites</i></p>	<p>Facebook and/or Instagram</p> <ul style="list-style-type: none"> • Native people got vaccinated to protect our elders. Now it's time to protect our kids. Kids 5 and older are now eligible to get a free Covid vaccine. Visit [insert vaccination site, address, and/or link] to get the family vaccinated. • COVID-19 vaccinations are safe, effective, and can keep our loved ones and children protected against serious illness or hospitalization. Visit [insert vaccination site, address, and/or link] to get yourself and family vaccinated for the love of our people. <p>Twitter</p> <ul style="list-style-type: none"> • Let's continue to get vaccinated #ForTheLoveOfOurPeople! Kids 5 & older can now receive a free Covid shot at [insert vaccination site, address, and/or link].
<p><i>Encourage Native parents to learn more about the safety and effectiveness of the COVID-19 vaccine for children</i></p>	<p>Facebook and/or Instagram</p> <ul style="list-style-type: none"> • Native people got vaccinated to protect our elders. Now it's time to protect our kids. Kids 5 and older are now eligible to get a free Covid vaccine. Visit https://bit.ly/3bN0OUr to learn why it's important for our future generations to get vaccinated against COVID-19. • People cannot get the coronavirus from getting vaccinated. Learn more about how the mRNA vaccine works and why it is safe for our children and adults. https://bit.ly/2ZgZSot • Although children are at lower risk of becoming severely ill

	<p>from COVID-19, they can still have short- and long-term health complications if they were to get it. And they can also spread the virus to others. Let's keep our future generations safe by getting them vaccinated today.</p> <ul style="list-style-type: none"> • According to a recent CDC study, hospitalization rates were 10 times higher for adolescents who were unvaccinated against COVID-19. Protect our future generations by getting your children that are 5 and older vaccinated against COVID-19. • Adolescents ages 12 years and older receive the same dosage of vaccine as adults. Children ages 5 through 11 years receive an age-appropriate dose from a smaller needle that is one-third of the adult dose. Visit https://bit.ly/3CUgRvv to learn more about vaccines for children and teens. • It's okay to have questions when it comes to the safety of your kids. Visit https://bit.ly/3EUxF5U for answers to some of the questions you may have. <p>Twitter</p> <ul style="list-style-type: none"> • Don't listen to Uncle's crazy conspiracies. It's simple. COVID-19 vaccines are safe for kids & reduce their chances of getting severely sick. #ForTheLoveOfOurPeople https://bit.ly/3CUgRvv
<p><i>Educate Native parents about the steps needed to get their children vaccinated, and where they can find a vaccine site</i></p>	<p>Facebook and/or Instagram</p> <ul style="list-style-type: none"> • In most states, kids 5 to 17 need parental consent to receive a free Covid vaccine. Make sure to check out the guidelines in your state and fill out the necessary paperwork to get your children vaccinated. Go to https://bit.ly/3CPTrau to contact your state, territorial, local, or tribal health department for more information. • Kids between the ages of 5 and 17 are now eligible to receive a free Covid vaccine. Covid vaccines have been rigorously tested and have shown to be safe and effective on kids. Find a location to get your kid vaccinated today. https://bit.ly/3CX7nzy • Now that Covid vaccines are available to kids 5 and older, it will be important to talk to your kids about its safety and effectiveness to keep them and the community safe. Visit https://bit.ly/3BSAmDt for ways to talk with your kids about the vaccine.

	<p>Twitter</p> <ul style="list-style-type: none"> Most states require consent from parents for their kids (5-17) to receive a COVID vaccine. Go to https://bit.ly/3CPTrau to find more info about your area. #ForTheLoveOfOurPeople
<p><i>Encourage childrens' vaccinations as a step to get life back to normal</i></p>	<p>Facebook and/or Instagram</p> <ul style="list-style-type: none"> Virtual pow wows and drum circles are great, but there's nothing like the real thing. Get yourself and your children 5 and up vaccinated and let's get back to our ways of life. <p>Twitter</p> <ul style="list-style-type: none"> Virtual powwows & drum circles are great but there's nothing like the real thing. Get yourself & your children 5 & up vaccinated. Let's do #Stoodis! #Skoden #ForTheLoveOfOurPeople. https://bit.ly/3CX7nzv

Graphics

[Download the social media graphics](#)



Kid Armor

that's safe, effective & free



Kid Armor

that's safe, effective & free



For the *Love* of Our Children



Are your *children* vaccinated?



Are your
children
vaccinated?



“Protecting
our babies, our sons, our daughters and our future generations—this has always been our way. Get vaccinated for the love of our people.”



—LT. GOVERNOR PEGGY FLANAGAN



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