



# Youth Vaccination Plan

December 2021

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# What's Included

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This document contains goals, strategies and sample actions in place and on the horizon to increase youth vaccination rates and strengthen child, youth and family health in Washington, DC. The plan represents the efforts of many agencies, CBO partners, and health providers in the city. DME's role is to provide coordination and communication between DC Health, OSSE, LEAs, and schools and support our District-wide efforts to ensure that all eligible youth receive the immunization against COVID-19.

- Introduction & Overview
- Routine Pediatric Immunizations
- COVID-19 Vaccine Youth Ages 12-18
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# Introduction & Overview

# Big Goals

The District has taken bold, consistent action to combat the spread of the coronavirus to keep our residents safe. All our efforts related to youth vaccination are designed to build confidence in vaccinations and provide widespread information and access to the COVID-19 and other routine childhood immunizations.

This work may start with the simple prick of a shot, but is part of a much larger comprehensive plan to strengthen health and wellbeing for children and families and promote community health.



## Routine Pediatric Immunizations

90% of School Aged Children

## COVID-19 Vaccine Youth Ages 12-18

Of age eligible youth...  
50% by 9/30/21  
80% by 6/30/22

## COVID-19 Vaccine Children Ages 5-11

Of age eligible youth...  
50% by 2/28/22  
80% by 6/30/22

# Guiding Principles and Overall Approach

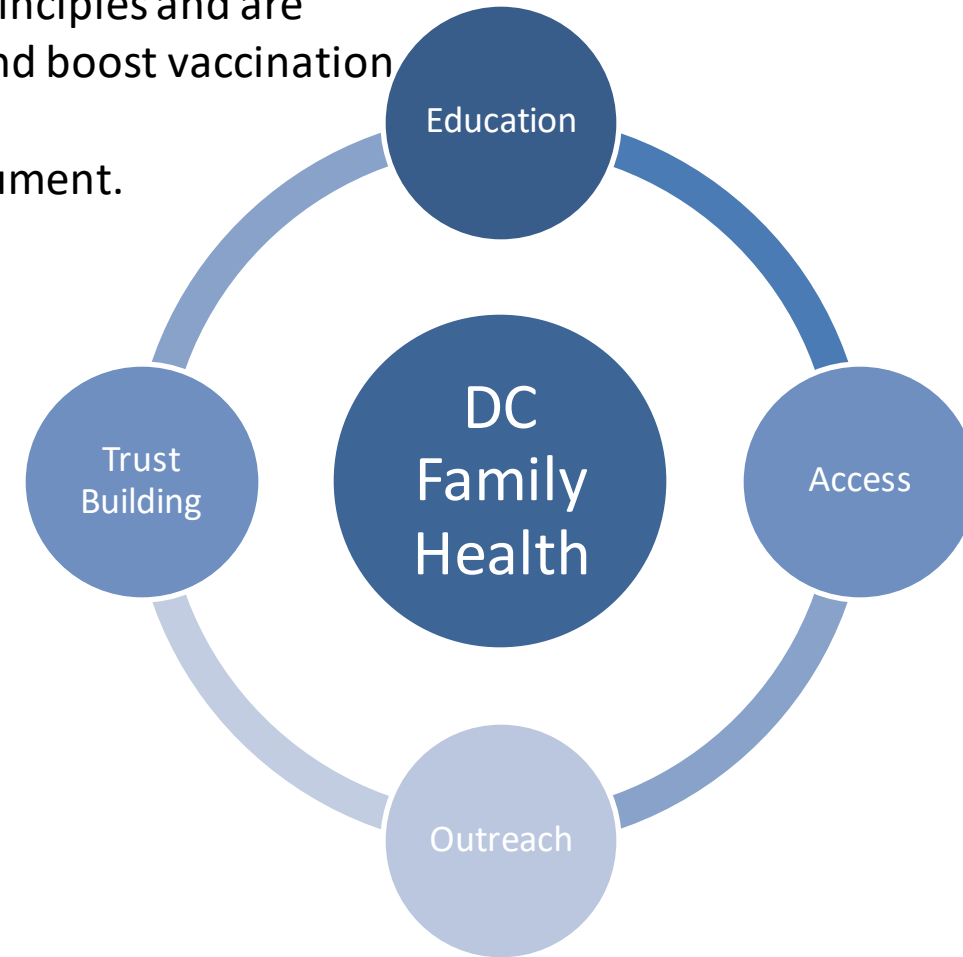
In alignment with the CDC's recommendations and strategies to build vaccine confidence, we have anchored our youth vaccination efforts in the following core principles and are utilizing all the [CDC's 12 recommended strategies](#) to build confidence and boost vaccination participation by families and children. A description of our efforts are included below, with specific examples highlighted throughout the document.

