



# U.S Federal Agencies Funding Opportunities and Commitment to Children and Families



# Agenda

- Introduction
- Individual Agency Presentations (IMLS, NEH, NEA, NSF, HHS/ASPA)
- Questions



# Our Speakers Today

- **Reagan Moore, Senior Program Officer**  
Office of Museum Services, IMLS
- **Peter Fristedt, Senior Program Officer**  
National Endowment for the Humanities
- **Toniqua Grigsby, Museum Specialist/Visual Arts**  
National Endowment for the Arts
- **Erin Hemlin, Director of Partnerships, We Can Do This Campaign**  
Health and Human Services/Assistant Secretary for Public Affairs
- **Lynn Tran, Co-Lead AISL Program/Program Director**  
National Science Foundation



# IMLS: Who We Are

IMLS is an independent federal grant-making agency and the primary source of federal support for the nation's libraries and museums.

## **Mission**

To advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development.

## **Vision**

IMLS envisions a nation where individuals and communities have access to museums and libraries to learn from and be inspired by the trusted information, ideas, and stories they contain about our diverse natural and cultural heritage.





# IMLS: What We Do

We make **grants**,  
**convene groups**, **conduct research**, and **publish** in order to build the capacity of museums and libraries to serve the public.



Photo courtesy of Burke Museum of Natural History and Culture



# Eligibility



# Funding Eligibility Requirements

**All IMLS grant applicants must be either:**

- a unit of State, local, or tribal government or
- a private nonprofit organization



# Funding Eligibility Requirements: Museums

- Aquariums
- Arboretums
- Art museums
- Botanical gardens
- Children's/youth museums
- General museums
- Historic houses/sites
- History museums
- Natural history/anthropology museums
- Nature centers
- Planetariums
- Science/technology centers
- Specialized museums
- Zoological parks



# Funding Eligibility Requirements: Museums *cont.*

## To be eligible for funding as a “museum,” you must:

- use a professional staff;
- be organized on a permanent basis for essentially educational or aesthetic purposes;
- own or use tangible objects;
- care for these objects;
- exhibit these objects to the general public on a regular basis, at least 120 days a year and
- conduct these activities in facilities that it owns or operates.



# Who else may be eligible?

Other eligible organizations for some programs may include:

- colleges and universities
- organizations that serve museums
- federally recognized Native American tribes
- organizations that serve Native Hawaiians



# Ineligible Organizations

You are *not* eligible to apply if you are:

- ⊖ Federally funded institution
- ⊖ For-profit organization
- ⊖ Foreign country or organization
- ⊖ Individuals



# OMS Funding Opportunities

## Grant Programs

- Museums for America
- Museums Empowered
- Inspire! Grants for Small Museums
- National Leadership Grants for Museums





# OMS Grant Programs

- Applications due November 15, 2023
- Grant program specific webinars available at:  
<https://www.imls.gov/webinars>
- Contact program staff with questions

# Museums for America (MFA)



Photo courtesy of Denver Botanic Gardens

Grants support museums of all sizes and disciplines in strategic, project-based efforts to serve the public.

## **Project Categories:**

- Lifelong Learning
- Community Engagement
- Collections Stewardship and Access

**Eligibility:** Museums

# MFA *continued*

**Duration:** 1 – 3 years

**Funding:** \$5,000 - \$250,000

**Cost Share:** 1:1

**Project Start Date:**

September 1, 2024\*

**Visit:** <https://www.imls.gov/grants/available/museums-america>



Courtesy of Chicago Historical Society

# MFA Award – Lifelong Learning

## **Children's Discovery Museum**

*IMLS Award: \$249,997*

The Children's Discovery Museum will expand its early childhood outreach program, Growing STEAM Potential through the Power of Play, to four new locations. In partnership with the Bloomington and Normal Libraries and the Illinois State University's Psychology Department, the museum will develop and implement high-impact, multi-interaction programs designed to engage students along with their families and teachers, including activities such as in-classroom lessons, field trips, family fun events at partner sites, and private family nights at the museum. The expanded Growing STEAM program will enhance and support formal school curricula with informal learning experiences; increase opportunities for positive STEAM experiences for at-risk youth; provide families with resources to reinforce their role as their child's first teacher; and provide teachers with professional development resources to empower them to continue teaching hands-on learning in four new locations.

Visit: [https://www.imls.gov/sites/default/files/project-proposals/MA-251711-OMS-22\\_Sample\\_Application.pdf](https://www.imls.gov/sites/default/files/project-proposals/MA-251711-OMS-22_Sample_Application.pdf)

# Museums Empowered (ME)



Grants support projects that use the transformative power of professional development and training to generate systemic change within museums of all types and sizes.

## **Project Categories:**

- Digital Technology
- Diversity and Inclusion
- Evaluation
- Organizational Management

**Eligibility:** Museums

# ME *continued*

**Duration:** 1 – 3 years

**Funding:** \$5,000 - \$250,000

**Cost Share:** 1:1

**Start Date:** September 1,  
2024\*



Photo courtesy of the Science Museum of Minnesota

**Visit:** <https://www.imls.gov/grants/available/museums-empowered-professional-development-opportunities-museum-staff>

# ME Award

## Children's Museum of Indianapolis

*IMLS Award: \$197,632*

The Children's Museum of Indianapolis will streamline its professional development programming for staff to ensure that they have individualized learning tracks that respond to their needs as well as those of the organization. Project activities include the launch of an institutional learning management system and learning library as well as the development of new training modules. External trainers will develop, and present sessions related to diversity, equity, accessibility, and inclusion; security and OSHA compliance; childhood development; and management. The trainings will be designed to help the museum's 350 staff members be better equipped to create a more inclusive and welcoming learning environment for all visitors as well as fellow staff and volunteers.



