

# Return to School - Safety Communication Plan

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## Summary

*This plan and the actions it supports are driven by three key components:*

1. **Data:** *In particular, the low vaccination rates among the 12-15 year old cohort which makes them more vulnerable.*
2. **National, state and local guidance, and guidance from the American Academy of Pediatrics,** *all of which predominantly recommend universal masking.*
3. **Engagement of FCPS community stakeholders** *(special education groups, education associations, principal associations, principals and parent groups) who overwhelmingly support universal masking.*

## Goal

To ensure families and staff feel schools are safe for the fall.

## Research/Background

As we prepare to return to schools this fall for five days of in-person learning, COVID-19 infection rates are on the rise across the nation. This new wave, dubbed a [“pandemic of the unvaccinated”](#) by a Centers for Disease Control and Prevention (CDC) official, is driven by the strength of the Delta variant and slowing vaccination rates, with just 48.4% of the U.S. population fully vaccinated, per [CDC data](#) (July 19, 2021). High vaccination rates among students and staff, and in the community, as well as consistent adherence to layered prevention strategies are necessary to open our schools safely and remain open this school year. The CDC uses a benchmark of 70% as their target vaccination rate for community protection.

Since nearly a quarter of the U.S. population is under 18 years old, effective herd immunity will require pediatric vaccination. Vaccinating children is likely to have benefits both direct (protecting children against rare severe pediatric cases of Covid-19 and postinfectious conditions such as multisystem inflammatory syndrome in children [MIS-C]) and indirect (protecting others by reducing spread). Those “indirect” benefits also reduce the family toll of parental illness, failing economies, and chronic stress.

The [American Academy of Pediatrics Guidance](#) (7-19-21) recommends vaccinations for all eligible children as well as a continued focus on layered prevention strategies, including universal mask wearing for all students and staff over the age of two.

## Vaccination

***National Vaccination Trends and Outlook (July 19, 2021)***

- 33% of 12-15 year-olds have received one shot of the COVID-19 vaccine
- 25% of 12-15 year-olds are fully vaccinated
- Among 16-17 year-olds, 45% have received a first dose while 37% are fully vaccinated

### ***Local Vaccination Rates (July 19, 2021)***

The Fairfax County Health Department reports:

- 70% of 12-17 years-olds have received at least one dose of the Pfizer COVID-19 vaccine.

The Virginia Department of Health reports:

- Within the 12-15 year-old cohort, Fairfax County reports 55.9% have received a first dose and 37.7% are fully vaccinated.
- 65.2% of 16-17 year-olds are fully vaccinated and 80% have received a first dose.

### ***Access is #1 Issue***

For eligible individuals who have not been vaccinated, [access is the #1 issue](#): Transportation to vaccination sites, availability, and proximity of sites to the workplace/home at convenient times. **Hesitancy about the vaccination itself is not the main driver for not getting vaccinated.**

### ***Parent concerns/reasons for holding off child vaccination***

88% of parents say they are “very” or “somewhat” concerned that not enough is known about **long-term side effects** of the vaccine in children and 79% are concerned their child might experience serious side effects

49% of Hispanic parents of unvaccinated adolescents are concerned they might need to take **time off work** to get their child vaccinated or care for them if they experience side effects (twice the number of white parents with the same concern)

Among employed parents of unvaccinated 12-17 year-olds, one-quarter say they’d be more likely to get their child vaccinated if their employer gave them paid time off, while somewhat smaller shares of this group say they’d be more likely to vaccinate their child if their employer arranged for a medical provider to come to their workplace to vaccinate children and families (19%), or provided free transportation to a vaccine site (14%).

Larger shares of Hispanic and Black parents compared to White parents are concerned they **won’t be able to get their child vaccinated at a place they trust, or might have to pay an out-of-pocket cost, or will have difficulty traveling to a vaccine site.**

[\(KFF COVID-19 Monitor\)](#)

### ***Vaccine access for age 11 and under***

The FDA expects that [COVID-19 vaccines will be available for children under 12 mid-winter](#).

This would coincide with the end of the first semester for FCPS. Data show parents of children between the ages have [considerable vaccine hesitancy](#).

## **Trust**

- When asked [who they trust to provide reliable information about the COVID-19 vaccines](#), personal doctors, including pediatricians, top the list, with 83% of adults saying they trust their own doctor a great deal or a fair amount and 85% of parents saying the same about their child's pediatrician.
- Employers and health insurance companies also garner a high degree of trust.
- About seven in 10 each say they trust the CDC (71%), the FDA (69%), and their local public health department (69%).

## **Role of Organizations in Increasing Vaccine Uptake**

- Vaccine hesitancy is not due to a lack of information
- Political affiliation is the dominant factor in vaccination confidence
- The best intervention strategy for increasing vaccine uptake is mandates requiring vaccination, followed by full FDA approval, and availability from a personal physician.
- Incentivising access to events and businesses, and participating in activities can have a positive impact on vaccine uptake.
- Incentives like gift cards, entertainment tickets rank the lowest in motivating people to get vaccinated. Of these options, cash is the most likely to increase vaccine uptake.
  - Ex: Roll Up Your Sleeves Minnesota offered a variety of rewards- state fair tickets, fishing license, amusement park passes, \$25 Visa gift card. Of 135,000 first doses administered in June, only 17,409 requested a reward, and the most effective reward was a \$25 Visa gift card.
- Organizations can ask about vaccination status, but not why an employee has not been vaccinated
- Employers should incentivize vaccination, but not coerce- termination for employee refusal is not coercion and has been supported in courts

Source: [Institute for Public Relations. July 2021](#)

## **Role of Schools in Increasing Vaccine Uptake**

Parents of 12-17 year-olds who say their child's school provided information about COVID-19 vaccination are more likely than those whose school did not provide information to say their child has received a COVID-19 vaccine (58% vs. 32%). Similarly, about twice as many parents whose school encouraged vaccination report that their child is vaccinated compared to those whose schools did not (62% vs. 30%). ([KFF COVID-19 Monitor](#))

## **Changing Attitudes About Vaccination (full FDA approval)**

The rise of the Delta variant, FDA granting full approval for the Pfizer vaccine (for 16 and older), an increase in employer vaccination mandates, and the opening of the school year converged late summer 2021. This led to significant changes in attitudes about vaccination. According to [Axios/Ipsos polling data](#) released August 31:

- Fewer adults than ever now say they won't take the shot, and in the past two weeks there has been a sharp increase in the share of parents who plan to get their younger kids vaccinated as soon as it's allowed.

