How’s the Rollout Going?

Overall
- 224,224 youth aged 12-15 received first dose in first five days of eligibility
- 401,532 teens aged 16-17 have received 1+ dose (as of May 18)

Operations
- CDPH issued guidance on consent to facilitate access
- Families can now find and make appointments for youth aged 12-17 on MyTurn
- Federal guidance on co-administration of vaccines avoids potential logistical challenges
- Working with LHJs to coordinate clinics for young people, including school-based clinic partnerships, across the state
- Working with network of family providers and pediatricians

Communications/Engagement
- Developed toolkit for engagement by partners (more to come!)
COVID-19 Vaccine Eligibility Expansion (12-15yo)

New Early Insights From Families
• Strongest trusted messengers are pediatricians and care providers
• Access and convenience matter a lot
• Comfortable locations: Pediatrician or doctor's office, the child's childcare provider, the child's schools, neighborhood pharmacies – in that order

Main Motivators
• Mental health and wellness of youth
• Child(ren) contracting COVID-19
• Older family members contracting COVID-19
• Parent's mental health and wellness
• Child(ren) unknowingly spreading COVID-19
• Personally contracting COVID-19

EMC Research: Survey of California Parents, April 17-May 5, 2021
COVID-19 Vaccine Concerns Today (12-15yo)

Parents are more concerned about the mental health and wellness of their children over their children contracting COVID-19.

<table>
<thead>
<tr>
<th>Concern</th>
<th>10 - Extremely concerned</th>
<th>8-9</th>
<th>4-7/(Don’t Know)</th>
<th>2-3</th>
<th>1 - Not at all concerned</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>The mental health and wellness of your child(ren)</td>
<td>40%</td>
<td>20%</td>
<td>24%</td>
<td>7%</td>
<td>9%</td>
<td>7.38</td>
</tr>
<tr>
<td>Your child(ren) contracting COVID-19</td>
<td>25%</td>
<td>14%</td>
<td>22%</td>
<td>13%</td>
<td>26%</td>
<td>5.50</td>
</tr>
<tr>
<td>Older family members contracting COVID-19</td>
<td>25%</td>
<td>18%</td>
<td>27%</td>
<td>12%</td>
<td>19%</td>
<td>6.01</td>
</tr>
<tr>
<td>Your mental health and wellness</td>
<td>23%</td>
<td>16%</td>
<td>31%</td>
<td>13%</td>
<td>18%</td>
<td>5.86</td>
</tr>
<tr>
<td>Your child(ren) unknowingly spreading COVID-19</td>
<td>18%</td>
<td>13%</td>
<td>27%</td>
<td>13%</td>
<td>28%</td>
<td>5.09</td>
</tr>
<tr>
<td>Personally contracting COVID-19</td>
<td>17%</td>
<td>12%</td>
<td>26%</td>
<td>17%</td>
<td>28%</td>
<td>4.92</td>
</tr>
</tbody>
</table>

EMC Research: Survey of California Parents, April 17-May 5, 2021
**Child Vaccine Segmentation (12-15yo)**

**First in Line:** Very likely to get the vaccine for their child(ren) and extremely eager for the vaccine to be approved for kids 5-15.

**Second in Line:** Likely to get the vaccine for their child(ren) and at least somewhat eager for it to be approved for kids.

**Wait and See:** All other combinations of vaccination likelihood and eagerness.

**Not Interested:** Very unlikely to get the vaccine for their child(ren) and not at all eager for the vaccine to be approved for kids.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>First in Line</td>
<td>26%</td>
</tr>
<tr>
<td>Second in Line</td>
<td>16%</td>
</tr>
<tr>
<td>Wait and See</td>
<td>28%</td>
</tr>
<tr>
<td>Not Interested</td>
<td>30%</td>
</tr>
</tbody>
</table>
Doctors and the CDC are the most trusted among both target segments.

- **Your own pediatrician, doctor, or healthcare provider**: 60% trust, 48% second in line
- **The US Centers for Disease Control and Prevention (CDC)**: 48% trust, 25% second in line
- **The California Department of Public Health**: 44% trust, 23% second in line
- **Your local County Public Health Department**: 39% trust, 18% second in line
- **The Biden Administration**: 36% trust, 24% second in line
- **Your child’s teacher**: 25% trust, 9% second in line
- **Your child’s school**: 24% trust, 14% second in line
- **Local and/or state elected officials**: 23% trust, 13% second in line
- **Friends or family**: 21% trust, 11% second in line
- **Religious leaders**: 18% trust, 10% second in line

*EMC Research: Survey of California Parents, April 17-May 5, 2021*
Next Steps from EMC Research

**Focus groups among guardians of youth 12-17**
- Goal: investigate barriers toward vaccinating children among primary decision makers
- Scope: three focus groups among those who mirror the "Second in Line" and "Wait and See" segments
- Timeline: June

**Tracking survey**
- Goal: assess how attitudes change as more youth get vaccinated & check-in before fall school year starts
- Scope: quantitative survey of parents statewide; n=800
- Timeline: Early July (just after July 4th holiday)
Communications Campaign

- **Feedback on Toolkit?**
  - http://toolkit.covid19.ca.gov/partners/

- **Paid Media Next Steps**
  - Week of 6/21:
    - Video (TV & Streaming) - English, African-American/Black, Spanish
    - Digital (Banners, Search, Paid Social) - English, African-American/Black, Spanish
    - Audio (Radio & Streaming)
  - Week of 6/28:
    - Summertime Out-of-Home
    - AAPI Video, Audio, Digital, and Social

- **Speakers Bureau Opportunities**
  - Earned Media: Op-Eds and/or Interviews w/ Press
  - Testimonials
  - **Invitations Coming Today**
Partnership Paths for Schools

The administration has been working with LHJs to coordinate the initial set of school-based partnerships. We are now ready to scale two partnership paths for schools.

Path #1: Serve as a Vaccination Site. If a school is interested in serving as a vaccination site for any period of time, please fill out the following survey and we will follow up within 3 business days to try to match with local resources: https://www.surveymonkey.com/r/mobilevaccination.

Path #2: Become a Provider. If a district (especially a large district) is interested in receiving vaccine allocations directly, visit here: www.EZIZ.org/Covid/enrollment/pediatric. We will also hold a webinar Tuesday (5/25), 3pm (register here).
Questions?
Points of Contact & Resources

**Operations**
Dr. Thomas Boo: Thomas.Boo@cdph.ca.gov
Dr. John Talarico: John.Talarico@cdph.ca.gov

**Communications**
VA58@cdph.ca.gov

**Resources**

Consent: [https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Pfizer-Vaccine-Minor-Consent-Guidance.aspx](https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Pfizer-Vaccine-Minor-Consent-Guidance.aspx)

Toolkit: [https://toolkit.covid19.ca.gov/partners/](https://toolkit.covid19.ca.gov/partners/)
Thank You

www.VaccinateALL58.com