Photo courtesy of the Children's Museum of Indianapolis



# Inspire! Grants for Small Museums

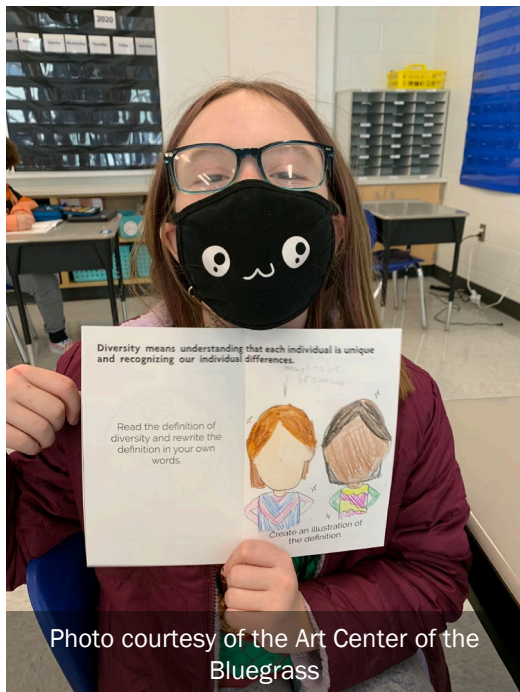


Photo courtesy of the Art Center of the Bluegrass

Grants support small museums of all disciplines in project-based efforts to serve the public.

## Project Categories:

- Lifelong Learning
- Institutional Capacity
- Collections Stewardship and Access

**Eligibility:** Small Museums



# Inspire! Grants for Small Museums *cont.*



Photo courtesy of the Wright Museum of Art, Beloit College

**What is small?** Applicants make the case

**Duration:** 1 – 2 years

**Funding:** \$5,000 - \$50,000

**Cost Share:** None

**Start Date:** September 1, 2024\*

**Visit:** <https://www.imls.gov/grants/available/inspire-grants-small-museums>

# Inspire! Award

## Children's Museum of New Hampshire

*IMLS Award: \$47,182*

To conduct the Advancing Play-Learning in New Hampshire project - a series of educational initiatives designed to help kindergarten teachers, parents, and caregivers implement play-based learning activities in children's early education.



Photo courtesy of the Children's Museum of New Hampshire,  
Copyright Taraphotography.com.

# National Leadership Grants for Museums (NLG-M)

Grants support projects that address critical needs of the museum field and that have the potential to advance practice in the profession to strengthen museum services for the American public.

## Eligibility:

- Museums
- Organizations that engage in activities designed to advance the well-being of museums and the museum profession
- Institutions of higher education



Photo courtesy of The Broad. Photography by Pablo Simental

## NLG-M *continued*

Project Type	Research	Non-research
Duration	1 – 3 years	1 – 3 years
Funding Level	\$50,000-\$750,000	\$50,000-\$750,000
Cost Share	None	1:1

**Project Start Date:** September 1, 2024\*

**Visit:** <https://www.imls.gov/grants/available/national-leadership-grants-museums>

# NLG-M Award - Research

## Children's Museum of Pittsburgh

*IMLS Award: \$499,959*

Children's Museum of Pittsburgh (CMP) will use a participatory design research approach to identify and reinvent educational practices that hinder a sense of belonging among minoritized visitors and staff. The project will begin with an equity audit of current and historic institutional practices at both CMP and the Madison Children's Museum. Working groups at each site will engage with other partners, using the findings to develop a preliminary framework of learning practices focused on belonging. They then will conduct experiments designed to operationalize the learning practices and use workshops where researchers, educators, and young people swap roles and work together to study, revise, and lead educational activities that enact the learning practices. The project team will disseminate a toolkit of research activities that other sites can use to create collaboratively defined learning practices that help more learners to thrive.

Visit: [https://www.imls.gov/sites/default/files/project-proposals/MG-251989-OMS-22\\_Sample\\_Application.pdf](https://www.imls.gov/sites/default/files/project-proposals/MG-251989-OMS-22_Sample_Application.pdf)



# How many IMLS applications?

- No limit on number of applications
- Must be unique projects
- Consider your institutions ability to manage multiple awards

**Nov 15, 2023**

Applications due  
by 11:59 pm  
Eastern Time



**Feb – June '24**  
Review period

**Sept 1, 2024**

MFA, ME,  
Inspire, NLG  
Projects start

**Dec '23 – Jan '24**

IMLS staff review  
completeness and  
eligibility

**August '24**

MFA, ME,  
Inspire, NLG  
Awards  
announced



# Special Initiatives

Museums for All

Museums for Digital Learning

National Medals



# Museums for All

A national access program that encourages museums in communities across the United States to actively reach out to low-income visitors.

Participating museums provide reduced admission ranging from free to \$3 per person for visitors presenting their SNAP EBT card.

**Administered by:** Association of Children's Museums

**Visit:** [www.museums4all.org](http://www.museums4all.org)



*an initiative of the*  
Institute of Museum and Library Services

# Museums for Digital Learning

Provides K-12 audiences access to authentic museum content-based resources through activities within Resource Kits. Provides museums of all sizes and disciplines with templates to make it easy to contribute content for Resource Kits.

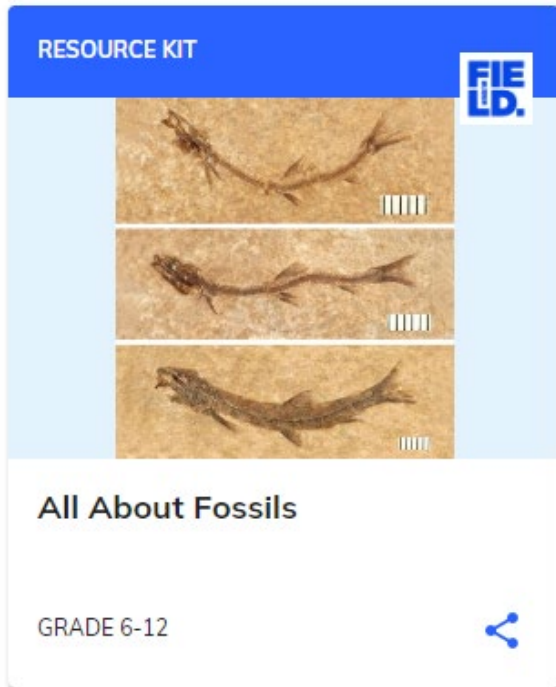
## Criteria:

- Enthusiastic education and collections staff
- Digitized objects
- Digital educational material

## To Join:

- Email: [Info@MuseumsForDigitalLearning.org](mailto:Info@MuseumsForDigitalLearning.org)
- Attend an info session to connect with the MDL team

**Visit:** [www.MuseumsForDigitalLearning.org](http://www.MuseumsForDigitalLearning.org)





# National Medal for Museum and Library Service

The National Medal honors outstanding institutions that make significant and exceptional contributions to their communities. Selected institutions demonstrate extraordinary and innovative approaches to public service and exceed the expected levels of community outreach.