- One in three unvaccinated Americans in the survey said FDA approval would make them likely to take the vaccine. But 43% said their boss requiring vaccinations would make them likely to do so, up from 33% a month ago.
- 68% of parents said they either have already vaccinated their children or are likely to as soon as it's permitted for their age group. That's the highest share ever in our survey, and a 12-point spike from 56% just two weeks ago.

## Mask Use

### ***National, State and Local Guidance Around Masks***

- **CDC:** Recommends universal masking in populations not eligible for the vaccination or where there are low vaccination rates.
- **Virginia Department of Health:** Advises mask-wearing at elementary level.
- **Fairfax County Health Department:** Recommends universal masking.
- **American Academy of Pediatrics:** Recommends universal masking.

The State Health Commissioner's [Public Health Order](#) is in effect until July 25, 2021 and will not be extended, giving school divisions the ability to implement local mask policies based on community level conditions and public health recommendations.

As informed by recent recommendations from the [Centers for Disease Control and Prevention](#), Virginia guidance strongly recommends divisions adopt the following for the 2021-22 school year:

- Elementary schools should implement a requirement that students, teachers, and staff wear masks indoors, regardless of vaccination status, until vaccination is available for children under 12 years old, and there has been sufficient time to allow for children younger than 12 years old to be fully vaccinated.
- At a minimum, middle and high schools should implement a requirement that students, teachers, and staff who are not fully vaccinated wear masks indoors.
- All schools may want to consider universal masking for specific reasons [as outlined in certain circumstances by the CDC](#).

### ***Mask Effectiveness in Schools***

- Within-school transmission of COVID-19 in school with full in-person instruction with minimal physical distancing is similar to the within-school transmission in schools using hybrid instruction to enable six-feet of physical distancing.
- Masking is adequate to prevent within-school COVID-19 transmission, with no difference between schools requiring greater than 3 feet of distance between students compared to those requiring less than 3 feet. Distance did not predict infection.
- Data show no difference in secondary transmission between school districts that offered 1, 2, or 3 students to a bus seat.
- Proper masking is the most effective mitigation strategy to prevent secondary transmission in schools when COVID-19 is circulating and when vaccination is unavailable or there is insufficient uptake.

- Fully in-person instruction is appropriate for all grades, all schools, when masking is in place. There is not a medical reason to provide hybrid or fully remote instruction if masking is provided.
- Full-capacity bus transportation is appropriate, with up to three masked students per bus seat.

[\(Duke University\)](#)

### **Sentiment Regarding Mask Mandates in Schools**

- 69% support local school districts requiring everyone (teachers, students, administrators) to wear masks
- Sharp divide by political party:
  - 92% of Democrats support mask mandates in schools
  - 67% of Independents support masks mandates in schools
  - 44% fo Republicans support mask mandates in schools
- Half of respondents either said there's no evidence that wearing masks in schools gives children more protection against COVID-19 or said they didn't know

[\(Axios-Ipsos\)](#)

### **Education Guidance/Requirements**

#### ***Athletics/Extracurricular Activities and Instruction***

The [Virginia Department of Health Interim Guidance to K-12 School Reopening](#) states:

Put education first. Prioritize educational opportunities over athletics, extracurricular activities or other events in the school and surrounding community. Establish reasonably safe in-person educational environments and then consider including extracurriculars and athletics.

### **Influence**

#### ***Social Media Influencers***

- A [2021 Pew Research Study](#) found that YouTube, Facebook, and Instagram were the most heavily used social media platforms among white, Black and Latino demographic groups ages 18-29.
- A [2018 Nielsen Study](#) found that Facebook and YouTube are the apps with the highest reach for Asian-Americans age 18+.
- According to FCPS data, English and Spanish are the languages predominantly spoken in FCPS homes, at 80% and 17% respectively. Vletnamese and Korean are next, but with much smaller numbers at .74% and .73%.

## **PLANNING/ANALYSIS**

The national backdrop of publicity around the highly-contagious Delta variant in the lead up to the first day of school creates an opportunity for this campaign.

The data show the target audiences to be the 12-15 year-old cohort, under 12 years and not eligible for the vaccine, and parents.

The data (low vaccination rates among ages 12-15, no vaccine for under 12 years) and national, state, and local guidance supports starting the school year with universal masking and a strong vaccination campaign. This is the best way to keep schools safe and open.

FCPS faced parent opposition around wearing masks in the spring and may face the same again. It will be important to share the rationale behind universal masking.

This approach is supported by the FCPS community (Focus group tested through key stakeholders).

Awareness of layered prevention strategies is especially critical for elementary school families with students who may have to wait until mid-winter to become eligible for the vaccine. Increasing their confidence in our ability to keep their children safe will also decrease parent requests for virtual programming. Since the application window for FCPS' Virtual Program closed on May 28, enrollment is only available to new FCPS students with a documented health/medical need.

