AIM Back to School/Catch-Up Immunization Webinar

April 28, 2021
Today’s Agenda

• Opening Introductions
  • Claire Hannan, Executive Director, AIM
• A Call to Action – Childhood Immunizations
  • Dr. Melinda Wharton, Director of Immunization Services Division, NCIRD/CDC
• The Imperative for Adolescent Vaccination in the Context of COVID-19
  • Judy Klein, President of Unity Consortium
• National Association of School Nurses (NASN)
  • Nichole Bobo & Liz Clark
• Coalition Perspective: Immunize Nevada’s Activities
  • Breanne Van Dyne, Immunize NV
• Discussion/Q&A
A CALL TO ACTION – CHILDHOOD IMMUNIZATIONS

Dr. Melinda Wharton, Director of Immunization Services Division, NCIRD/CDC
A Call to Action -- Childhood Immunization

Melinda Wharton, MD, MPH
Director, Immunization Services Division

AIM Back to School/Catch-up Immunization Webinar
28 April 2021
The number of visits to ambulatory practices declined nearly 60 percent in mid-March and has remained low through mid-April.

Note: Data are presented as percentage change in number of visits in a given week from the baseline week (March 1–7). Data for week of April 12 are through April 16.

Weekly changes in Vaccines for Children program provider orders for pediatric vaccines – United States, January 6-April 19, 2020

* VFC data represent the difference in cumulative doses of VFC-funded noninfluenza and measles-containing vaccines ordered by health care providers at weekly intervals between Jan 7-Apr 21, 2019, and Jan 6-Apr 19, 2020.

Santoli JM et al, MMWR (May 8, 2020)
Figure 1: U.S. Primary Care Physician–Reported Suspension of Routine Non-Influenza Pediatric Vaccination During the COVID–19 Pandemic, 2020 (n=516)*

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Children 0-2 years</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peds</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>FP's</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Children 4-6 years</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peds</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>FP's</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td><strong>Children 11-18 years</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peds</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>FP's</td>
<td>19%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Peds=pediatricians, FP's=family physicians

*Among physicians who reported delivering vaccines prior to the pandemic. Physicians who reported not delivering vaccines prior to the pandemic: for children aged 0–2 years, 1% of Peds and 23% of FP’s; for children aged 4–6 years, 2% of Peds and 20% of FP’s; for children aged 11–18 years, 1% of Peds and 13% of FP’s.

O’Leary et al. US Primary Care Providers’ Experiences and Practices Related to Routine Pediatric Vaccination During the COVID-19 Pandemic (cdc.gov)
Visits to ambulatory providers fell nearly 60 percent by early April. Since then visits have rebounded, returning in the past month to prepandemic levels.

Source: Ateev Mehrotra et al., *The Impact of the COVID-19 Pandemic on Outpatient Care: Visits Return to Prepandemic Levels, but Not for All Providers and Patients* (Commonwealth Fund, Oct. 2020). https://doi.org/10.26099/4bx-9m57
Figure 3: U.S. Primary Care Physician-Reported Barriers to Providing Routine Non-Influenza Pediatric Vaccination During the COVID-19 Pandemic, 2020 (n=579)

<table>
<thead>
<tr>
<th></th>
<th>Major barrier</th>
<th>Moderate barrier</th>
<th>Minor barrier</th>
<th>Not a barrier at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer in-person visits because patients and/or parents are concerned about risk of COVID-19 infection</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peds</td>
<td>11%</td>
<td>41%</td>
<td>43%</td>
<td>4%</td>
</tr>
<tr>
<td>FP's</td>
<td>11%</td>
<td>43%</td>
<td>37%</td>
<td>9%</td>
</tr>
<tr>
<td>Fewer in-person visits for sports clearance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peds</td>
<td>7%</td>
<td>32%</td>
<td>38%</td>
<td>23%</td>
</tr>
<tr>
<td>FP's</td>
<td>12%</td>
<td>32%</td>
<td>36%</td>
<td>20%</td>
</tr>
<tr>
<td>Fewer back-to-school in-person visits because some children are participating in virtual learning</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peds</td>
<td>5%</td>
<td>20%</td>
<td>49%</td>
<td>26%</td>
</tr>
<tr>
<td>FP's</td>
<td>6%</td>
<td>27%</td>
<td>40%</td>
<td>28%</td>
</tr>
</tbody>
</table>

O’Leary et al. [US Primary Care Providers’ Experiences and Practices Related to Routine Pediatric Vaccination During the COVID-19 Pandemic (cdc.gov)](https://www.cdc.gov)
VFC provider orders have rebounded...