**Nominations due:** November 1, 2023\*

**Visit:** <https://www.ims.gov/our-work/national-medal-museum-and-library-service>





# Connect with IMLS

- **Website:** [www.imls.gov](http://www.imls.gov)
- **Primary Source:** Free monthly e-mail update
- **IMLS Blog:** <http://blog.imls.gov/>
- **Facebook:** <https://www.facebook.com/USIMLS>
- **Twitter:** [@US\\_IMLS](https://twitter.com/US_IMLS)

# NEH grants for children's museums

Peter Fristedt

Senior Program Officer  
Division of Public Programs



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# About NEH



- Independent federal agency
- Founded in 1965 along with National Endowment for the Arts by an Act of Congress
- Awarded over \$136 million in grants in fiscal year 2022
- Shelly C. Lowe (Navajo) is Chair
- Mission: The National Endowment for the Humanities serves and strengthens our nation by supporting high-quality projects and programs in the humanities and by making the humanities available to all Americans.



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## What are the humanities?

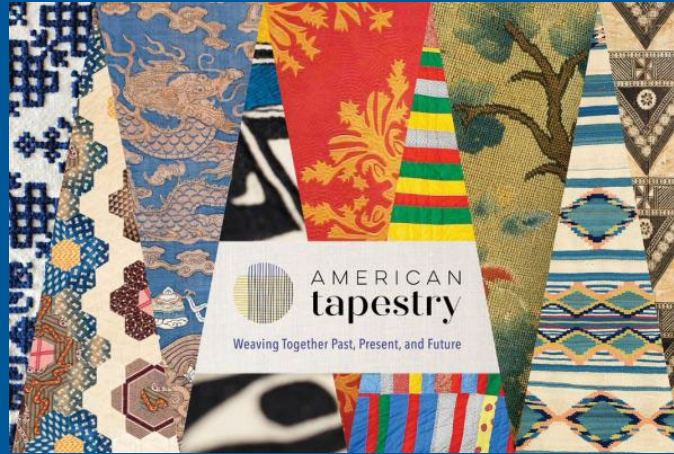
History, literary criticism,  
philosophy, linguistics, art  
history, ethics, archeology,  
cultural studies, religious studies,  
anthropology, jurisprudence, and  
civics

Or, the study of our human world – its  
*histories, cultures, values, and ideas*



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## Agency-wide Initiative: American Tapestry



New NEH initiative emphasizing the role of the humanities in tackling contemporary social challenges: strengthening our democracy, advancing equity for all, and addressing our changing climate





# NEH grant areas

- Strengthen teaching and learning
- Facilitate research and original scholarship
- Provide opportunities for lifelong learning
- Preserve and provide access to cultural resources
- Aid infrastructure and capacity building at humanities institutions
- Nurture new digital approaches to humanities methodologies
- Support state humanities councils



# NEH Grants: Public Humanities Projects

*Planning* grants: up to \$75,000

*Implementation* grants: up to \$400,000, (+ up to an additional \$100,000 for an optional Position in Public Humanities)

Deadlines: August 2023 and January 2024

Grant period: Planning: up to 2 years; Implementation: 1-4 years

NEH Division: Public Programs



Supports museum exhibitions (permanent, traveling, & temporary), historic site interpretation, and public discussion programs



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# NEH Grants: Digital Projects for the Public



Supports digital games, websites,  
mobile tours, interactive touch  
screens, and virtual environments

*Discovery* grants: up to \$30,000

*Prototyping* grants: up to \$100,000

*Production* grants: up to \$400,000

Deadline: June 14, 2023

Grant period: Discovery and  
Prototyping: up to 2 years;  
Production: up to 3 years

NEH Division: Public Programs



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**New grant  
program!**



## **Public Impact Projects at Smaller Organizations**

A new grant line to help smaller organizations  
bolster their humanities content

**New grant  
program!**

Supports small and mid-sized museums and cultural organizations in either a) the creation of public humanities programming or b) the strengthening of their capacity to develop such programming.

**Public humanities  
programming** could include  
exhibitions, walking tours, or public  
discussions

**Capacity building** can focus on  
staff development, evaluation, or  
interpretive planning

Awards up to \$25,000

Deadline: June 28, 2023

Grant period: up to 2 years

NEH Division: Public Programs

Falls under the 'advancing equity  
for all' pillar of the American  
Tapestry initiative



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NEH welcomes proposals from organizations that meet at least **two** of the following criteria:

- Annual operating budget under \$1,000,000
- In a community with a population of fewer than 300,000 people
- Employed staff totals 50 people or fewer
- Rely on volunteers and/or part-time staff to perform the majority of daily operations
- Core mission is to interpret under-told stories and/or your core audience is drawn from underserved populations (e.g., communities of color, LGBTQ+ communities, residents of rural areas, disability communities, U.S. religious minorities, and persons experiencing persistent poverty)



# NEH Grants: Preservation & Access Division

## Sustaining Cultural Heritage Collections

Supports sustainable conservation measures that mitigate deterioration, prolong the useful life of collections, and support institutional resilience

*Planning* grants: up to \$50,000

*Implementation* grants: up to \$350,000

Deadline: January 12, 2024



## Preservation Assistance Grants for Smaller Institutions

Supports small and midsize institutions' ability to preserve and care for humanities-related collections

Grants up to \$10,000

Deadline: January 12, 2024



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## **Infrastructure & Capacity Building Challenge Grants**

Supports capital infrastructure  
projects

Grants up to:

\$150,000 (1:1 match required)

\$150,001 - \$500,000 (3:1 match)

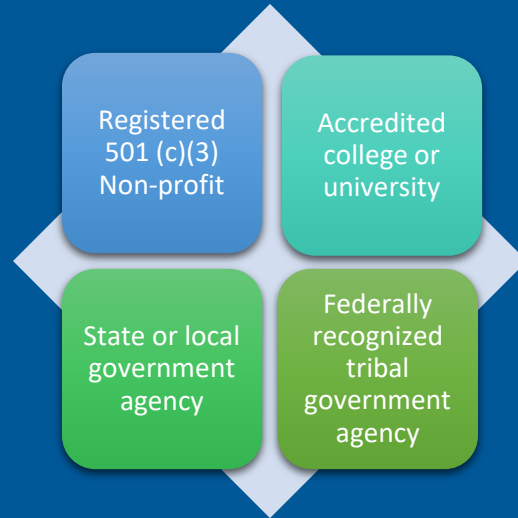
\$500,000 - \$1,000,000 (4:1 match)

Deadline: May 17, 2023



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# Who is eligible to apply?