Public pressure and questions over whether we really mean what we say when it comes to returning to five days in person means a clear-cut, highly visible, direct campaign is needed. This campaign will build confidence in FCPS' Return to School plan, especially in regard to safety. Increasing their confidence in our ability to provide a safe environment for their children is also critical to decreasing parent interest in enrolling in FCPS' Virtual Program.

Harking back to the past will not serve us well. Messaging needs to be planted in the present/future.

#### **AUDIENCE:**

##### **Vaccination**

- Parents of unvaccinated, but eligible, students ages 12-17.
- Parents of students under 12 who will be eligible for vaccination as soon as mid-winter.

##### **Layered Prevention strategies**

- Parents of students under 12 who will be eligible for vaccination as soon as mid-winter.
- Middle and high school students who are returning to in-person instruction.
- Teachers and staff who can help create confidence.

#### **KEY MESSAGING:**

- The most effective method for keeping our schools safe is vaccination.
- We are focused on continuity of learning this school year, universal masking is the way to ensure this.
- Because we cannot implement social distancing in our schools, if we want to see all

students return to in-person learning, we need to double down on masking to counter this.

- Schools will collaborate with state and local health departments, to the extent allowable by privacy laws and other applicable laws, to confidentially provide information about people diagnosed with or exposed to COVID-19. This allows identifying which students, teachers, and staff with positive COVID-19 test results should isolate, and which close contacts should quarantine.
- Consistent and correct mask use is an important prevention strategy in the fight against COVID-19. Our staff and students are provided training on how to correctly wear a mask. Confirming the proper use of masks in the classroom is important for the Fairfax County Health Department (FCHD) during contact tracing and investigation.
- FCPS provides the FCHD with a variety of information sources, and the FCHD conducts interviews with multiple employees and students to confirm the accuracy of the information provided.

**TIMELINE:** August 1 - September 30, 2021 - with a focus on August 23.

**ENGAGEMENT/ENDORSEMENT:**

- PTSA – Larry Mills
- SEPTA – Amanda Campbell, Vice President
- Parents of Autistic Children (POAC-NOVA) Susan Edgerton
- Title One Parent Advisory Committee – Mike Woltz
- Education Associations via RTS
- Teacher Associations
- Principal Association Presidents

**OBJECTIVE One (Vaccination Campaign):** By September 30, all demographics eligible for vaccination will reach a vaccination rate of 70%.

**Evaluation:** *Fairfax County Health Department Data, Virginia Department of Health Data*

**OBJECTIVE Two (Mitigation Measures):** By September 30, elementary school student total attendance will match the same time for SY 2019.

**Evaluation:** *Elementary enrollment data matching 2019 for end of September - 97,910*

## STRATEGIES

### Strategy #1: Information/Education Strategy

- Vaccination information, including clinics
- Overview of layered prevention strategies and the “why”

- Ensure transparency of case data via Tableau and individual cases via enotify
- Ongoing series in family and employee newsletters describing/showing layered prevention strategies in schools
- Delivery through 3rd party endorsers
- Paid social media
- Town Hall(s)

## Strategy #2: Third-Party Endorsement Strategy

- **Doctor and physician endorsement**
  - Connect with local, trusted doctors/physicians, representing various demographics to endorse vaccination and layered prevention strategies
    - Video clips
    - Social media (Facebook & Twitter)
    - Pull out in toolkits
    - Information about vaccination clinics - where can you find me?
- **Faith leader endorsement**
  - Encourage them to share and amplify our message to their communities
- **Student influencers' endorsement**
  - Video clips
  - Social media (Instagram, Tiktok, Snapchat)

## Strategy #3: Social Media Strategy

- **YouTube Bumper Ads**
  - 6-second videos of either 3rd party endorsements or students
  - Promoting vaccination
- **Facebook Ads/Posts**
  - Local celebrity endorsements
  - Infographics on the efficacy of layered prevention strategies
  - "We're all in this together" - wear a mask to protect the unvaccinated.
- **Instagram**
  - Local celebrity endorsements
  - Infographics on the efficacy of layered prevention strategies
  - "We're all in this together" - wear a mask to protect the unvaccinated.

## Strategy #4: Multilingual Strategy

- Prioritize Spanish, Vietnamese, and Korean language outreach
- Partner with student groups (AAPI, etc) to share key messages on social media in Spanish, Vietnamese and Korean.
- Return to School Town Hall (via FB)
- Community partners outreach

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## Strategy #6: Individual Responsibility Strategy

- Maintain perspective: Small numbers of cases out of 180,000 students
- Reframe the narrative- Every individual who makes up the FCPS community is responsible for our ability to participate in in-person learning.
- [Do your part! For yourself, for others, for our schools.](#)

## IMPLEMENTATION TIMELINE

### Strategy #1: Information/Education Strategy

- Initial Fall Mask Guidance Communications
- Vaccination clinic information
- Why it's important to get vaccinated

### Strategy #2: Third Party Endorsement Strategy

- Reach out to APA and Health Dept. to identify physician spokespeople

### Strategy #3: Social Media Strategy

- Social posts sharing initial information

### Strategy #4: Multilingual Strategy

- LUPEE, CASA, Cummunidad, Liberty's Promise, Edu-Futuro connections and ask for their assistance with messaging.
- Fall mask guidance shared with community in 8 languages in eNotify
- Spanish social media
- Outreach to multilingual community groups to identify key communicators - asking them to share our messaging - and relay questions to us
- INOVA Video- COVID-19 Vaccine Info: Paula Pinell Salles, MD (Spanish)

### Strategy #5: Preemptive Action Strategy

- Begin messaging with emphasis on a safe return to in-person learning

### Strategy #6: Individual Responsibility Strategy

- Mask Up/Vax Up

Wednesday, July 21 (5 p.m.)	Principal PPT: Timeline for mask comms with overarching messaging	Helen	Complete 7-21
Thursday, July 22 (Noon)	Safety Comm Plan shared with Cabinet & School Board & info about toolkits and Talking Points coming monday.	Helen	Complete 7-21