**Education:** Provide accurate research and data about the vaccine and dispel misinformation; leverage trusted partners to convey key messages and core ideas.

**Access:** Ensure all residents, particularly children and parents, can get a COVID-19 shot and the surrounding family care needed to stay protected and safe. Locations are free, in all wards, and across a range of settings to meet residents where they are.

**Outreach:** Partner with hundreds of schools, churches, and CBOs to offer clinics through the vaccine exchange and to sponsor community-led conversations, discussions, and grassroots campaigns.

**Trust Building:** Equip trusted messengers with the tools they need to connect with neighbors, friends, and community members and share accurate information about the vaccine.



# Routine Pediatric Immunizations – No Shots, No School

# Overview

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The COVID-19 vaccine is one immunization among many and ties into the larger efforts and initiatives around Routine Pediatric Immunizations (RPI) required for school attendance. The following slides provide information about RPI in DC, referred to as No Shots, No School. In this work, we incorporated guidance from DC Health and the Centers for Disease Control and Prevention: <https://www.cdc.gov/vaccines/partners/childhood/childVax-infographic.html>.

## **As of 12/6/21, percent of students with up-to-date vaccine compliance:**

- DCPS - 76.99%; 11,268 children overdue
- Charter- 76.66%; 10,039 children overdue
- Private - 62.58%; 3,475 children overdue
- Parochial- 51.25%; 2,960 children overdue

# Education (slide 1 of 2)

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## Key Initiatives

- In 2019, OSSE released the [OSSE Immunization Attendance Policy](#) to prepare for uniform attendance enforcement (originally slated for SY 2020-21, delayed until SY 2022-23 due to COVID-19)
- OSSE has offered schools and LEAs [training, guides, resources, templates, and access to data](#), and 1:1 coaching in preparation for uniform enforcement
- DC Health leads an annual routine pediatric immunization public health campaign with ads on public transportation, local newspapers, radio and television
- OSSE, DC Health, PCSB, DCPS, DHCF, and DMHHS meet on biweekly basis to discuss school health immunization compliance and develop strategies to improve coordination
- The [OSSE Immunization Attendance Policy](#) encourages schools to establish a “[School Health Team](#)” consisting of a school leader, a member of the registrar’s office, and an immunization point of contact, to monitor immunizations and follow up with families

## Highlights of Our Work

- OSSE has offered numerous opportunities for technical assistance and training with LEAs, including 1:1 support as well as dedicated time during biweekly OSSE COVID-19 health and safety technical assistance sessions with LEAs and schools
- OSSE has released templated letters and messaging for schools, translated into six primary languages, as well as decision trees and visuals
- In spring 2021, OSSE released a new application called the *Early Access to Immunization Data Application* to allow schools to review the immunization compliance data for their incoming students much sooner in the year
- In summer 2021, DC Health supported a direct public communications campaign and mailed postcards to non-compliant families through a partnership with the Association of Immunization Managers (AIM)



