

FOR IMMEDIATE RELEASE



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Washington State PTA Awarded National PTA COVID Continuation Funding

Tacoma, WA (January 31, 2022):

Washington State PTA (WSPTA) is a recipient of COVID Continuation funding, sponsored by Fors Marsh and the U.S. Department of Health & Human Services (HHS). WSPTA was selected by National PTA to support work related to the HHS “We Can Do This” campaign. WSPTA is tasked to execute a campaign to ensure safe schools for students during the pandemic, including awareness, confidence, and the use of vaccines.

In the administration of this grant, WSPTA will emphasize:

- Targeting the “moveable middle” with outreach efforts to parents who are already vaccinated but who have not yet vaccinated their age-eligible children
- Prioritizing communities that have been historically vaccine-hesitant (e.g., rural communities, certain locations with low vaccination rates, and diverse areas with extreme income and healthcare access disparities)
- Distribution of scientific and culturally sensitive information to school communities regarding vaccines
- Facilitation of community conversations around COVID vaccines

At its heart, PTA is about connection. WSPTA is committed to providing information and resources to help parents, educators, and PTA leaders be successful as we confront the realities of this pandemic. It is our sincere desire that families remain safe and healthy.

The trust shown by National PTA in awarding this grant to our association is taken very seriously. We look forward to participating in this important initiative.

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***About Washington State PTA:** Washington State PTA is the state’s oldest and largest child advocacy organization founded in 1905 by Abby Williams Hill of Tacoma, an artist who saw the need for an organization to support Washington’s children. Thanks to her leadership and vision—and current members who continue to carry her vision forward—Washington State PTA has been a leading voice for children in Washington for more than 110 years. To learn more about the Washington State PTA, please visit www.wastatepta.org.*

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