Comparison of FY19 Weekly Provider Orders to FY20 and FY21 - All Non-Flu Vaccines

Notable Dates:
1. 1/20/2020: First US case reported (Washington state)
2. 3/13/2020: US national emergency declared
As of April 25, overall VFC provider orders (other than flu) are down by **11.2M doses** with MMR/MMRV down by **1.5M doses**

Other data show a slower recovery in the public sector compared with the private sector.
The COVID-19 gap is larger for some pediatric vaccines than others

- Many vaccines primarily given to younger age children have smaller gaps than those given to older kids.
  - Rotavirus vaccine – down 5.3%
  - PCV13 – down 7.9%
  - DTaP-containing vaccines – down 9.2%
  - Tdap – down **18.7%**
  - HPV – down **19.2%**
  - Meningococcal conjugate vaccine – down **14.9%**

- **Measles-containing vaccines are down by 19.5%**

Data through week ending April 25, 2021
Influenza vaccination coverage among children is lower than last season, and disparities by race and ethnicity have widened.

<table>
<thead>
<tr>
<th>Flu Season</th>
<th>Overall Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019-2020</td>
<td>57.2%</td>
</tr>
<tr>
<td>2020-2021</td>
<td>55.0%</td>
</tr>
</tbody>
</table>

![Bar chart showing percentage vaccinated by race/ethnicity]

Through week ending January 2, 2021
% OF MISSED WELLNESS VISITS
Middle-upper income households

Black: 30.7%
Latinx: 30.1%
White: 23.2%

‘They got back to us’: How one school built trust and got reluctant parents to return

“Many are unable to return because they lack the immunizations required to enter the buildings. Youth vaccinations have plummeted during the pandemic, and nurses at Patterson are working with these families to schedule appointments at a nearby clinic.”

Third-grader Za’Quan Daniels, 9, celebrates a correct answer with social worker Alyce Hairston at Patterson Elementary School in Southwest Washington on Friday. (Evelyn Hockstein for The Washington Post)

The need for catch-up vaccination is urgent as we plan for safe return to in-person school

- Many school-aged children missed recommended vaccines over the last year due to disruptions associated with COVID-19
  - Especially concerning are gaps for measles vaccine and vaccines routinely recommended at 11-12 years of age
- Schools may not have focused on compliance with school vaccination requirements during the 2020-2021 school year
- We don’t know if or when a COVID-19 vaccine will be available for children, but if and when it is, we want them to already be caught up on other recommended vaccines
- We need to get children caught up now on vaccine doses they missed so that they can safely return to in-person learning
Call to Action: Kids Need to Get Caught Up on Recommended Vaccines for Safe Return to School

- Healthcare systems and healthcare providers should:
  - Identify families whose children have missed doses and contact them to schedule appointments
  - Prompt clinicians when these children are seen to deliver vaccines that are due or overdue
  - Let families know what precautions are in place for safe delivery of in-person services

- Healthcare provider organizations should:
  - Encourage members to identify and follow up with families whose children have missed doses to get appointments scheduled

Help Kids’ Safe Return to School - Get Caught Up on Recommended Vaccines (cdc.gov)
Call to Action: Kids Need to Get Caught Up on Recommended Vaccines for Safe Return to School

- Schools and state and local governments agencies should:
  - Send reminders to families about school immunization requirements
  - Follow-up with families of children who are not in compliance with requirements to encourage compliance
  - Use the state’s immunization information system’s reminder-recall capacity to notify families whose children have fallen behind on vaccines

- We all should:
  - Communicate directly to families the importance of well-child visits and getting caught up on any recommended vaccines that were missed

Help Kids’ Safe Return to School - Get Caught Up on Recommended Vaccines (cdc.gov)
A CALL TO ACTION – CHILDHOOD IMMUNIZATIONS

Dr. Melinda Wharton, Director of Immunization Services Division, NCIRD/CDC
THE IMPERATIVE OF ADOLESCENT VACCINATION IN THE CONTEXT OF COVID-19

Judy Klein,
President of Unity Consortium
The Imperative for Adolescent Vaccination in the Context of COVID-19

AIM Webinar - April 28 2021
Disclosures

Judy Klein on behalf of Unity Consortium, has received funding from its vaccine manufacturer members.
**UNITY Vision and Mission**

**MISSION:** Provide action-oriented leadership, innovation and education on preventive health and immunization for adolescents and young adults:

- **ESTABLISH** immunization as a central component of preventative health and as an investment in lifelong health.
- **DEVELOP** healthcare providers as advocates that make strong recommendations for all nationally recommended vaccines.
- **ENGAGE** parents, adolescents and young adults to embrace the value of immunization.
- **ENSURE** easy access to and timely delivery of all recommended vaccines.