# Education (slide 2 of 2)

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## Key Initiatives

- DCPS worked with schools and agency partners to develop the [Process to Achieve Immunization Compliance in School Year 2021-2022](#) and the [Immunization Engagement Plan](#) for School Health Teams
- DCPS has engaged in a number of outreach initiatives, including robo calls to families, immunization pop-up [clinics](#) at meal sites, targeted calls to families, and Central Office support for schools in the form of progress monitoring, trainings, and compliance efforts
- DCPS has partnered with Children's Mobile Clinic to increase access to immunizations for DCPS students

## Highlights of Our Work

- DCPS engages in outreach to families through post cards and social media posts on Twitter, Instagram, and Facebook
- DCPS has joined professional development for school operations staff, registrars, and other non-health groups to push immunization resources to those supporting the work

# Access, Outreach & Trust Building

## Key Initiatives

- DC Health stood up 37 temporary pediatric immunization sites in schools across the District to boost opportunities to secure the necessary immunizations
- Families could make appointments at any of the 37 locations during the summer when it was reported that doctors' offices had longer than normal scheduling times given the preparations for children to return to school
- Schools messaged the importance of immunizations to families through the summer and into the Fall as part of their overall health and wellness plans
- DC Health sponsored a city-wide campaign around the importance of all childhood immunizations
- OSSE released [FAQs](#) and [fliers](#) translated into six primary languages for schools to distribute to families
- On 11/1/21, the Deputy Mayor sent a letter to all LEAs letting them know about an extended implementation window for families to come into compliance before facing a consequence of exclusion from school

## Highlights of Our Work

- Summer RPI sites allowed students to receive routine immunizations and the COVID-19 vaccine (for age eligible students)
- More than 3,180 students and families participated in the Routine Pediatric Immunization clinics this summer (48% scheduled appointments, 52% walk-ups)

**Put Vaccines On Your Back-to-School List**

Vaccines are the best protection against vaccine-preventable diseases.

All DC students must have their immunizations up-to-date before the next school year begins. The COVID-19 vaccine is also available for eligible age groups.

[dchealth.dc.gov/immunizations](https://dchealth.dc.gov/immunizations)

DC HEALTH GOVERNMENT OF THE DISTRICT OF COLUMBIA  
MURIEL BOWSER, MAYOR

# COVID-19 Vaccine - Youth Ages 12-17

# Overview

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We have worked to ensure easy and universal access to the COVID-19 vaccine for youth ages 12-18. We have engaged in tiered strategies to promote education and community conversations about the COVID-19 vaccines and have leveraged partnerships with community organizations and health care providers. We have invested in ease of access through a wide range of available sites across each ward, including school-based pop-up sites and walk-up sites, as well as incentives to increase vaccine uptake among this age group. We targeted additional youth-based sites in wards with the lowest vaccination rates to combat systemic inequities and make sure residents had greater access to community-based sites. We have also begun a phased mandate of the vaccine, starting with student athletes, to ensure that athletics, important for health, wellness, and engagement, can continue safely.

## **As of 12/6/21:**

- **66% of youth ages 12-15 are fully or partially vaccinated**
- **61% of youth ages 16-17 are fully or partially vaccinated**
- **Almost 1,500 individuals (youth and guardians) received the vaccine from one of the DC Health incentive sites, which launched in August 2021.**

# Youth 12-17: Education, Outreach & Trust Building

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## Key Initiatives

- **Coronavirus.dc.gov/get-vaccinated** offers an easy-to-use and regularly updated guide for students and families to get easy access to vaccines in their areas
- **Outreach efforts** have been launched to provide vaccine outreach and education through multiple channels, including text, email, and social media
- Through DME's Back to School Campaign, we engaged in a series of **phone banking** sessions to gather family insight on the return to school and provide them with information about the nearest vaccine access option
- We leverage **COVID-19 Ambassadors** at the launch of all youth incentive sites to inform families of options in their community
- Phased **mandate for student athletes ages 12-18**; announced in September, with compliance deadline of 12/1/21
- **Conversations with coaches and Athletic Directors** who are trusted community leaders and student advocates

