



Let's Keep Kids Healthy | Vaccine Confidence Social Toolkit Children's Hospitals' Social Media Campaign

Background: As part of the Children's Hospital Association's (CHA) advocacy efforts, the Vaccine Confidence campaign includes social media content that aims to instill pediatric vaccine confidence and reduce vaccine hesitancy for parents, families, and communities. We encourage all children's hospitals to get involved and engage on social media using the content provided below. This campaign helps support the dissemination of vaccine confidence messaging, encouraging parents to make the empowered choice to get their children vaccinated to help prevent public health tragedies within our communities.

Important social media channels to follow and tag: Children's Hospital Association

Twitter: [@hospitals4kids](https://twitter.com/hospitals4kids) Facebook: [@childrenshospitals](https://www.facebook.com/childrenshospitals) Instagram: [@speaknowforkids](https://www.instagram.com/speaknowforkids)
LinkedIn: <https://www.linkedin.com/company/children's-hospital-association/>

Proposed content and graphics:

Download the digital graphics located on the CHA Vaccine Confidence Toolkit page which include different graphic options for your use with the social copy below. These helpful social media graphics are optimized for most social media channels.

- Choosing to vaccinate your child isn't just about protecting them. It's also about protecting those in your community who may be immunocompromised. As a proud member of the [tag Children's Hospital Association], we encourage you to ask your pediatrician about your vaccine options.
- As a proud member of the [tag Children's Hospital Association], we know the importance of understanding your children's vaccines. We urge you to connect with your pediatrician to learn more and stay informed on your choices.
- You never know who's healthy or not. That's why it's important to talk to your pediatrician about your child's vaccines. [HOSPITAL NAME] is a proud member of the [tag Children's Hospital Association] and we encourage you to fully understand all your choices and how to do your part to prevent public health emergencies.
- As a proud member of the [tag Children's Hospital Association], we encourage you to ask your pediatrician about how vaccines protect those most at risk.
- [HOSPITAL NAME] is a proud member of the [tag Children's Hospital Association] and we encourage you to fully understand all your children's vaccine options by talking to your pediatrician. Together, we can leave preventable diseases in the history books.

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