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**Children's  
museums  
supported  
by recent  
NEH  
grants**



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# Have an idea for a project?

## Talk to a program officer



—Maria Biernik/NEH

- Program officers can answer questions about eligibility, fit, and competitiveness
- We read proposal drafts! Check individual programs for guidelines
- We are available up to the deadline to answer questions

## Contact

Peter Fristedt  
pfristedt@neh.gov

Division of Public Programs  
publicpgms@neh.gov

Division of Preservation &  
Access  
preservation@neh.gov

Office of Challenge Programs  
challenge@neh.gov



## Learn more

[www.neh.gov/grants](http://www.neh.gov/grants)

[@NEH\\_PubPrograms](#)

[@NEH\\_PresAccess](#)

[@NEH\\_Challenge](#)

[@NEHgov](#)



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**Toniqua Grigsby, Museum Specialist/Visual Arts**  
National Endowment for the Arts

<https://nationalendowmentforthearts.box.com/s/gjqv1vudntx4iby9rao8aacyce7bko3c>









# EDU

Directorate for STEM  
Education



## Mission & Investments

“To develop a diverse and well-prepared U.S. STEM workforce and STEM-literate public by supporting excellent research and development in STEM education.”



STEM Learning  
and Learning  
Environments



Broadening  
Participation &  
Institutional  
Capacity



STEM  
Professional  
Workforce  
Development



ional Science Foundation



# EDU

Directorate for STEM  
Education



**INVESTS** in the improvement of STEM learning for people of all ages by promoting innovative research, development, and evaluation of learning and teaching across all STEM disciplines in formal and informal learning settings.



## Division of Research on Learning in Formal and Informal Settings (DRL)





# Advancing Informal Stem Learning (AISL)

Supports research on the design, development and impact of STEM learning opportunities and experiences for the public in informal educational environments

Current solicitation: 22-626

Deadline: January 10, 2024

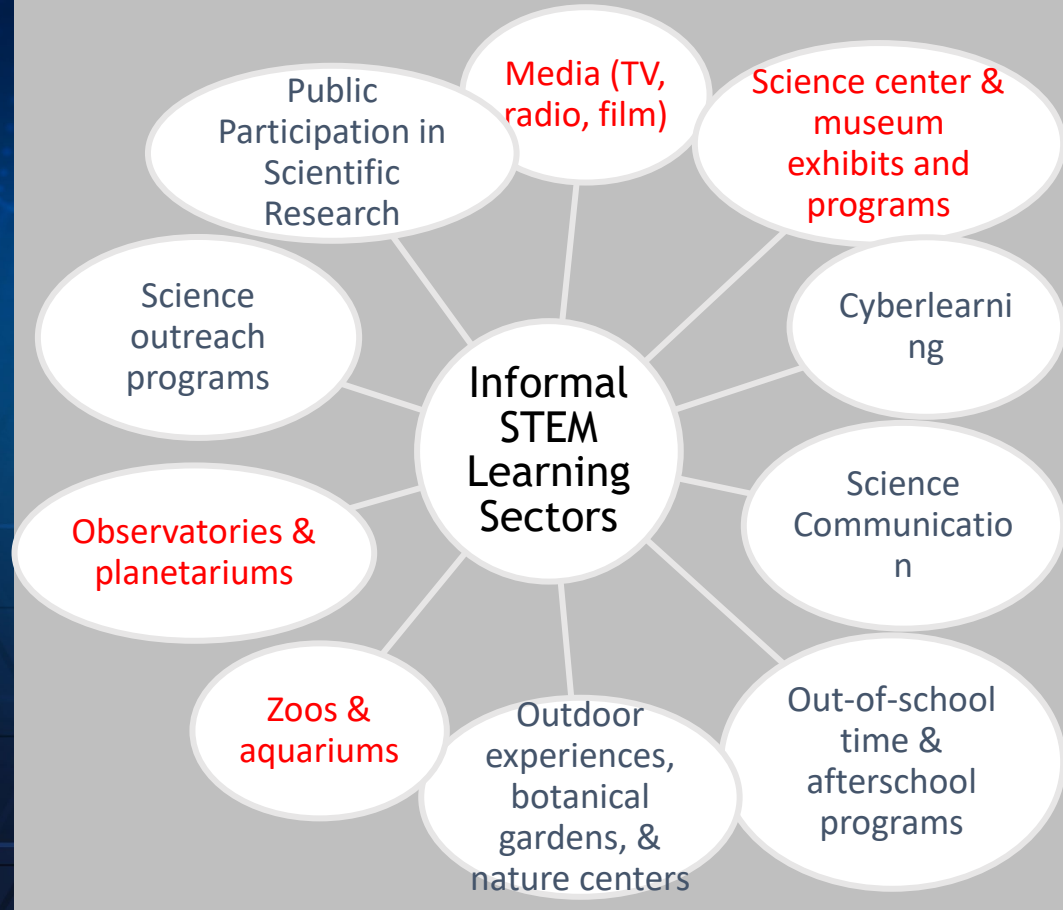
Second Wednesday in January

[drlaisl@nsf.gov](mailto:drlaisl@nsf.gov)



National Science Foundation  
Directorate for STEM Education (EDU)

Preparing a diverse STEM workforce and a  
well-informed citizenry



# Program Goals & Project Types

1. Learning STEM in Informal Experiences and Environments
2. Advancing the Knowledge Base of Informal STEM Learning
3. Equity, Belonging, and Broadening Participation
4. Intentionally Community/Practitioner Driven
5. Professional Capacity Building & Informal STEM Infrastructure
6. Support Learners' Participation in and Understanding of STEM practices

- Synthesis
- Conferences
- Partnership Development & Planning
- Integrating Research & Practice
- Research in support of wide -reaching public engagement in STEM





## Goal #3: Equity, Belonging, and Broadening Participation

Required of all proposals.