## Highlights of Our Work

- To date, more than 40 schools and community partners have used the **Vaccine Exchange** to schedule and execute vaccine clinics for students and families
- [The DC COVID Clinicians Champions program](#) brings medical experts to city groups
- Social media campaigns, including photos and [videos](#) highlighting parent perspectives on vaccinations for their children
- DCPS and the Howard University College of Medicine launched a partnership to provide vaccine outreach and education to students ages 12-17 and their parents/guardians. This included a "chat & chew" series with 3 Middle Schools and 3 High Schools
- Vaccine clinics at high schools with large % of unvaccinated student athlete populations

# Youth 12-17: Access

## Key Initiatives

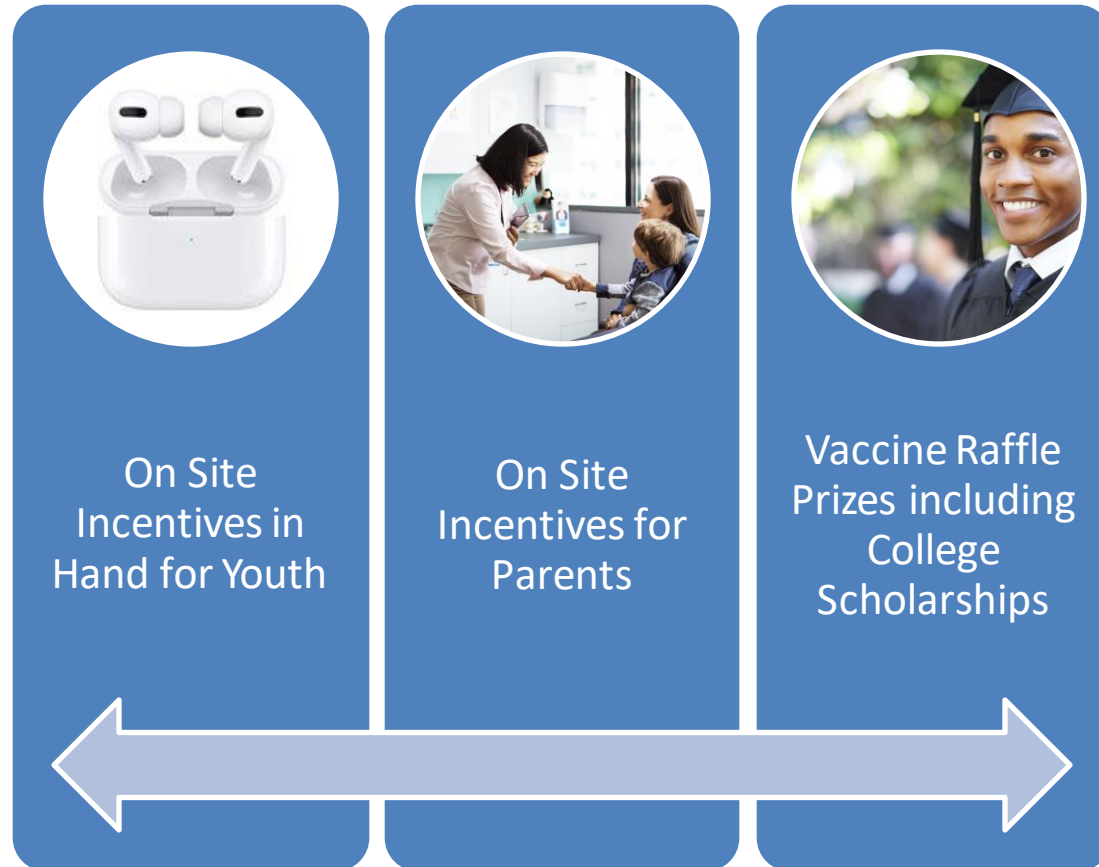
- **The Vaccine Exchange Program** connects organizations with vaccine providers to schedule vaccine clinics at specific locations. School leaders conduct direct outreach, engagement, and promotion with their families to increase uptake.
- **A combination of location types** provide COVID-19 vaccines AND routine pediatric immunizations with daytime, evening and weekend hours. (See table below for sites launched in early August 2021)
- **Walk-up and appointment-based options** are available at more than 30 sites for youth in the summer.
- **Data is utilized to target new location options** and ensure sites are easily reached by metro and have available parking. Data review helped shift incentive sites to CHEC in September, as an example.

