



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

Childhood Vaccinations

Key Messages & Communications Tips for Employers

Updated July 6, 2021

These messages are intended to help business leaders facilitate conversations with employees about the safety and benefits of vaccination for children.



COVID-19 vaccines are safe and effective and are now approved for children ages 12 and older.

Based on data from thousands of children who participated in clinical trials, the Food & Drug Administration (FDA) has expanded emergency use authorization for the Pfizer/BioNTech COVID-19 vaccine to children ages 12 and older. The Centers for Disease Control and Prevention (CDC) and the American Academy of Pediatrics (AAP) now recommend that all children and adolescents ages 12 and older get vaccinated as soon as possible in order to protect themselves and prevent the spread of COVID-19 to others. Clinical trials are currently underway regarding the potential use of COVID-19 vaccines for children under age 12.



Children can be infected with COVID-19 and should be protected.

More than [4 million children](#) have tested positive for COVID-19 in the U.S. since the start of the pandemic. COVID-19 has caused serious illness, complications, and even death in some children and teens. Children with underlying health conditions may be more likely to become severely ill. Federal health officials [warn](#) that vaccinating children and adolescents has become even more urgent as new, more transmissible virus variants circulate across the country.





COVID-19 vaccines for children can help everyone get back to the things we love.

Being vaccinated will allow kids to get back to the things they have missed: in-person school, playing with friends, and participating in sports activities. Vaccinated individuals have a very low risk of contracting COVID-19 or spreading it to others, which adds a layer of protection for unvaccinated individuals around them — such as younger siblings and other children who are not currently eligible. According to [recent polling](#), six in ten (61%) parents plan to vaccinate all of their children and a large majority of parents would feel safer sending kids to school if most other children were vaccinated.



Get your children vaccinated at your earliest opportunity.

Children ages 12 and older are eligible for the Pfizer/BioNTech COVID-19 vaccine. It's important to get them vaccinated as soon as possible, especially before the school year begins in the fall.



Make sure your children are up to date on other routine immunizations to protect them, your family and your community.

If we have high vaccination rates in every community, we are able to keep diseases from spreading throughout the U.S.



Widespread vaccination is a critical tool to stop the pandemic, safely reopen schools and get parents back to work.

Now that youth ages 12 and older are eligible for COVID-19 vaccines, we must work together to make sure parents who choose to vaccinate their children are fully supported.

Communications Tips

As a trusted source of information, employers can share facts about the safety and efficacy of COVID-19 vaccines for adolescents ages 12 and older, as well as the safety and benefits of other routine immunizations for children of all ages. There are many ways to communicate with your employees about the safety and benefits of childhood vaccination. Here are some strategies you might consider:

- Leverage a wide array of communications channels to reach your employees and workers, such as your company email, newsletter, home mailer and/or on your intranet. Here's a sample vaccine fact sheet you can use.
- Utilize our Key Messages to craft a letter from your CEO or other trusted leader in your organization.
- Post workplace flyers to reinforce the safety and benefits of COVID-19 vaccines for children, along with other recommended childhood vaccines.
- Share our answers to frequently asked questions about COVID-19 vaccines for children. You can do this in a team meeting and/or via the channels suggested above.
- Host a company-wide town hall meeting, either in person or virtually, with a pediatrician or vaccine expert to answer questions and concerns your employees may have in getting their children immunized.
- Engage employee resource groups and informal networks of parents within your workforce to have trusted conversations about the safety and benefits of vaccines for children.
- Encourage your employees and workers to talk with their children's pediatricians directly.

