

## California COVID-19 Vaccination Program Update

### Crucial COVID-19 Conversations Upcoming Webinars and Social Media Alert

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#### Upcoming Webinars

Have colleagues who have questions about COVID-19 vaccination? Learn evidence-based methods to talk to your **colleagues** about COVID-19 vaccination with Dr. Atul Nakhasi, co-founder of [#ThisIsOurShot](#).

When: Friday, April 15, 2022 at 12:00pm-1:00pm

[Register here!](#)

Be prepared for the potential FDA COVID-19 vaccine authorization for children under 5! Please join Dr. Eric Ball, pediatrician, to learn how to talk to effectively speak with **parents** about COVID-19 vaccines for children.

When: Friday, April 22, 2022 at 12:00pm-1:00pm

[Register here!](#)

#### #CrucialCOVIDConversations Social Media Alert

**The FDA authorized a second COVID-19 mRNA booster dose for some individuals, and the FDA authorization for a COVID-19 vaccine for children under 5 may be coming soon. We need your help on social media to guide the public, answer questions, and fight back against the latest misinformation.**

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

**Key Social Media Message of the Week** (tailor for your platform and voice):

The FDA recently authorized second booster doses of the Pfizer and Moderna COVID-19 vaccines for everyone ages 50 and older and for immunocompromised individuals ages 12 and older, 4 months after the first booster dose. If you are over 50 or immunocompromised, talk to your health care provider to determine if

a second booster dose is right for you. #crucialCOVIDconversations  
#thisisourshot #vacunateya

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### **Social Media Message #2**

Unsure how to respond to vaccine misinformation? Make sure to listen, remain empathetic, and offer up the correct information in a safe way. Be patient and give people the time they need to change their minds.  
#crucialCOVIDconversations  
#thisisourshot #vacunateya



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### **Social Media Message #3**

Kids should be running around jungle gyms, going on playdates, and enjoying learning. We all want our kids to have a normal childhood. Vaccinating children over 5 as soon as possible is an important step to get there.  
#crucialCOVIDconversations #thisisourshot #vacunateya

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If you'd prefer to use an existing social media message, **repost using the links below**, created by [#ThisIsOurShot!](#) Be sure to add the #crucialCOVIDconversations hashtag.

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

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COVID-19 Vaccination Program



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