This table highlights the range of vaccine locations focused on COVID vaccines for youth 12-17 and routine pediatric immunizations during the summer and fall of 2021. Operations were extended beyond 9/30/21 for incentive-based sites.

Location Type	# of Possible Sites	Target Audience	Booking	Frequency and Operations	COVID VAX Site	RPI Site
DCPS School-based Health Centers	6	School-age children	Walk-up	5 days a week August 1-September 30	Yes	Yes
Rotating School Locations	15 DCPS Middle School 5 Charters	School-age children and parents (COVID-19 only)	VaccinateDC Walk-up for COVID-19	Rotating schedule up to 6 sites operating at a time in service for 3-4 days / week	Yes	Yes
Anacostia High School	1	General public and school-age children	Walk-up	Daily now through August 21	Yes	No
Vaccine Exchange	22 to date	School or CBO specific	School-specific	Sign up open One-day events	Yes	Yes
Pediatric Clinics		School-age children	VaccinateDC	Various	Yes	Yes

# Youth 12-17: Incentives

Our youth vaccine plan also included a robust incentive program that was launched in the weeks leading up to the start of SY 20-21 school year. The youth program incorporated lessons learned and successes from the adult program and was designed to reach communities with lower vaccination rates.



- DME partnered with **DC Health's Youth Advisory Corps** to get feedback on incentive types and youth perspectives on vaccine hesitancy to inform the city's incentive program
- On Site Incentives given to students and their parents at **3-4 locations every week**
- Incentives & vaccines available at **signature summer community events**, including Back to School fair and Banneker Ribbon Cutting
- **Raffle** launched in September 2021, with 8 college scholarships and 28 iPads awarded
- **More than 1,400 students have been vaccinated at a DC Health incentive site**
- Students from **Ward 8 had the highest rates of participation** in our community incentive sites

# Pediatric COVID-19 Vaccine - Children Ages 5-11



# Overview

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As we work to strengthen vaccination rates for children ages 5-11, we are concentrating our efforts on Education, Outreach and Family Health as well as broad access for younger children and their family members. Given [national and local data](#), we know that **strengthening family confidence in the vaccine for young children is an essential step**; parents and guardians have expressed greater hesitation, are prepared to wait to see how the vaccination rollout goes in the earliest phases before getting their own children vaccinated, are eager to have conversations about the Pfizer vaccine with a **trusted medical professional**, and in many cases want the vaccine given by their own child's pediatrician. Our plan takes this into account, ensuring our pediatric providers have ample doses and we remain close partners with Children's National. We have also maintained a strong access plan – offering the vaccine at more **than 60 sites including 40+ school locations**.

**As of 12/6/21:**

- **14% of youth ages 5-11 are fully or partially vaccinated**

# Youth 5-11: Outreach, Education & Trust Building

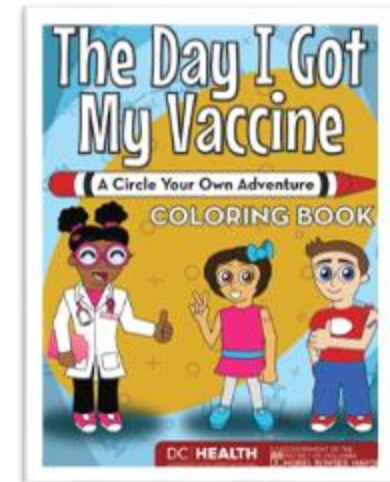
## Key Initiatives

- Continuing community conversations, partnerships with pediatric providers and information sharing with families through DC Health social media and CBO and school outreach
- 12/10 Let's Talk About It Conversation on 5-11 Vaccine, Family Choice and Perspective on Incentives
- Gearing information and campaign to parents and guardians who are making the vaccination choice for their children and designing kid friendly materials to complement the education and outreach work
- Worked with partners to add [Trusted Party Consent and Verification Forms](#) so parents could work with a trusted party to get their children vaccinated; process and forms were available before the first public health clinic for children



