**Build Trust**

**Objective**: Share clear, complete, and accurate messages about COVID-19 vaccines with parents and caregivers* and the schools and community institutions that support them. Proactively address mis/disinformation related to pediatric vaccines.

**Empower Healthcare Personnel**

**Objective**: Empower healthcare personnel to have effective vaccine conversations with parents and caregivers and make strong recommendations for COVID-19 vaccines.

**Engage Families, Communities, & Schools**

**Objective**: Engage families, communities, and schools in two-way communication to listen, address concerns, and create positive social norms.

*Parents and caregivers = Those serving as primary caregivers to children including biological parents, adoptive parents, foster parents, grandparents, and legal guardians.

**Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, social workers, support staff, and community health workers