Thursday, July 22 (1 p.m.)	Principal Meeting Outline of comm plan messaging plus timeline, plus the mask guidance shared verbally with principals and feedback collected	Helen	Complete 7-21
Thursday, July 22	Send Monday message to language services	Kathleen	Complete 7-23
Friday, July 23	Letters finalized through cabinet	Helen	Complete 7-23
Monday, July 26	Instagram story created - ready for posting on Wednesday	Jennifer Sellers	May move to next week to get coverage of school clinics 7-26
Tuesday, July 27	Graphic updated for masking	Rene	Complete 7-26
Monday, July 26	Photo banks for masks/vax	Donnie/Karen	In process 7-23 <a href="#">RTS Photo/Visual Bank</a>
Monday, July 26	Reach out to APA and Health Dept. to identify physician spokespeople	Kathy Ryan	In process 7-26 <a href="#">Community Outreach Content</a>
Monday, July 26	LUPEE, CASA, Cummunidad, Liberty's Promise, Edu-Futuro connections and ask for their assistance with messaging.	Kathy Ryan/Jay Garant	Complete 7-29 <a href="#">Draft List</a>
Monday, July 26 (a.m.)	Check with Lea Skurpski about updated web guidance	Helen/Christie	Complete 7-28 <a href="#">Safety Guidance Document</a>
Monday, July 26 (6 a.m.)	Share RTS Safety Comm Plan with Virginia Region 4 supts.	Helen/Scott	Complete 7-26 6 a.m.
Monday, July 26 (a.m.)	STAFF via eNotify Welcome Message - explain eNotify and NYC	Cindy/Kathleen	Complete 7-22 (1:48 pm) <a href="#">Link to letter on web</a>

Monday, July 26 (p.m.)	COMMUNITY via eNotify Welcome Message - explain eNotify and NYC	Cindy/Kathleen	Complete 7-22 (1:48 pm) <a href="#">Link to letter on web</a>
Monday, July 26 (p.m.)	Talking Points on Mask Guidance shared with <ul style="list-style-type: none"> <li>• Cabinet</li> <li>• Board</li> <li>• Principals</li> </ul>	Christie/Beth	Complete 7-26 <a href="#">Draft</a>
Tuesday, July 27	Graphic updated for masking	Rene	Complete 7-27
Tuesday, July 27 (4 p.m.)	School Board and principal toolkits finalized and shared	Christie/Beth	Complete 7-27 <a href="#">SB Draft</a> <a href="#">P Draft</a>
Tuesday, July 27 (4 p.m.)	Staff/parent messaging finalized and sent to translation	Helen/Beth/Kathleen	Complete 7-23 <a href="#">Draft</a> Kathleen sent to Katie Han on 7/23 and cc'd Cindy
Tuesday, July 27 (4 p.m.)	Communication Feedback Group: Mask guidance and vaccination guidance for fall shared with communication feedback group - with confidentiality note	Kathleen/Kathy	Complete 7-27 (sent at 4:00 p.m.) <a href="#">Draft</a> <a href="#">List</a>  <a href="#">Responses</a>
Wednesday, July 28 (8:30 a.m.)	Education Associations: Mask guidance and vaccination guidance for fall shared with education associations - with confidentiality note	Kathleen/Kathy (Jay backup)	Complete 7-28, 8:30 am <i>Emails bounced, an apology with the original message was re-sent at 9:50 am</i>  <a href="#">Draft</a> <a href="#">List</a>
Wednesday, July 28 (8:59 a.m.)	Website updated with mask guidance - just as staff message sent out	Nancy/Mary	Complete 7-28

Wednesday, July 28 (9 a.m.)	Fall mask guidance shared with staff via Outlook	Christie/Cindy/Beth/Helen	Complete 7-28 <a href="#">Link to letter on web</a>
Wednesday, July 28 (10 a.m.) <i>NOTE: Wednesday timeline for release was requested by Region 4 for sake of alignment.</i>	Fall mask guidance shared with community in 8 languages in eNotify	Christie/Cindy/Beth	Complete 7-28 9:33 am
Wednesday, July 28 (10 a.m.)	Social media	Tracey	Complete 7-28
Wednesday, July 28	Instagram story posted	Jennifer Sellers	Complete 7-28
Wednesday, July 28	Spanish social media	Cindy	Complete 7-28
Wednesday, July 28 (10:30 a.m.)	Media updated	Julie	In Process 7-28
Wednesday, July 28-30	Outreach to multilingual community groups to identify key communicators - asking them to share our messaging - and relay questions to us	Kathy/Jay/Kathleen	Complete 7/29
Thursday, July 29	INOVA Video- COVID-19 Vaccine Info: Paula Pinell Salles, MD (Spanish)	Cindy	Complete
Thursday, July 29	FAQs developed and distributed: Website School Board Principals	Christie/Beth/Kathleen	Complete 7-29

### Strategy #1: Information/Education Strategy

- Mask Up
  - Fall Mask Guidance Reiteration - What does it look like? What can I expect?
  - Graphic (indoor v. outdoor v. lunch v. afterschool v. buses)
- Vax Up
  - [Vaccination clinic reminder](#)

### Strategy #2: Third Party Endorsement Strategy

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### Strategy #3: Social Media Strategy

- Dr. Brabrand video call to vaccinate at Justice posted to Spanish Facebook and Twitter

### Strategy #4: Multilingual Strategy

- School-based vaccination clinics multilingual messages
  - Spanish Facebook
  - Spanish Twitter
  - eNotify