- Throughout the proposed work,
- Demonstrate a **well-rounded understanding** of the people in their communities that are at the center of the project
- Articulate specific plans or approaches for **integrating that understanding** throughout
- Be equity-oriented in design, work, and collaborations to ensure work is done **by** and **with** people
- Include the team's processes for recognizing and working through potential inequities to **hold the team accountable**



# Developing STEM Skills through Play and Exhibit Design for Early Learners in Children's Museums and Science Centers

(2005944, Rehkamp at Association of Children's Museum & Storksdieck at Oregon State University)

Ongoing design challenge  
for diversity of young children

Need for reliable & evidence-based resources to design STEM exhibits that brings together

- Play as the foundational way children learn
- STEM content and processes that support development of STEM skills such as observation

Research investigation

Collaboration between learning researchers and informal STEM practitioners to

- iteratively develop, design, and test the STEM for Play Framework
- applied to the design of STEM-focused exhibits that support play and STEM skill use among early learners.



National Science Foundation  
Directorate for STEM Education (EDU)

Preparing a diverse STEM workforce and a  
well-informed citizenry



# Making Space for Story -Based Tinkering to Scaffold Early Informal Engineering Learning

(1906940 Haden at Loyola University of Chicago & Tsivia Cohen at Chicago Children's Museum)

## Social Context

The rise of the maker -movement expanded maker and tinkering spaces, programs, and curricula

Tinkering experiences has the potential to promote access and equity in engineering education.

Need to make and iterate design and facilitation approaches that can deepen early engagement in disciplinary practices of engineering and other STEM -relevant skills.

## Research Investigation

Stories can bridge the knowledge and experiences young children and their caregivers bring to tinkering as well as the conversations and hands -on activities that can extend that knowledge

- How can stories be integrated into informal STEM learning experiences for young children and their families.
- Test the hypothesis that stories can also facilitate spatial reasoning, by encouraging children to think about the spatial properties of their emerging structures.



# Exploratory research and co -design to identify opportunities to support caregiver engagement in early STEM learning

(2215353 Susan Letourneau at New York Hall of Science)

## Social Context

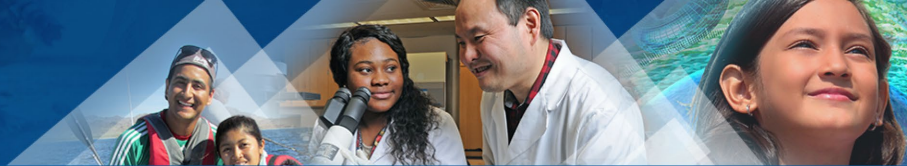
Urgent need for the development of equitable approaches to early childhood STEM education that honor the diverse cultural practices through which caregivers (such as parents, grandparents, and other adults in children's lives) support young children's learning.

## Research Exploration

Identify opportunities for science museums to strengthen their roles as places that can bridge home and school environments and open up new possibilities for building on caregivers' knowledge and cultural practices within this larger community context.

Examine how structures in educational settings might be changed to become more inclusive and culturally responsive for the broadest possible audience of families.





Dr. Stephen  
D. Alkins

Director of Vision and  
Accountability, TERC



Dr. Lisette  
Torres-Gerald

Director of Operations &  
Communication, TERC



Diane Miller

Director of Affiliate  
Programs & Research  
to Practice, Detroit  
Zoological Society



Dr. Pati Ruiz

Director of Virtual  
Infrastructure and  
Community, Digital  
Promise

[informalscience.org](http://informalscience.org)





## AISL TEAM MEMBERS

- Kevin Clark
- Toni Dancstep
- Arlene de Strulle
- Sheereena Diggs
- Julia Gerson (AAAS Fellow)
- Wu He
- Julie Johnson
- Fengfeng Ke
- Leilah Lyons
- Ellen McCallie
- Jennifer Noll
- Monya Ruffin-Nash
- Bob Russell
- Katelyn Schreyer
- Asli Sezen-Barrie
- Alicia Gonzalez Santia
- Chia Shen
- Lori Takeuchi
- Lynn Tran
- Sandy Welch
- Amy Wilson-Lopez





**ltran@nsf.gov**  
**drlaisl@nsf.gov**



A campaign to increase vaccine confidence while reinforcing basic prevention measures



ASSOCIATION OF  
CHILDREN'S  
MUSEUMS

# ***We Can Do This Campaign***

Association of Children's Museums

HHS COVID-19 Public Education Campaign

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Association of Children's Museums

*April 27, 2023*

# Campaign Overview

## *We Can Do This Campaign*

Launched in April 2021, the HHS COVID-19 Public Education Campaign is a national initiative to increase public confidence in and uptake of COVID-19 vaccines and educate the public about the availability of COVID treatments while reinforcing basic prevention measures.

The Campaign is grounded in research and science and uses relevant messengers and tailored messages to educate target audiences about COVID-19 vaccines and treatment.

Under the *We Can Do This* brand, the paid media campaign has garnered more than 86 billion impressions.



# Campaign Goals

## INCREASE COVID-19 VACCINE UPTAKE



- Build Americans' confidence in the COVID-19 vaccines.
- Educate people about the importance of getting vaccinated (and vaccinating kids) as soon as they can.
- Inform people about how and where to get vaccinated by directing them to [vaccines.gov](https://www.vaccines.gov).
- Inform people about treatment for COVID.



