

# Parent Homework

The 5-11 Child Vaccine Advocacy Campaign  
Created by the Children's Health Coalition (CHC)

## Social Media Toolkit

SickKids

CHEO

McMaster  
Children's  
Hospital

Children's Hospital  
London Health Sciences Centre

Holland Bloorview  
Kids Rehabilitation Hospital

CMHO  
Children's Mental Health Ontario  
Santé mentale pour enfants Ontario

eko  
EMPOWERED KIDS  
ONTARIO

eao  
ENFANTS AVENIR  
ONTARIO

Kids Health  
Alliance

# What is the CHC?

ParentHomework.ca was created by the Children's Health Coalition with the goal of providing families with trusted information about [COVID-19 vaccination for children](#).

The Children's Health Coalition is a collective of children's health organizations, including The Hospital for Sick Children (SickKids), CHEO, McMaster Children's Hospital, Children's Hospital – London Health Sciences Centre, Holland Bloorview Kids Rehabilitation Hospital, Children's Mental Health Ontario, Empowered Kids Ontario and Kids Health Alliance.



# What is Parent Homework?

A new campaign aimed at providing Ontario parents with the facts about COVID-19 vaccination for children aged five to 11 that flips the script on a familiar family topic: *Parents, have you done your homework?*

Just as children are asked to do their homework, now it's time for parents to do their own to make an informed choice about COVID-19 vaccination for their children.



# Campaign features

- Four-week campaign kicking off January 31, 2022
- TV and digital advertising, social media content and a new website – [www.parenthomework.ca](http://www.parenthomework.ca).
- [www.parenthomework.ca](http://www.parenthomework.ca) offers reliable resources to families with:
- The facts about the COVID-19 vaccine
- A curated list of frequently asked questions specific to the five to 11 age group, including some of the most common questions received by child health experts
- Links to help parents “talk to a tutor” through the SickKids COVID-19 Vaccine Consult Service
- Links to help book vaccination appointments
- The goal: to support families by providing them with trusted information about COVID-19 vaccination for children and learn from medical experts – all in one place.

**How you can help**

# Amplify and engage on social media


- Post organically on your organization's accounts (see sample posts in next slide)
- Follow and like CHC social media accounts that have been created to support this campaign (Twitter: @CHCOntario; Instagram: @chcontario; Facebook: @CHCOntario)
- Engage with CHC and CHC member organizations' accounts and social media posts
- Tag CHC accounts in your organization's posts where possible
- Continue to engage in ongoing CHC and partners' posts over four weeks

# CHC partner social media handles

	<b>Twitter</b>	<b>Instagram</b>	<b>Facebook</b>
<b>Children's Health Coalition (CHC)</b>	@CHCOntario	@chcontario	@CHCOntario
<b>The Hospital for Sick Children (SickKids)</b>	@SickKidsNews	@sickkidstoronto	N/A
<b>CHEO</b>	@CHEO	@cheohospital	@CHEOkids
<b>McMaster Children's Hospital</b>	@mch_childrens	@mcmasterchildrens	@mcmasterchildrenshospital
<b>Children's Hospital – London Health Sciences Centre</b>	@LHSCCanada	@lhscscanada	@LHSCCanada
<b>Holland Bloorview Kids Rehabilitation Hospital</b>	@HBKidsHospital	@hollandbloorview	@HBKRH
<b>Children's Mental Health Ontario</b>	@kidsmentalhlth	@childrensmentalhealthont	@kidsmentalhealth
<b>Empowered Kids Ontario</b>	@EmpoweredKidsON	N/A	@EmpoweredKidsON
<b>Kids Health Alliance</b>	@KidsHealthAllnc	N/A	N/A

# Sample organic social media posts – Week 1






Download social media assets: <https://we.tl/t-3spYg8EUpX>

	Sample Tweet	Sample Instagram post	Sample Facebook post	Sample story
Text	<p>Parents, have you done your homework?</p> <p>It's okay, the medical experts have made it easy. Get up to speed on the children's COVID-19 vaccine at <a href="http://www.parenthomework.ca">www.parenthomework.ca</a>. Brought to you by @CHCOntario.</p>	<p>Parents, have you done your homework?</p> <p>It's okay, the medical experts have made it easy. Get up to speed on the children's COVID-19 vaccine at <a href="http://www.parenthomework.ca">www.parenthomework.ca</a>. Brought to you by @chcontario.</p>	<p>Parents, have you done your homework?</p> <p>It's okay, the medical experts have made it easy. Get up to speed on the children's COVID-19 vaccine at <a href="http://www.parenthomework.ca">www.parenthomework.ca</a>. Brought to you by @CHCOntario.</p>	<p>Link sticker to : <a href="http://www.parenthomework.ca">www.parenthomework.ca</a></p>  <p><b>It's actually pretty elementary stuff.</b></p> <p>Get up to speed on the children's COVID-19 vaccine. Learn from medical experts at <a href="http://ParentHomework.ca">ParentHomework.ca</a></p> <p>The story graphic features a young boy with glasses and a blue shirt holding a blue folder, set against a light blue background. The text is centered and uses a mix of bold and regular fonts.</p>
Image	 <p>The image for the tweet shows the boy with glasses holding a blue folder, with the text 'It's actually pretty elementary stuff.' and 'Get up to speed on the children's COVID-19 vaccine. Learn from medical experts at <a href="http://ParentHomework.ca">ParentHomework.ca</a>' overlaid on the left side.</p>	 <p>The image for the Instagram post shows the boy with glasses holding a blue folder, with the text 'It's actually pretty elementary stuff.' and 'Get up to speed on the children's COVID-19 vaccine. Learn from medical experts at <a href="http://ParentHomework.ca">ParentHomework.ca</a>' overlaid at the top.</p>	 <p>The image for the Facebook post shows the boy with glasses holding a blue folder, with the text 'It's actually pretty elementary stuff.' and 'Get up to speed on the children's COVID-19 vaccine. Learn from medical experts at <a href="http://ParentHomework.ca">ParentHomework.ca</a>' overlaid at the top.</p>	



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Image				

# Questions?

Reach out to:

**Agata Zieba (she/her)**  
The Hospital for Sick Children (SickKids)  
email: [agata.zieba@sickkids.ca](mailto:agata.zieba@sickkids.ca)

**Nicole Helsberg (she/her)**  
Children's Health Coalition (CHC)  
email: [nhelsberg@cmho.org](mailto:nhelsberg@cmho.org)