**VISION**

Coverage is 90% or greater for all nationally recommended vaccines for adolescents and young adults
• The urgency to catch up adolescents on routine vaccines
• The backdrop of parent and teen preventive health and vaccine beliefs
• The Don’t Wait. Vaccinate and other efforts
The Urgency to Catch Up Adolescents on Routine Vaccines
1. **Schools** are considering COVID-19 vaccine requirements for Fall
2. Teens ages 12+ may be broadly **eligible for COVID-19 vaccination** this summer
3. Adolescent well-visits and routine vaccinations historically **spike in July-August**

Illustration of Historic Well Visits Summer Peak *(Historic vs. Pandemic)*
The Urgency to Catch Up Adolescents on Routine Vaccines

Many adolescents may not have the time to get routine vaccines in July and August

Goal:
Ideally, we would like to move up the well visit peak, encouraging parents to vaccinate earlier
The Backdrop:

Survey Results - COVID-19 Impact on Parent and Teen Beliefs on Adolescent Preventive Care, Routine Vaccination and COVID-19 Vaccination
Unity Survey Methodology

20-minute online, self-administered survey
Selected from a large U.S. national panel
Conducted by a third-party market research agency

Wave 1: Fielded August/September 2020
Wave 2: Fielded in February 2021
Wave 3: COVID-19 Vaccine Broadly Available to Adolescents, TBD 2021

Wave 2: 831 Total Participants*
  * Parent/Guardian of at least one child 13-18 years old (n=531)
  * Teens 13-18 years old (n=300)

Wave 1 WEIGHTED SAMPLE: Throughout the report, results are presented for the Total Sample n=882,
  Parent weighted data reported for n=582, Teen weighted data reported for n=300

www.unity4teenvax.org
Survey findings highlight the need to educate parents and teens about the risk of missed well-visits and immunizations and support the health needs of adolescents/their families coping with the pandemic.
Parents and Teens continue to report that the pandemic is a source of significant stress.

**TEEN Stress Levels Remain High**
2/3 have some or a lot

*WAVE 1 Inner Circle, Wave 2 Outer Circle*

- None: 8%
- A Little: 24%
- Some: 36%
- A Lot: 32%
- More than ¾ of parents reported significantly intensified stress vs Wave 1

**Parents feel “worried” and increasingly “frustrated” about COVID-19 situation**

- Parents had a significant uptick in frustration and sadness
- Widening gap between parents and teens on frustration and anger

Q2a. How much stress or worry do you feel because of COVID-19? None / Only a Little / Some / A lot

Q16. Overall, the word(s) that best describe how I am feeling about the COVID-19 situation right now is... Select all that apply
More than 4 in 10 parents continue to report a missed healthcare visit for their teen due to COVID-19.

**Cancelled/Delayed Teen Appointment Due to COVID-19**

<table>
<thead>
<tr>
<th>Parents</th>
<th>Yes</th>
<th>No</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>53%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Unity Survey fielded February 2021, COVID-19 Impact on Parent and Teen Attitudes and Beliefs toward Vaccines for Adolescents
Q3a. My teen had a doctor’s appointment cancelled or delayed because of COVID-19 restrictions or stay-at-home orders.
Fear about safely visiting HCPs and lack of urgency are leading reasons for parents not to schedule teen well visits.

**Parents Wave 2**

- None of the above: 31%
- Other: 1%
- Financial difficulty/loss of health insurance: 9%
- Transportation is difficult or unreliable: 10%
- Transportation has risk of getting exposed to COVID-19: 11%
- Other priorities have been more urgent (e.g., school,...): 19%
- There are a few or no available appointments: 20%
- Well-visits can wait/are not urgent right now: 31%
- Concern about getting COVID-19 at the doctor’s office or...: 36%

Q3c. Have any of the following affected your ability or decision to schedule a well-visit checkup for your teen in the last 6 months? [check all that apply] Parents only – Wave 2 only: Parents, n=531
Parents' View on Importance of Vaccinating Their Teens Against Specified Diseases
(% Extremely/Very Important)

Parents believe in importance of most routine vaccines, more so than COVID-19 vaccine

Q14. How important is vaccination against these diseases to your teen’s health? 5-pt scale
Parents only – Wave 1 weighted: Parents, n=582, Wave 2: Parents, n=531
More than half of parents and teens continue to be concerned about vaccine safety

...with teens especially recognizing the impact of social media on perceptions of vaccine safety

Q15. To what extent do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>2016</th>
<th>2020 Wave 1</th>
<th>2021 Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have some concerns about the safety of vaccines</td>
<td>57%</td>
<td>52%</td>
<td>61%</td>
</tr>
<tr>
<td>What I have read on social media has concerned me about the safety of some vaccines</td>
<td>57%</td>
<td>56%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Lowercase letters (a,b,c,d) indicate significance at the 90% CL.