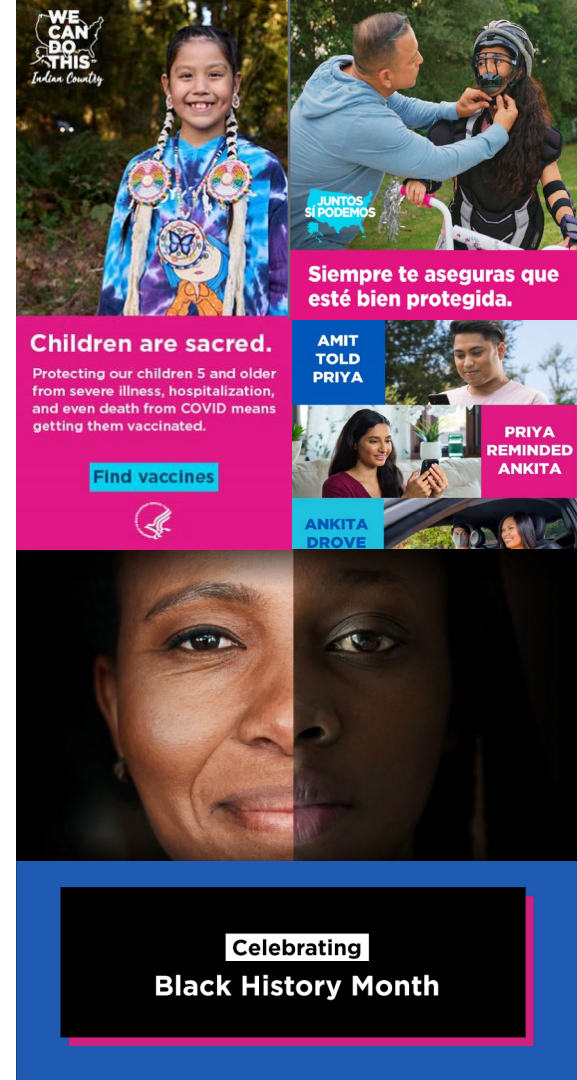


# Employing Cultural Relevance to Advance Health Equity

**Five different population-specific agencies** lead creative development, media planning, and partner activities to ensure that Campaign products are culturally relevant to:

- Latino audiences
- Black (B/AA) audiences
- American Indian/Alaska Native (AIAN) audiences
- Asian American/Native Hawaiian and Pacific Islander (AANHPI) audiences
- Rural audiences

Priority materials are produced in **17 languages**, including: English, Spanish, Cantonese, Mandarin, Korean, Japanese, and Vietnamese.



## Children are sacred.

Protecting our children 5 and older from severe illness, hospitalization, and even death from COVID means getting them vaccinated.

[Find vaccines](#)



**Siempre te aseguras que estés bien protegida.**

**AMIT TOLD PRIYA**

**PRIYA REMINDED ANKITA**

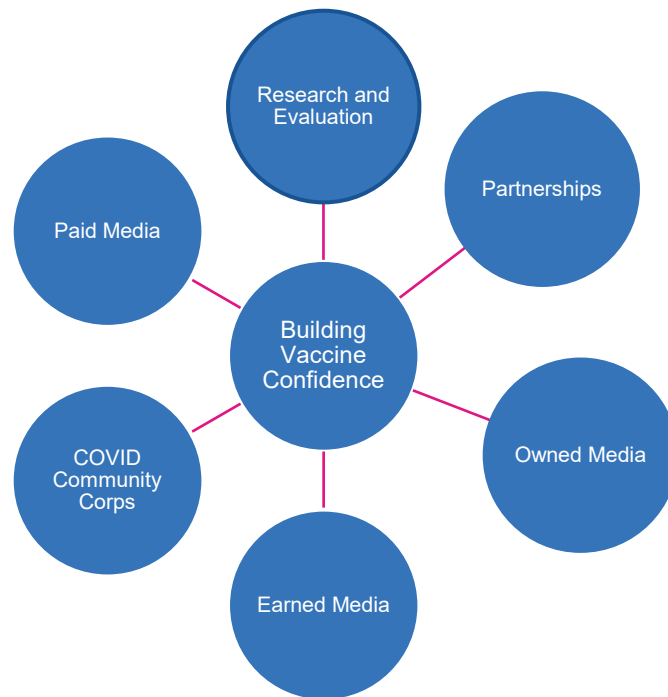
**ANKITA DROVE**

**Celebrating**

**Black History Month**

# Workstreams and Cross-Cutting Components of the Campaign

Our Campaign infrastructure is built on tasks and runs in workstreams that are designed to employ **content development, creative, research and evaluation teams** that contribute to the comprehensive **paid media, earned, owned, and partnerships outreach**.



# The Partnership Program

- The Campaign relies on an expansive network of partner organizations and trusted messengers to share lifesaving information among at-risk and underserved populations.
- Such populations include Asian American, Native Hawaiian, Pacific Islander, Black, American Indian and Alaska Native, Latino, and rural audiences.
- The Covid Community Corps, launched in April 2021, has nearly 15,000 members, including individuals and organizations big and small, in communities all around the country.
- Partner organization activities include hosting in-person and virtual educational events, sponsoring vaccination clinics, and producing educational materials.
- The Campaign also helps connect partners to one another to help amplify partnership efforts.





# Resources

- Upon sign up to the COVID-19 Community Corps, new members are immediately directed to a [welcome page](#) on the Campaign website that has links to the latest resources, key topics, and outreach guides to encourage community members to get vaccinated.
- Many of the resources available to partners—informational content, flyers, posters, social media messaging, and short videos to use in your communications—are conveniently organized into toolkits.
- Many of these resources are available in [Spanish](#) and [other languages](#).





# Reaching Parents

- Resources for Parents of Children under 5:  
Messaging, Materials, and More



# Partnership with ACM:

## Partnership Goals:

- Empower Museum Leaders to act as trusted messengers to reach parents in their communities with accurate, plain language, and culturally appropriate information about pediatric vaccines
- Utilize children's museums and children's programming to reach parents and kids where they are: where they go to learn and gather, eliminating barriers to accessing health care in traditional health care settings

## Tactics:

- Provide resources, materials and tools to Museum Leaders and staff to host educational sessions and community events
- Host vaccine pop up clinics at children's museums to bring vaccines into communities
- Raise awareness and build trust in pediatric vaccines through social media, museum blogs, newsletters, and website integration

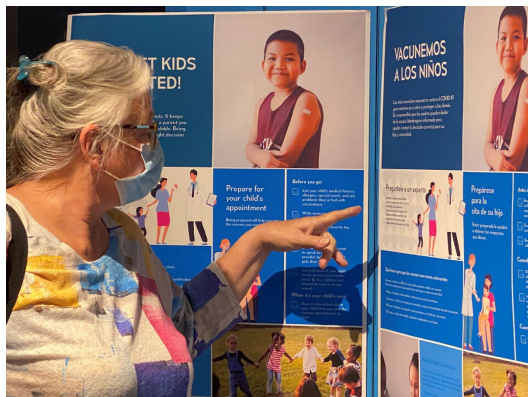
# Museums Participants in Vaccine Pop Up Clinics:

- Children's Museum Oro Valley (Oro Valley, AZ)
- Children's Museum Tucson (Tucson, AZ)
- Children's Museum in Oak Lawn (Oak Lawn, IL)
- Children's Museum of Pittsburgh (Pittsburgh, PA)
- Explora (Albuquerque, NM)
- Exploration Place (Wichita, KS)
- Kidzu Children's Museum (Chapel Hill, NC)
- KS Children's Discovery Center (Dodge City, KS)
- KS Children's Discovery Center (Garden City, KS)
- KS Children's Discovery Center (Nicodemus, KS)
- KS Children's Discovery Center (Wichita, KS)
- Madison Children's Museum (Madison, WI)
- Seattle Children's Museum (Seattle, WA)
- Wenatchee Valley Museum (Wenatchee, WA)

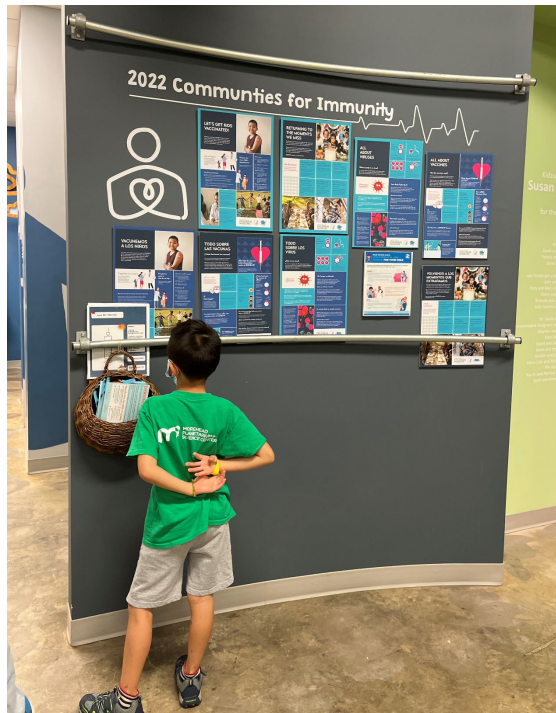
# ACM Vaccine Exhibit



Miami Children's Museum



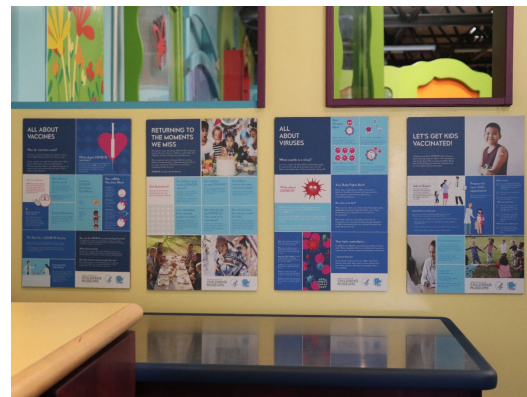
Santa Cruz Children's Museum



Kidzu Children's Museum



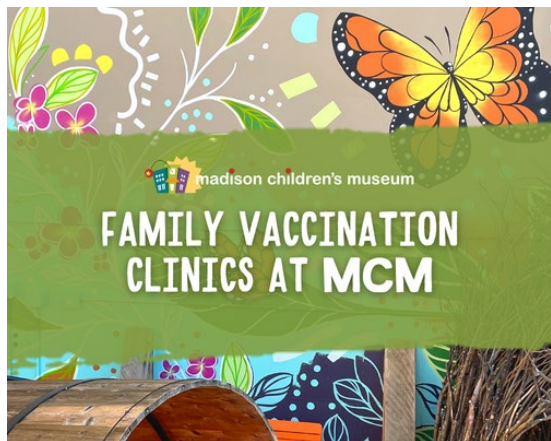
Wonder Universe: A Children's Museum



Muse Knoxville



# Vaccination Clinics



Port Discovery Children's Museum Hosts Vaccine Clinic



Free COVID-19 Vaccination Clinic - Children's Museum of Indianapolis



**Educate & Heal**

Wellness Wednesdays

Kidzu is sharing wellness resources on our social media channels EVERY WEDNESDAY! Resources cover a variety of topics, including mental health and mindfulness, COVID-19 safety and prevention, COVID-19 vaccine education, physical activity and nutrition, well check-ups, and other child health and wellness topics.

**Inspire**

**Vaccination Clinic @UNC Health**  
Saturday, July 18th 8:00 AM - 12:00 PM

Get your shot with Kidz! Kidz Children's Museum has partnered with UNC Health Pediatrics to offer a vaccination clinic on Saturday, July 18th from 8 AM - 12 PM! When registering, select the location at UNC CHILDREN'S PRIMARY AND SPECIALTY FARRINGTON RD CHAPEL HILL.

Scan the QR code to register your child.



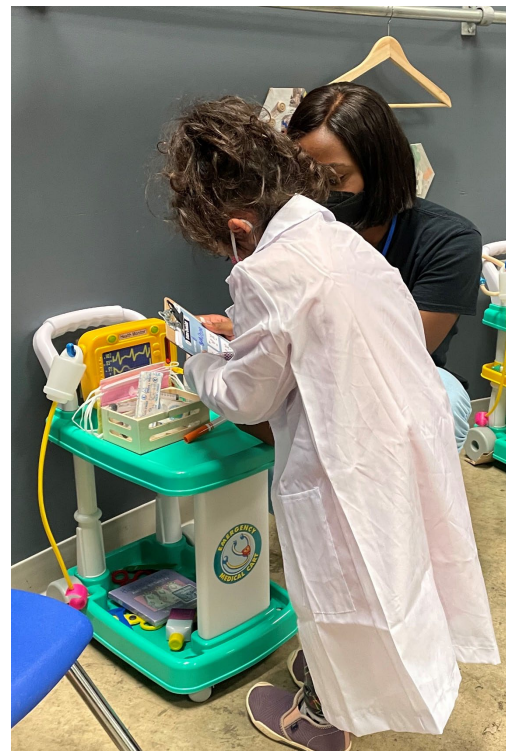
# Education Programs



## Vaccine Checklist



- ☐ Tell your patient they will receive their COVID-19 vaccine today!
- ☐ Clean your hands.
- ☐ Prepare the vaccine.
- ☐ Wipe down the patient's arm.
- ☐ Tell your patient they will feel a small pinch.
- ☐ Inject the vaccine into your patient.
- ☐ Place a bandaid where you injected them.
- ☐ Wait for a couple minutes to make sure the patient is doing well with their vaccine.
- ☐ Give them their sticker and a big hug!

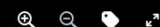




# Social Media



Keep those smiles healthy and bright  
with a COVID-19 vaccine!



Wonder Universe: A Children's Museum  
@WonderUniverse

June 9 · 🌐

Wonder Universe is partnering with the Association of Children's Museums and the Department of Health and Human Services in the #WeCanDoThis campaign. Vaccination is the best protection from #COVID19. Everyone age 5 and older can get a free COVID-19 vaccine, keeping those smiles healthy and bright.

Find vaccines near you at [vaccines.gov](https://vaccines.gov).

#WeCanDoThis

2

1 Share



Write a comment...



Talk to your pediatrician about  
COVID-19 vaccines for kids.

Visit the COVID-19 Information Center for vaccine resources.



erikidmuseum · Follow

erikidmuseum People of all ages can get very sick with #COVID19. Talk to your pediatrician about vaccinating your kid. Everyone ages 5+ can get a free COVID-19 vaccine.

Find a vaccine location near you:

[vaccines.gov](https://vaccines.gov)

Text your ZIP code to 438829

Call 1-800-335-0233

#WeCanDoThis

1hr



Liked by andreasgustafsson and others

4hr

Add a comment...

Post



Science Works Hands-On Museum  
@Science\_Works

Vaccines work best when as many people as possible get vaccinated. Everyone age 5 and older can get a #COVID19 vaccine.

Find vaccines near you at [vaccines.gov](https://vaccines.gov).

#WeCanDoThis



We're in this together! Get your child  
fully vaccinated against COVID-19.

4:15 PM · Jun 15, 2022 · Hootsuite Inc.



Adventure Science Center  
@adventuresci

#COVID19 vaccines for kids age 5 and older meet the same rigorous standards as other routine vaccines you trust to protect your child from disease. For more information regarding vaccines and where to get them, visit [vaccines.gov](https://vaccines.gov).

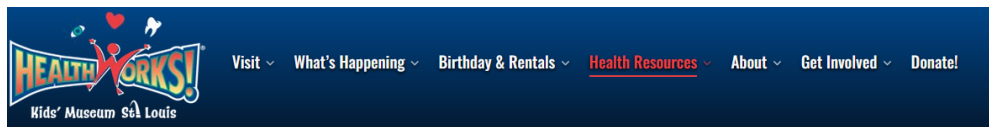
#WeCanDoThis



Let's get fully vaccinated against COVID-19!

5:00 PM · Jun 27, 2022 · Hootsuite Inc.

# Websites and E-Newsletters



## We Can Do This: COVID Information

Information provided in partnership with the US Department of Health and Human Services and the Association of Children's Museum. We Can Do This is an initiative to increase confidence in COVID-19 vaccines and reinforce basic prevention measures.

### Frequently Asked Questions From Parents/Guardians About COVID-19 and the Vaccines

\*Visit [wecandothis.hhs.gov](https://wecandothis.hhs.gov) for updated information and to view this information in other languages

#### Vaccine availability

Who can get a COVID-19 vaccine?

Everyone ages 6 months and older in the United States can get a COVID-19 vaccine.

The vaccines are free for everyone, regardless of your immigration status. You also don't need health insurance.

Where can I or my child get vaccinated?



Dear HHS Partner,

I had the great honor of representing the Department of Health and Human Services (HHS) last week while in St. Louis, MO, by attending the 2022 Association of Children's Museums (ACM) National Conference. The Association of Children's Museums is a partner of [We Can Do This](https://wecandothis.hhs.gov), the COVID-19 public education campaign of HHS. I want to say thanks to the Association of Children's Museums for your partnership, your commitment to equity, and for collaborating with children's museums across the U.S. to share critical information about the availability of COVID-19 vaccines for children.

Feel free to share this newsletter with your network, and if I can be of service, please contact me at [Scott.Conner@hhs.gov](mailto:Scott.Conner@hhs.gov).

Scott

Captain (CAPT) Scott Conner  
Acting Regional Director, Region 7 (Iowa, Kansas, Missouri, Nebraska)  
U.S. Department of Health and Human Services







# Partnership Outcomes:

## By the Numbers:

- ACM engaged **25 children's museums** to host vaccine pop up clinics, vaccinating nearly **1,000 individuals**
- Museums **held 24 educational programs** reaching **2,581 participants**
- The digital campaign reached nearly **400,000 impressions**
- National communications (press releases, ACM website, etc) reached **over 50,000**



# Lessons Learned and Recommendations

## Lessons Learned:

- Children's museums are a trusted community institution, especially regarding science. Utilizing trusted messengers through museum leaders and educational programming proved effective in reach “wait and see” parents
- Educational exhibits and teddy bear vaccinations were impactful on child participants, providing a sense of autonomy and empowerment once it was time for their vaccines
- While many museum patrons are respectful, COVID vaccines are none the less controversial: We found many museum leaders and staff benefitted from additional toolkits, resources, and talking points to answer questions, de-escalate conversations, and provide parents and museum goers the information they needed to feel at ease

## Recommendations Moving Forward:

- This was a very unique partnership between the federal government and private museums. It allowed museums to access resources to reach their communities with critical public health information as part of a larger public health crisis response, and it allowed the Campaign to reach parents in communities it may not otherwise reach
- Children's museums are interested in continuing to provide education about pediatric COVID vaccines should consider joining **the COVID-19 Community Corps** for up to date information, engaging with other partners like local libraries, community health centers, local parent-teacher associations, and local HHS regional offices to host future educational events around key inflection points like Back to School or the start of summer.

*“I’m pleased to let you know that a number of our member museums have reached out to me share how valuable they’ve found the We Can Do This collateral, as well as the opportunity participating in the Campaign provided them to connect with local health care providers and state-level health departments.”*

*- Arthur Affleck, ACM Executive Director*



# Thank you

Erin Hemlin  
Partnerships Director, *We Can Do This*  
Campaign  
[erin.hemlin@hhs.gov](mailto:erin.hemlin@hhs.gov)