### Strategy #5: Preemptive Action Strategy

- What are we looking forward to this year- no-cost meals, athletics returning

### Strategy #6: Individual Responsibility Strategy

- [Vaccination clinic reminder](#)

Tuesday, August 3	Staff newsletter (6:30 am)	Christie	<a href="#">Complete 8-3</a>
Tuesday, August 3	Reminder of this week's vaccine clinics: <ul style="list-style-type: none"><li>• eNotify message to families</li><li>• Social Media (Inova doctor clips)</li><li>• Any other?</li></ul>	Christie/Beth	Complete 8-3 <a href="#">Draft</a> <a href="#">Link to letter on web</a>
Tuesday, August 3	School-based vaccination clinics multilingual messages <ul style="list-style-type: none"><li>• Spanish Facebook</li><li>• Spanish Twitter</li><li>• eNotify</li></ul>	Cindy	Complete
Wednesday, August 4	Family newsletter (7:30 am)	Christie	<a href="#">Complete 7:30 am</a>

Wednesday, August 4	Dr. Brabrand visits vaccine clinic (Herndon ES, 3:30 pm) <ul style="list-style-type: none"> <li>Social Media Post</li> </ul>	Karen/Mark (photo/video)  Jennifer/Tracey (Social Media)	<a href="#">Complete</a>
Thursday, August 5	Dr. Brabrand video call to vaccinate at Justice posted to Spanish Facebook and Twitter	Cindy	Complete: <a href="#">Facebook</a> <a href="#">Twitter</a>
Thursday, August 5 Friday, August 6	Kid video team at clinics on Thursday - packaged for social media/newsletters/toolkits	Video team photography	In Process
Thursday, August 5	Toolkits - Principals (3 pm) School Board (5 pm)	Christie/Beth	<a href="#">Principal TK Draft</a> <a href="#">SB TK Draft</a>

**Strategy #1: Information/Education Strategy**

- Delta variant concerns- acknowledge, what we're doing- Layered Prevention Strategies
- Mask Up- Updated guidance
- Vax Up- [Vaccination clinic reminder](#)
- Virtual School- enrollment limited, options for families

**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

- Vaccination- Post video of Justice HS Clinic with link to FFX Co HD scheduling site

**Strategy #4: Multilingual Strategy**

- eNotify messages to parents on Town Halls (English, Spanish) + Spanish Facebook and Twitter
- Spanish Newsletter, Spanish Facebook & Twitter

**Strategy #5: Preemptive Action Strategy**

- Acknowledging Delta Variant- Layered Prevention Strategies already in place

**Strategy #6: Individual Responsibility Strategy**

- Vaccination- Post video of Justice HS Clinic with link to FFX Co HD scheduling site

Tuesday, August 10	Staff newsletter (6:30 am)	Christie	<a href="#">Complete 8-10</a>
Wednesday, August 11	Posted video of Justice HS Clinic with link to FFX Co HD scheduling site	Beth	<a href="#">Done</a>
Wednesday, August 11	Family newsletter (8:30 am)	Christie	<a href="#">Complete 8-11</a>
Thursday, August 12	Spanish Newsletter, Spanish Facebook & Twitter	Cindy	8-12
Thursday, August 12	Toolkits - Principals/School Board	Christie/Beth	Complete <a href="#">Principal TK</a> <a href="#">SB TK</a>
Friday, August 13	eNotify messages to parents on Town Halls (English, Spanish) + Spanish Facebook and Twitter	Cindy	8-13

**Strategy #1: Information/Education Strategy**

- Town Hall (Monday, August 16)
- Share recording of Town Halls in newsletters

**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

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**Strategy #4: Multilingual Strategy**

- Spanish town hall reminders Spanish Facebook and Twitter
- Spanish town hall (Tuesday, August 17)

**Strategy #5: Preemptive Action Strategy**

- [Staff vaccination requirement- a tool to keep schools safe](#) (Announce August 20)

**Strategy #6: Individual Responsibility Strategy**

- [Staff vaccination requirement- a tool to keep schools safe](#) (Announce August 20)

Monday, August 16	Supt town hall	Beth	Complete <a href="#">Video on web</a>
Tuesday, August 17	Staff newsletter (6:30 am)	Christie	<a href="#">Complete</a>
Tuesday, August 17, 7 a.m.	Spanish town hall reminders Spanish Facebook and Twitter	Cindy	Complete
Tuesday, August 17, 6 p.m.	Spanish town hall	Beth/Leona	Complete <a href="#">Video on web</a>
Wednesday, August 18	Family newsletter (8:30 am)	Christie	<a href="#">Complete</a>
Thursday, August 19	Toolkits Principals (3 pm) School Board (5 pm)	Christie/Beth	<a href="#">Principal TK DRAFT</a>  <a href="#">SB TK DRAFT</a>
Friday, August 20	Staff Vaccination Requirement Announcement	Christie	See <a href="#">Implementati on Plan</a>  <a href="#">Staff Message Draft</a>  <a href="#">Staff Message- HUB</a>  <a href="#">Webpage Draft</a>  <a href="#">Webpage Published</a>  <a href="#">Community Message Draft</a>

**Strategy #1: Information/Education Strategy**

- Strong, safe, in-person opening of schools

- Current vaccination data- increases among 12-18 year-olds

**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

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**Strategy #4: Multilingual Strategy**

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**Strategy #5: Preemptive Action Strategy**

- Strong, safe, in-person opening of schools
- First Day Coverage- Include outdoor dining and classrooms, images of safe lunch practices
- [Staff vaccination requirement- a tool to keep schools safe](#) (reminder in newsletters)
- Athletics- are a source of COVID-19 transmissions, what we are doing to keep student-athletes safe

