



IMPLEMENTING THE MINI GRANT IN CHENANGO COUNTY

The problem we wanted to address:

September Back to School stresses

- School nurse stress
- Parent stress
- Student stress
- LHD stress

Media Campaign

- Radio spots
- Social media
- Community events
- Direct mailings
- Billboards
- Posters everywhere



RADIO ADS

Radio Spots for Back-to-School 2026

Back To School Vaccinations

“Getting vaccinated early helps prevent delays in starting school. Now is the perfect time to check your child's immunization records and schedule any needed vaccines. Don't wait until the back-to-school rush. Contact your healthcare provider or your local health department today to schedule your child's back-to-school vaccinations. A little planning today can make the start of the school year healthier, easier, and stress-free for the whole family.

For more information, call 337-1660.”

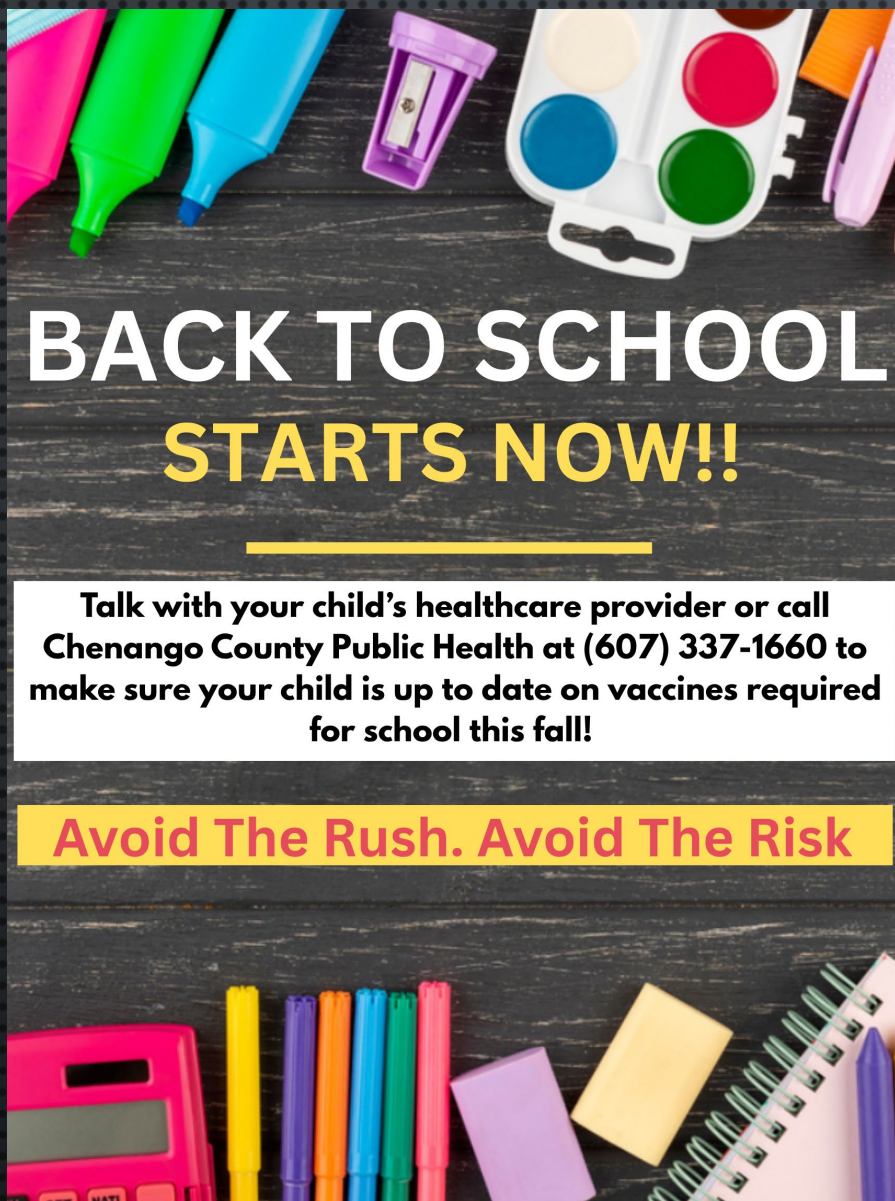
A message from the Chenango County Health Department.

