



NEWS from the Shelby County Mayor's Office

Lee Harris, Mayor

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FOR IMMEDIATE RELEASE

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SHELBY COUNTY COVID-19 COMMUNITY COUNCIL YOUTH CREATE PSA TO ENCOURAGE YOUTH VACCINATION

High school students hope to increase youth vaccine uptake to prevent loss of in-person learning among peers.

Shelby County, TN- On Thursday, September 16, the Office of Mayor Lee Harris and Shelby County COVID-19 Community Council will release a public service announcement that encourages young people 12 and older to get vaccinated. The PSA was created by high school members of the Community Council in partnership with Mayor Harris' office and fellow Community Council members. The COVID-19 Community Council was established by Mayor Harris to encourage vaccine uptake through peer-to-peer influence. Members of the Community Council include Shelby County residents of various ages and backgrounds, including current high school students. The Community Council has held vaccination events, distributed "Get the Facts, Trust the Vax" literature to doorsteps, and now, produced a PSA to encourage youth vaccination.

The PSA highlights how vaccination can prevent the need for personal quarantine, loss of in-person learning, and missing out on extracurricular activities with friends. Current CDC guidance provides that fully vaccinated students do not need to quarantine at home following an exposure if they are asymptomatic.

Shelby County Mayor Lee Harris: "We need more young people to get vaccinated and one of the best ways to do that is to empower youth to reach their peers. This public service

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announcement was co-written by youth, created by youth, and features youth. They know the importance of vaccination and how it can help keep students in school. I hope we all listen to their message.”

Kaleb Sy, COVID-19 Community Council member and East High School student: “With rising cases and the influx of youth contracting the Delta variant, I believe it is imperative that my peers receive the vaccine. The vaccine is one of the best ways to keep ourselves and our communities safe and avoid unnecessary loss of in-person learning. I had a great time making the PSA with my fellow COVID-19 Community Council members and hope that it encourages young people, and even the young at heart, to receive the vaccine.”

The youth vaccination PSA will be released Thursday, September 16th via social media and distributed to media outlets.

(End of Release)