**Strategy #6: Individual Responsibility Strategy**

- [Staff vaccination requirement- a tool to keep schools safe](#) (reminder in newsletters)
- Do Your Part! campaign materials in Principal and SB Toolkits

Monday, August 23 First Day of School	<b>First Day Coverage:</b> <ul style="list-style-type: none"> <li>• Outdoor meals</li> <li>• Outdoor classrooms</li> <li>• Layered prevention strategies in action</li> <li>• Staff vaccination requirement</li> </ul>	ALL	Complete
Tuesday, August 24	Staff newsletter (4:00 p.m.)	Christie	<a href="#">Draft</a> Complete
Wednesday, August 25	Family newsletter (8:30 am)	Christie	<a href="#">Draft</a> Complete
Wednesday, August 25	Outreach to student groups to flesh out campaign support (AAPI etc.)	Beth	

Thursday, August 26	Toolkits (SB Toolkit delayed for meeting outcomes)	Christie	<a href="#">Principal TK Draft</a> Complete
Thursday, August 26	Staff Vaccine Status Collection Email: <ul style="list-style-type: none"> <li>• SB- HL, 12:16 p.m.</li> <li>• Principal Briefing- 1:00 p.m.</li> <li>• Staff- 4:06 p.m.</li> </ul>	HR	Complete
Friday, August 27	SB Toolkit	Christie	<a href="#">SB TK Draft</a> Complete
Friday, August 27	<a href="#">Athletics Vaccine Requirement TP</a> , Draft Community Message to Cabinet	Helen	Complete (TP @ 1:30 p.m.) (Community Message @ 2:13 p.m.)
Friday, August 27	High school principals/DAs heads up and check in	Mark	Complete
Friday, August 27	Athletics Vaccine Requirement Brabrand Letter to SB/LT	Helen	Complete

**Strategy #1: Information/Education Strategy**

- Clarifying the meaning of pause, quarantine (close contact), isolation, and outbreak (Newsletters, Toolkits, Talking Points)

**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

- Video messages from schools for DOE project (if any are submitted)
- Personal responsibility graphics- One post each day with the mp4 wrapping up the week on Friday

**Strategy #4: Multilingual Strategy**

- Athletic vaccination requirement messages translated and sent
- Do Your Part! On Spanish FB and Twitter

**Strategy #5: Preemptive Action Strategy**

- Athletic Participation Vaccination Requirement
- New process to speed return of fully vaccinated, asymptomatic students to classroom (initial announcement)

**Strategy #6: Individual Responsibility Strategy**

- Do Your Part! Series begins in newsletters
- Do Your Part! On social media
- Extracurricular/Athletic Participation Vaccination Requirement
- Staff vaccination reporting form (Deadline- September 9)- reminder to complete in Employee News and Principal Toolkit

Monday, August 30	<p><a href="#">Athletic Participation Vaccination Requirement Announcement:</a></p> <ul style="list-style-type: none"><li>● Principals (8:30 a.m.) HL</li><li>● Post to Employee Hub (9:00 a.m.) NM/MC</li><li>● Web Live (9:05 a.m.) NM/MC</li><li>● Education Associations (9:10 a.m.) KT</li><li>● Staff (Outlook - FCPS all) (9:15 a.m.) HL</li><li>● Community (ENotify) (9:30 a.m.) CR<ul style="list-style-type: none"><li>○ Translations (noon) CR</li></ul></li><li>● Media (9:30 a.m.) JM</li></ul>	Managers	Complete
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	<ul style="list-style-type: none"> <li>Social Media (9:40 a.m.) TW</li> </ul>		
Monday, August 30	Vaccine Status Form Reminder	HR	<a href="#">HUB</a>
Monday, August 30	Do Your Part- Mask Up on social media	Tracey/Beth/Carol	Complete
Tuesday, August 31	Do Your Part- Vax Up on social media	Tracey/Beth/Carol	Complete
Tuesday, August 31	Do Your Part- Mask Up on Spanish Twitter/FB	Cindy	Complete
Wednesday, August 31	Staff newsletter (8:05 am)	Christie	<a href="#">Draft</a> Complete
Wednesday, September 1	Family newsletter (8:30 am)	Christie	<a href="#">Draft</a> Complete
Wednesday, September 1	Do Your Part- Wash Up and Cover Up on social media	Tracey/Beth/Carol	Complete
Wednesday, September 1	Do Your Part-Vax Up on Spanish Twitter/FB	Cindy	Complete
Thursday, September 2	Toolkits Principals (3 pm) School Board (5 pm)	Christie	Complete <a href="#">Principal Toolkit Draft</a> <a href="#">SB Toolkit Draft</a>
Thursday, September 2	Do Your Part- Hold Up on social media	Tracey/Beth/Carol	Complete
Thursday, September 2	Do Your Part- Wash Up on Spanish FB/Twitter	Cindy	Complete
Thursday, September 2	Student Vax Reduced Quarantine Time- Draft Message to Cabinet (9:41 am)	Helen	Complete

Thursday, September 2	Student Vax Reduced Quarantine Time Message <ul style="list-style-type: none"> <li>● Cabinet (11:43 am) (HL)</li> <li>● SB/LT (12:30 pm) (HL)</li> <li>● Principals (12:38 pm) (HL)</li> <li>● Website (12:36 pm) (MC)</li> <li>● Staff (12:45 pm) (HL)</li> <li>● Community-eNotify (12:51) (AG)</li> <li>● Social Media (1:51 pm) (TW)</li> </ul>	Managers	Complete
Friday, September 3	Do Your Part- mp4 compilation on social media	Tracey/Beth/Carol	Complete
Friday, September 3	Do Your Part- Hold Up on Spanish FB/Twitter	Cindy	Complete

**Strategy #1: Information/Education Strategy**

- Athletic vaccine requirement - FAQs to website, shared in newsletters

**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

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**Strategy #4: Multilingual Strategy**

