



APRIL 12, 2021

FOR : School Heads and Superintendents

RE : Support for the CEAP Information Campaign on COVID Vaccination

Dear CEAP School Heads and Superintendents,

Greetings of Peace!

We pray that this letter finds you in good health.

We are writing this letter to ask for your support in joining the campaign to increase vaccine confidence in the Philippines.

Developments in vaccine production and roll-out have made nations hopeful about the prospects of getting protection from the feared coronavirus. Sadly, among Filipinos, there is massive apprehension towards vaccination. According to a Pulse Asia survey, 6 out of 10 Filipinos do not want to get vaccinated citing, "Not sure of its safety" (84%), "Vaccine might not be effective (7%) and "A vaccine is not needed to combat COVID-19" (6%) as the top three reasons.

Increasing vaccine confidence is a crucial task that we can actively be involved with as we do our part in helping our country heal from this pandemic. Having more people getting themselves vaccinated is a step towards reducing the number of infections and the number of people getting severe symptoms, freeing up space in hospitals as the number of critical cases decrease. Eventually, we hope to reach herd immunity.

The CEAP Information Campaign on COVID Vaccination seeks to contribute to building vaccine confidence amongst Filipinos through:

- 1) **Webinars:** CEAP will be organizing webinars with expert resource persons who will address continuing questions about the vaccines, allay fears and build trust in the available vaccines. The Webinars will also be highlighting testimonies of those who have received their vaccination, and information on the government's plan for rolling out the vaccines. The schedule is as follows:
 - a. Webinar #1:
VAC to Basics: The Whats, The Hows and The Whys of COVID Vaccination
April 14, 2021, 10AM – 12NN (Wednesday)
 - b. Webinar #2:
VAC to VAC Stories: COVID-10 Vaccine Testimonies
April 21, 2021, 10AM – 12NN (Wednesday)

c. Webinar #3:
VAC to a Better Normal: Vaccine Rollout in the Philippines
April 23, 2021, 10 AM – 12 NN (Friday)

- 2) **Communication Materials:** We will be curating, creating, and sharing briefers, FAQs, infographics, and other relevant information regarding COVID Vaccines and the Vaccination rollout in the Philippines.

As leaders of your own respective school communities, we hope that you can support us in this campaign by inviting your teachers, staff, and students to listen in on the webinars and share the communication materials that we will be disseminating in the coming weeks.

We will be streaming the Webinars live on our:

- CEAP Facebook Page (<https://www.facebook.com/CatholicEdPH>) and;
- YouTube Channel (<https://www.youtube.com/c/CEAPCHANNEL>)


We would like to request as well for your help specifically in reaching out to and inviting the parents of the students enrolled in your schools to join the Webinar series and share the materials, we will be disseminating to you. They are a critical ally in our fight against COVID. Another sector that we would like to invite would be the local dioceses and parish communities who would benefit from getting more information about the COVID Vaccination.

May God continue to protect us and help us through the many struggles we are facing today because of this pandemic. Despite this, let us remain hopeful as a people of the Resurrection, trusting that God is with us as we go through the healing process of moving towards the better normal.

In Service,


MR. JOSE ALLAM ARELLANO
Executive Director
Catholic Educational Association of the Philippines

Noted by:


FR. THADEU ENRIQUE BALONGAG
Proponent, of the CEAP Information Campaign on COVID Vaccination
Vice-President, Catholic Educational Association of the Philippines


SR. MA. MARISSA VIRI, RVM
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