



PROPOSED AGENDA ITEM RATIONALE

DATE: September 22, 2021

TO: Matthew L. Blomstedt, Ph.D.
Commissioner of Education

FROM: Lane Carr
Administrator, Office of Policy and Strategic Initiatives

PROPOSED AGENDA ITEM: Authorize the Commissioner to contract with the Children's Hospital and Medical Center to oversee the development of a statewide messaging campaign on COVID-19 safety protocols targeting parents and students.

RATIONALE/BACKGROUND INFORMATION:

By the end of the year, vaccines for COVID-19 will likely be available to all children ages 5-11. Additionally, continued misinformation and disinformation have created confusion and anger surrounding the safety protocols implemented in schools. For both reasons, the state needs a clear, strong, consistent message from healthcare officials and pediatricians on the safety and efficacy of vaccines and necessary safety protocols. Messaging directly to parents, families, students, and other caregivers is needed to ensure the continued safety and continuity of learning.

Children's Hospital and Medical Center is perfectly positioned to oversee the development and messaging for a statewide campaign. Their national experts know the intricacies to communicating with parents, assuaging their concerns, and tailoring messages to different audiences. The COVID-19 vaccine and safety campaign will amplify the voice of trusted pediatricians and specialty physicians at Children's, local pediatric providers, and key influencers throughout the state.

PROPOSED BOARD MEETING (MONTH/YEAR): October 2021

ESTIMATED COST: \$500,000

FOR CONTRACTS AND GRANTS:

- Indicate the Funding Source: ESSER III
- New or Renewal: New
- If renewal, date of first approval: N/A