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**Strategy #5: Preemptive Action Strategy**

- New process to speed return of fully vaccinated, asymptomatic students to classroom (newsletters)
- Soft launch of stream-in option for paused/quarantined students- to media, School Board

**Strategy #6: Individual Responsibility Strategy**

- Staff vaccination reporting form (Deadline- September 9)- reminder to complete in Employee News

Tuesday, September 7	<a href="#">Student-athlete vaccination requirement FAQs</a> posted to website	Christie/Web Team	Complete
Tuesday, September 7	Soft launch of stream-in option for paused/quarantine students to media	Julie/Media Team	Complete
Wednesday, September 8	Staff newsletter (6:30 am)	Christie	Complete <a href="#">Draft</a>
Wednesday, September 8	Family newsletter (8:30 am)	Christie	Complete <a href="#">Draft</a>
Thursday, September 9	Toolkits Principals (3 pm) School Board (5 pm)	Christie	Complete <a href="#">Principal TK DRAFT</a>  Pending <a href="#">SB TK DRAFT</a>

**Strategy #1: Information/Education Strategy**

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**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

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**Strategy #4: Multilingual Strategy**

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**Strategy #5: Preemptive Action Strategy**

- Announcement of stream-in option for paused/quarantined students
- Announce vaccinated staff number- employee newsletter

**Strategy #6: Individual Responsibility Strategy**

- Wash Up in newsletters

Tuesday, September 14	Staff newsletter (6:30 am)	Christie	Complete <a href="#">Draft</a>
Wednesday, September 15	Family newsletter (8:30 am)	Christie	Complete <a href="#">Draft</a>
Thursday, September 16	Toolkits Principals (3 pm) School Board (5 pm)	Christie	Complete <a href="#">Principal- Draft</a>  <a href="#">SB- Draft</a>
Friday, September 17	Toolkits Principal (Update- StreamIN/CheckIN)  School Board	Christie	Complete <a href="#">Principal- Draft</a>  <a href="#">SB- Draft</a>

**Strategy #1: Information/Education Strategy**

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**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

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**Strategy #4: Multilingual Strategy**

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**Strategy #5: Preemptive Action Strategy**

- [StreamIN/CheckIN Announcement](#) (newsletters, website)
- [Updated process for returning paused/quarantine students to school flow chart](#) (website)

**Strategy #6: Individual Responsibility Strategy**

- Hold Up in newsletters
- Reminder to continue Do Your Part campaign in [Principal Toolkit](#)

Monday, September 20	StreamIn/CheckIn message to teachers	Tracey	Complete
Tuesday, September 21	Staff newsletter (6:30 am)	Christie	Complete <a href="#">Draft</a>
Wednesday, September 15	Family newsletter (8:30 am)	Christie	Complete <a href="#">Draft</a>

Thursday, September 22	Toolkits Principals (3 pm) School Board (5 pm)	Christie	Complete <a href="#">Principal Draft</a>  <a href="#">SB Draft</a>
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**Thursday, September 30- Deadline for objectives**

**Strategy #1: Information/Education Strategy**

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**Strategy #2: Third Party Endorsement Strategy**

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**Strategy #3: Social Media Strategy**

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**Strategy #4: Multilingual Strategy**

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**Strategy #5: Preemptive Action Strategy**

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**Strategy #6: Individual Responsibility Strategy**

Tuesday, September 28	Staff newsletter (6:30 am)	Christie	Complete <a href="#">Draft</a>
Wednesday, September 29	Family newsletter (8:30 am)	Christie	Complete <a href="#">Draft</a>
Thursday, September 30	Toolkits Principals (3 pm) School Board (5 pm)	Christie	Complete <a href="#">Principal Toolkit Draft</a>  <a href="#">SB Toolkit Draft</a>

**For RTS media see:**

<https://docs.google.com/spreadsheets/d/1r7gk2cmjKi7JcLZNalQPhIZmUG1MAQUYfex1vHT4tKQ/edit#gid=0>

**August 23 communications: See first day plan**

<https://docs.google.com/document/d/1e7TP3KEswPWANibNCdn4zelwDdL8CoYph98Z0Rlz3Eo/edit>

## For RTS Returning Academically Strong Plan:

[https://docs.google.com/document/d/1PfBT5D1pRNnocNQfqhExxkhSOv\\_jR5hQSff4y7fW0tQ/edit#heading=h.z34ionq3fztt](https://docs.google.com/document/d/1PfBT5D1pRNnocNQfqhExxkhSOv_jR5hQSff4y7fW0tQ/edit#heading=h.z34ionq3fztt)

## Evaluation

### Website

- [Return to School- Safety](#)
- [Return to School- FAQs](#)
- [Return to School- Layered Prevention Strategies](#)

### Media Coverage

**OBJECTIVE One (Vaccination Campaign):** By September 30, all demographics eligible for vaccination will reach a vaccination rate of 70%.

**Evaluation: *Fairfax County Health Department Data, Virginia Department of Health Data***

**This objective was met. On September 20,** the FCHD presented VDH data showing **72.1% of adolescents 12-17 years of age are fully vaccinated** and 83.4% have received at least one dose of the COVID-19 vaccine. **On September 23,** the VDH COVID-19 Vaccine Dashboard showed:

- **71.2% of 12-15 year-olds are fully vaccinated,** and 81.7% have received a first dose and **71.2% are fully vaccinated.**
- **80.9% of 16-17 year-olds are fully vaccinated** and 89.7% have received a first dose.