## Highlights of Our Work

- DC Health designed "The Day I Got My Vaccine" coloring books; 60,000 will be distributed to elementary schools before the Winter holiday
- Townhall Series with Howard University College of Medicine on 12/15/21 specifically on the 5-11 Pfizer vaccine



# Youth 5-11: Access

**WALK-UP VACCINATION SITES FOR  
MONDAY, DECEMBER 13**



**FREE COVID-19 vaccine | No appointment needed.**

<p><b>Carlos Rosario Public Charter School</b> 1100 Harvard Street, NW Pfizer (Ages 5+) &amp; Moderna (Ages 18+) &amp; J&amp;J (Ages 18+) &amp; Flu Shots (Ages 3+) 1pm - 7pm</p>	<p><b>Thomson Elementary School</b> 1200 L Street, NW Pfizer (Ages 5+) &amp; Moderna (Ages 18+) &amp; J&amp;J (Ages 18+) 3:30pm - 7:30pm</p>	<p><b>Bruce-Monroe Elementary School</b> 3560 Warder Street, NW Pfizer (Ages 5+) &amp; Moderna (Ages 18+) &amp; J&amp;J (Ages 18+) 3:30pm - 7:30pm</p>
<p><b>Savoy Elementary School</b> 2400 Shannon Place, SE Pfizer (Ages 5+) &amp; Moderna (Ages 18+) &amp; J&amp;J (Ages 18+) 3:30pm - 7:30pm</p>	<p><b>Arena Stage</b> 1101 6<sup>th</sup> Street, SW Pfizer (Ages 5+) &amp; Moderna (Ages 18+) &amp; J&amp;J (Ages 18+) 3:30pm - 7:30pm</p>	

People 5+ can get vaccinated (including boosters for 16+) at all sites listed in green.  
People 5-11 and accompanying adults can get vaccinated at purple sites.

Find appointments at pharmacies, clinics and health care providers across DC: [Vaccines.gov](https://www.vaccines.gov)

#TakeTheShotDC #DCHOPE



December's access plan places a greater emphasis on **family vaccination sites** – connecting parents and guardians to convenient access to shots and boosters for themselves and their children.

## Key Initiatives & Highlights

- Children ages 5-11 can access the COVID vaccine at **60+ sites**, including through partnerships with schools, DPR, CBOs, pharmacies and pediatric providers
- In the first wave of the roll out, we focused on creating an **ACCESS map with locations throughout the city** and with more than 35 school pop-up partners who could promote the vaccine with their student communities
- We facilitate **pop-up clinics**, through the Vaccine Exchange and at sites with strong early vaccination participation
- Effective 10/29/21, **schedules** for pop-up location sites are released in 2-4 week blocks, and daily graphics are posted online and through social media
- Beginning 12/15/21, at "purple" sites, **youth ages 5-17 and their accompanying adult can get their 1st/2nd dose or booster**, offering all vaccine options in one location for convenience
- The COVID-19 vaccine can now be administered to residents in their own homes – **Call 1-855-363-0333 and we'll come to you!**

# On the Horizon

# CONTINUING EFFORTS

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Moving forward, our guiding principles, data-driven analysis, community feedback, and evolving scientific guidance will inform our efforts to get our youth vaccinated. Increasing vaccinations is a priority, and we will continue to strengthen and diversify our efforts. We plan to continue the following signature efforts, described in previous slides, including:

- Communications and PR campaigns
- Community conversations to build trust
- Partnerships with schools, CBOs, and health providers
- FREE access sites in all wards
- Vaccine Exchange
- Trusted party consent
- Incentives
- Enforcement of the Student Athlete Mandate for the Winter and Spring Seasons

