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 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.
We make grants, convene groups, conduct research, and publish in order to build the capacity of museums and libraries to serve the public.
Eligibility
All IMLS grant applicants must be either:

- a unit of State, local, or tribal government or
- a private nonprofit organization
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<th>Aquariaums</th>
<th>Natural history/anthropology museums</th>
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<td>Arboretums</td>
<td>Nature centers</td>
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<td>Art museums</td>
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<td>Botanical gardens</td>
<td>Science/technology centers</td>
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<td>Children’s/youth museums</td>
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<td>Historic houses/sites</td>
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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)

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
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

Photo courtesy of the Science Museum of Minnesota
Duration: 1 – 3 years

Funding: $5,000 - $250,000

Cost Share: 1:1

Start Date: September 1, 2024*

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

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 \textit{cont.}

What is small? Applicants make the case

\textbf{Duration:} 1 – 2 years

\textbf{Funding:} $5,000 - $50,000

\textbf{Cost Share:} None

\textbf{Start Date:} September 1, 2024*

Visit: \url{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.

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
## NLG-M continued

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<thead>
<tr>
<th>Project Type</th>
<th>Research</th>
<th>Non-research</th>
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<tr>
<td><strong>Duration</strong></td>
<td>1 – 3 years</td>
<td>1 – 3 years</td>
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<tr>
<td><strong>Funding Level</strong></td>
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<tr>
<td><strong>Cost Share</strong></td>
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<td>1:1</td>
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**Project Start Date:** September 1, 2024*

**Visit:** [https://www.imls.gov/grants/available/national-leadership-grants-museums](https://www.imls.gov/grants/available/national-leadership-grants-museums)
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
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

Dec ‘23 – Jan ‘24
IMLS staff review completeness and eligibility

Feb – June ‘24
Review period

Aug ‘24
MFA, ME, Inspire, NLG Awards announced

Sept 1, 2024
MFA, ME, Inspire, NLG Projects start

Nov
Dec
Jan
Feb
March
April
May
June
July
Aug
Sept
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
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
- Attend an info session to connect with the MDL team

**Visit:** 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*

Connect with IMLS

- **Website:** [www.imls.gov](http://www.imls.gov)
- **Primary Source:** Free monthly e-mail update
- **IMLS Blog:** [http://blog.imls.gov/](http://blog.imls.gov/)
- **Facebook:** [https://www.facebook.com/USIMLS](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
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.
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
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
NEH Grants: Digital Projects for the Public

**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

Supports digital games, websites, mobile tours, interactive touch screens, and virtual environments
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
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 midsized institutions’ ability to preserve and care for humanities-related collections

Grants up to $10,000  
Deadline: January 12, 2024
NEH Grants: Challenge Programs

**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
Who is eligible to apply?

- Registered 501 (c)(3) Non-profit
- Accredited college or university
- State or local government agency
- Federally recognized tribal government agency
Children's museums supported by recent NEH grants
Have an idea for a project? Talk to a program officer

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

https://nationalendowmentforthearts.box.com/s/gjqv1vudntx4iby9rao8aacyce7bko3c
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.”
**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)
The Advancing Informal STEM Learning
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
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.
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.
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 Santiago
- Chia Shen
- Lori Takeuchi
- Lynn Tran
- Sandy Welch
- Amy Wilson-Lopez
We Can Do This Campaign
Association of Children’s Museums

HHS COVID-19 Public Education Campaign

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.
- 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.
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 though 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 (Witchita, 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 (Witchita, 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

Kidzu Children’s Museum

Wonder Universe: A Children’s Museum

Santa Cruz 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
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!
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 Museums. 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 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, 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.

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