A record of status check-ins from the two reporting agencies throughout the duration of the campaign:

The Fairfax County Health Department reports:

- July 19: 70% of 12-17 years-olds have received at least one dose of the Pfizer COVID-19 vaccine

- August 18: 77.85% of 12-17 year-olds have received at least one dose of the Pfizer COVID-19 vaccine (+7.85 from July 19)
- August 23: 79.4% of 12-17 year olds have received at least one dose of the Pfizer COVID-19 vaccine (+9.4 from July 19)
- September 1: 80.9% of 12-17 year olds have received at least one dose of the Pfizer COVID-19 vaccine (+10.9 from July 19)
- September 17: 82.75% of 12-17 year-olds have received at least one dose of the Pfizer COVID-19 vaccine (+12.5 from July 19)
- **September 20:** 72.1% of adolescents 12-17 years old are fully vaccinated and 83.4% have received at least one dose (VDH data presented in the COVID-19 Disease and Prevention Update by FCHD)
- September 30: 83.98% of 12-17 year-olds have received at least one dose of the Pfizer COVID-19 vaccine (+13.98 from July 19)

The Virginia Department of Health reports:

- July 19: Within the **12-15 year-old cohort**, Fairfax County reports 55.9% have received a first dose and 37.7% are fully vaccinated.
  - August 18: Within the **12-15 year-old cohort**, Fairfax County reports 75.1% have received a first dose (+19.2 from July 19) and 61.7% are fully vaccinated (+24 from July 19)
  - August 23: Within the **12-15 year-old cohort**, Fairfax County reports 76.9% have received a first dose (+21 from July 19) and 63.5% are fully vaccinated (+25.8 from July 19).
  - September 1: Within the **12-15 year-old cohort**, Fairfax County reports 78.7% have received a first dose (+22.8 from July 19) and 66% are fully vaccinated (+28.3 from July 19).
  - **September 23:** Within the **12-15 year-old cohort**, Fairfax County reports 81.7% have received a first dose (+25.8 from July 19) and 71.2% are fully vaccinated (+33.5 from July 19).
  - September 30: Within the **12-15 year-old cohort**, Fairfax County reports 82.3% have received a first dose (+26.1 from July 19) and 72% are fully vaccinated (+34.3 from July 19)
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- July 19: 65.2% of **16-17 year-olds** are fully vaccinated and 80% have received a first dose.
  - August 18: 74.3% of **16-17 year-olds** are fully vaccinated (+9.1 from July 19) and 84.6% have received a first dose (+4.6 from July 19)
  - August 23: 75.4% of **16-17 year-olds** are fully vaccinated (+10.2 from July 19) and 85.7% have received a first dose (+5.7 from July 19).

- September 1: 76.8% of **16-17 year-olds** are fully vaccinated (+11.6 from July 19) and 86.9% have received a first dose (+6.9 from July 19).
- **September 23:** 80.9% of **16-17 year-olds** are fully vaccinated (+15.7 from July 19) and 89.7% have received a first dose (+9.7 from July 19).
- September 30: 81.4% of **16-17 year-olds** are fully vaccinated (+16.2 from July 19) and 90% have received a first dose (+10 from July 19).

Of the approximately 80% of staff to respond to a survey requesting vaccination status, [97% reported full or partial vaccination](#).

### ***Informal Evaluation Materials***

**10-5-21 Email newsletter from Fairfax County Board of Supervisors Chairman Jeffrey C. McKay**

*To the Fairfax County Community,*

*Our Fairfax County Health Department has made great strides in vaccinating our population, with over 81% of residents 18 and up having received at least one COVID-19 vaccine dose. I'm also proud to say that partnering with FCPS and our School Board, our schools remain open with a remarkably low incidence of exposures - thanks to our vaccine efforts and school safety policies. As of this week, 0.004% of our approximately 180,000 students are impacted by quarantines.*

**OBJECTIVE Two (Mitigation Measures):** By September 30, elementary school student total attendance will match the same time for SY 2019.

**Evaluation: *Elementary enrollment data matching 2019 for end of September - 97,910***

**This objective was not met.** September 2021 elementary total enrollment is 89,738 ([FCPS School Profile](#)). In fact, we lost 284 ES students from the start point of the campaign in June 2021- Elementary enrollment 90,022. We can speculate that this was because:

- Whereas Delta was not on the horizon when the campaign started in June, In August, just before the start of school, the Delta variant arrived with a vengeance. Fairfax County went back into high transmission - at the same level/rates (spike) as December/January 2021.
- Despite touting the fact the vaccine would be available in September for ES students, Pfizer only announced this on September 20 - with an estimated timeline of the end of October/beginning of November at the earliest.

- FCPS leadership decided that due to teacher limitations and concerns it would not be able to offer a full time virtual option. The Delta variant emerged too late for the division to pivot.

FCPS reports [reasons for student withdrawal](#)

- 1,794 went private
- 4,806 moved away from the area
- 4,026 moved to another public school system within VA
- 750 changed to homeschooling

FCPS overall enrollment is down about 5%, which is on par with other districts in the region. For example, [Arlington Public Schools enrollment dropped about 4%](#).

- Loudoun; Alexandria; Arlington; Prince William???? ENROLLMENT DATA

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	September 2020	June 2021	September 2021
FCPS	97,910 (ES)	90,022 (ES)	89,738 (ES) (-238 from June)
Loudoun			35,272 (ES)
Alexandria		SY 19-20 9,720 (ES) (do not know if this includes prek)	
Arlington	12,252 (ES)	12,065 (ES)	12,421 (ES) (+356 from June)
Prince William	41,099 (ES)		

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- All - drop %?
- ES - drop %?

- Principal Informal Data/Kathleen Walts conversation SIS - withdrawal reasons

- What are the anecdotal reasons/data documented
- How many pulled back between July 17 and August 23

## Lessons Learned

Our follow through is not always good

The community engagement piece was not followed through

We don't constantly look at the data/use data enough

Next steps: