

California COVID-19 Vaccination Program Update

Social Media Alert: #CrucialCOVIDConversations

The FDA is meeting on June 15 to discuss authorizing COVID-19 vaccines for children under 5 years of age. Leading up to the anticipated authorizations, CDPH needs your help on social media to guide the public, answer questions, and fight back against the latest misinformation.

CDPH is encouraging all healthcare providers to post at least one message on the social media platform of your choice this week using the hashtag **#CrucialCOVIDConversations**.

Key social media message of the week (tailor for your platform and voice):

While children with pre-existing conditions are at a higher risk of severe COVID-19 outcomes, healthy children can get severe COVID-19 too. During the Omicron period, [63% of children under 5 years old who were hospitalized with COVID-19 did not have underlying conditions](#).

The FDA is meeting on June 15 to discuss COVID-19 vaccine authorizations for children under 5. We are eager for this next step to continue to protect children from COVID-19.

#CrucialCOVIDConversations #ThisIsOurShot #VacunateYa

Social Media Post #2:

It's okay to have questions about COVID-19 vaccines for kids. FACTS to consider:

- COVID-19 *does* affect children. In the U.S., [over 12 million children](#) have become ill with COVID-19, [over 122,000 children](#) have been hospitalized, and [over 1,400 children](#) have died since the beginning of the pandemic.
- The risk of heart inflammation is [much higher from COVID-19 infection](#) than from vaccination.
- COVID-19 vaccines [DO NOT cause infertility](#) in children.

#CrucialCOVIDConversations #ThisIsOurShot #VacunateYa

Social Media Post #3:

Don't let COVID threaten your long-term health. People over 50 years of age and immunocompromised people over 12 years of age are recommended for a second COVID-19 booster dose to

increase protection against severe COVID disease.

#CrucialCOVIDConversations
#ThisIsOurShot #VacunateYa

Download graphic for Facebook, Twitter, and Instagram



If you would prefer to repost an existing social media message, please use the links below from #ThisIsOurShot:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

Crucial COVID-19 Conversations



Vaccinate ALL 58

Together we can end the pandemic.

COVID19 Vaccination Program



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