# ON THE HORIZON (slide 1 of 2)

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- The District of Columbia Immunization Information System (DOCIIS), is the District's primary source for vaccination data and a key resource for tracking individual and population health via immunization data
- DOCIIS collects immunization records and allows users to monitor the vaccination status of individuals and groups. DOCIIS data is used to support surveillance and guide public health interventions to reduce vaccine-preventable diseases. Additionally, DOCIIS is used to manage vaccine program operations, such as inventory and ordering, assist with school assessment and management of immunization compliance, and support provider quality improvement. DOCIIS is being used for COVID-19 vaccines
- DOCIIS is undergoing critical upgrades and enhancements to its population-level database to monitor vaccine coverage in the District. Milestones related to vaccine data migration and associated trainings for LEAs are scheduled for early 2022
- Enforcement of No Shots, No School (routine pediatric immunizations) is scheduled to take effect in SY 2022-23, following the protocols prepared for the SY 2020-21 roll out put on pause by COVID-19

# ON THE HORIZON (slide 2 of 2)

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- Continuing to promote the COVID vaccination and updated routine pediatric immunizations as part of our city-wide health discussions with families in Townhalls and school-based conversations with pediatricians and providers; HU College of Medicine and Let's Talk About Series, both with content focused on youth and families, scheduled for January and February
- Leverage COVID-19 Ambassadors to connect with residents in communities with low rates of partially and fully vaccinated residents and booster compliance; share vital information about the vaccine and help residents find easy to access sites
- Utilize family and student feedback to inform future incentive and giveaway programs targeted at students 5-11 and booster uptake
- Targeted phone banking outreach to families in Wards 5, 7, and 8 by partnering with schools to create customized scripts and looping back to share data with school staff and DC.gov vaccine strategy team
- Bring child-friendly experiences and joy to community sponsored vaccine clinics
- Start kid friendly PR campaign that also resonates with parents, recognizing parents are making the decision to vaccinate children, not the child
- Build new and refresh existing community-based partnerships to advance “family vaccination” model that increases pediatric vaccinations in parallel with adult (parent/guardian) vaccinations
- Seek community-based organization collaborations that optimize school partnerships
- Innovate with faith leaders through Faith In Vaccine to increase youth ages 5-18 vaccination within respective congregations and across the community

# AT THE CORE OF IT

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We are addressing racial equity barriers stated in the Council Office of Racial Equity report, including:

*That Black students would be disproportionately impacted by a vaccine mandate...*

- We know community physicians and pediatricians are trusted partners in this journey. That's why we've partnered with the Immunize DC coalition to create a COVID-19 vaccine toolkit for providers enrolled in the Vaccines for Children (VFC) program to talk to children and families about the importance of vaccinations and raise their level of confidence to diminish hesitancy. VFC providers serve Medicaid-eligible, uninsured, and underinsured children with routine pediatric vaccines, and now COVID-19 vaccines.

*That an education disruption has short- and long-term impacts...*

- We are supportive of in-person learning and believe the best approach to success in the classroom is to avoid quarantine. In addition to our widespread vaccine outreach efforts for children and parents, we will continue to raise awareness that fully vaccinated children do not have to quarantine if there's an exposure in the classroom.

*That a vaccine mandate is punitive...*

- We emphasize the benefits of protection from COVID-19 and highlight the financial, wellness, and social impacts that being vaccinated affords.
- We are concentrating on equipping families with information from trusted sources to help them make these important and personal decisions for themselves and their children.



# Contact

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For questions about our work with schools, contact Carlie Fisherow [carlie.fisherow@dc.gov](mailto:carlie.fisherow@dc.gov)

For questions about our work on No Shots, No School, contact Kyle Flood [kyle.flood@dc.gov](mailto:kyle.flood@dc.gov)

For questions specific to the COVID-19 vaccine, contact DC Health [patrick.ashley@dc.gov](mailto:patrick.ashley@dc.gov)