SOCIAL MEDIA



Facebook cover photo for the entire month of August

Weekly Facebook posts throughout August



BACK TO SCHOOL STARTS NOW!!

**Talk with your child's healthcare provider or call
Chenango County Public Health at (607) 337-1660 to
make sure your child is up to date on vaccines required
for school this fall!**

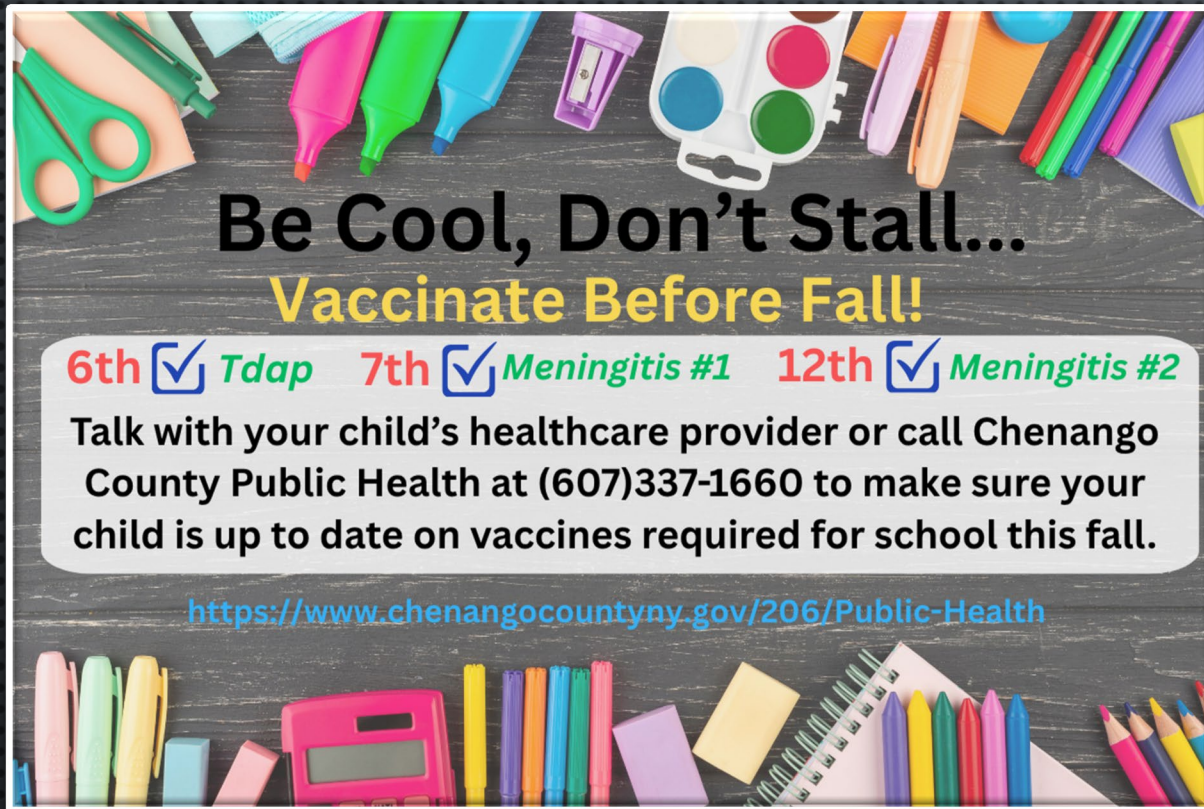
Avoid The Rush. Avoid The Risk

FLYERS

**AVAILABLE AT EVERY
COMMUNITY EVENT**

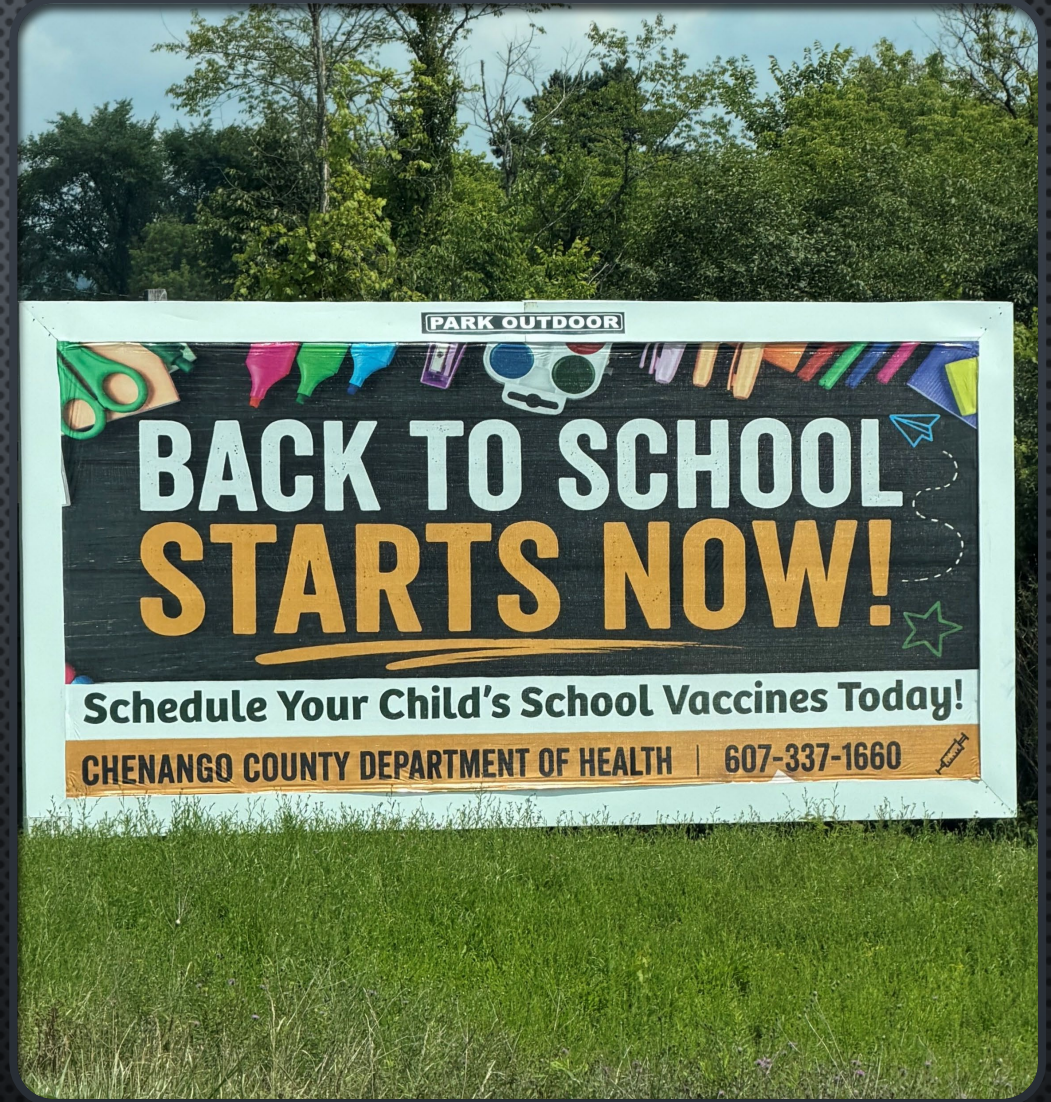
COUNTY FAIR: ANYONE WHO TOOK A
FLYER COULD ENTER A RAFFLE FOR A BACK-
TO-SCHOOL BACKPACK STUFFED WITH
GOODIES

Postcards with prepaid postage



Provided to every school district in Chenango County

Gave to County Head Start to distribute to families



A collection of school supplies including markers, a pencil sharpener, and a paint palette on a dark wooden surface.

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Avoid The Rush. Avoid The Risk

POSTERS

SCHOOLS
STORES
GAS STATIONS
LAUNDRY MATS
YMCA
PROVIDER OFFICES

A collection of school supplies including a calculator, markers, sticky notes, and a spiral notebook on a dark wooden surface.

UNOFFICIAL EFFECT

We more than doubled our
vaccination numbers for the
month of August!