Capital letters (A,B,C,D) indicate significance at the 95% CL.
Parents are still most likely to seek information from their doctor/HCPs, but are broadening their sources

### Sources That Will Be Used for Seeking Information

<table>
<thead>
<tr>
<th>Sources That Will Be Used for Seeking Information</th>
<th>Wave 1 (A)</th>
<th>Wave 2 (B)</th>
<th>Wave 1 (A)</th>
<th>Wave 2 (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Shown</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our doctor or other healthcare providers</td>
<td>70</td>
<td>71</td>
<td>43</td>
<td>38</td>
</tr>
<tr>
<td>Public health or government agencies</td>
<td>48</td>
<td>57A</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Internet</td>
<td>42</td>
<td>50A</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>The vaccine manufacturer</td>
<td>36</td>
<td>42A</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Our pharmacist</td>
<td>34</td>
<td>41A</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>News sources (newspapers, TV, radio, etc.)</td>
<td>35</td>
<td>40</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Family members</td>
<td>27</td>
<td>39A</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Friends / other parents</td>
<td>27</td>
<td>36A</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>School / school nurse</td>
<td>22</td>
<td>28A</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Social media</td>
<td>19</td>
<td>27A</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Other sources</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>None of the above</td>
<td>10</td>
<td>10</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>

Q19. Where will you go for information to make your decision about vaccinating your teen when a COVID-19 vaccine is available for adolescents? Select all that apply. Which one of these will matter most to you when making your decision?

Parents only – Wave 1 8/2020 weighted: Parents, n=582, Wave 2 2/2021: Parents, n=531

Capital letters (A,B,C,D) indicate significance at the 95% CL. Lowercase letters (a,b,c,d) indicate significance at the 90% CL.
## Self/family protection leads motivation for getting COVID-19 vaccine

<table>
<thead>
<tr>
<th>Parents Reason</th>
<th>W1</th>
<th>W2</th>
<th>Teens Reason</th>
<th>W1</th>
<th>W2</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to protect my teen/myself</td>
<td>51%</td>
<td>55%</td>
<td>53%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>I want to protect everyone in my family with a COVID-19 vaccine, including my teen/myself</td>
<td>51%</td>
<td>50%</td>
<td>47%</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>Vaccination is the best way for my teen/me to avoid a potentially serious illness</td>
<td>39%</td>
<td>40%</td>
<td>37%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Life won't <strong>go back to normal</strong> until most people are vaccinated, incl. teens</td>
<td>38%</td>
<td>39%</td>
<td>37%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>I want to help <strong>protect my community</strong></td>
<td>39%</td>
<td>39%</td>
<td>35%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>My teen/I would feel safe around other people</td>
<td>34%</td>
<td>36%</td>
<td>38%</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>A family or household member is at high risk for serious illness from COVID-19 because of a health condition</td>
<td>34%</td>
<td>36%</td>
<td>31%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>My healthcare provider recommended COVID-19 vaccine for my teen / me</td>
<td>33%</td>
<td>30%</td>
<td>32%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>10%</td>
<td>12%</td>
<td>4%</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

Q20. Parent: Which of the following are reasons you would get a COVID-19 vaccine for your teen?/Teen: If you were making the decision with your parents/guardian, which of the following are reasons you would get a COVID-19 vaccine? Select all that apply. Wave 1 8/2020 , Wave 2 2/2021

[www.unity4teenvax.org](http://www.unity4teenvax.org)

Capital letters (A,B,C,D) indicate significance at the 95% CL. Lowercase letters (a,b,c,d) indicate significance at the 90% CL.
Parents continue to lack urgency to get their teen vaccinated against COVID-19

Parents’ views on their teen getting a COVID-19 vaccine

- Get my teen vaccinated ASAP: 28% (Wave 1), 29% (Wave 2)
- Wait a while until many other people have gotten the vaccine: 26% (Wave 1), 22% (Wave 2)
- I do not plan to get a COVID-19 vaccine for my teen: 14% (Wave 1), 19A% (Wave 2)
- Get the vaccine myself and then decide if it’s ok for my teen: 17% (Wave 1), 15% (Wave 2)
- Only get my teen vaccinated if it is required for school: 8% (Wave 1), 10% (Wave 2)
- Get my teen vaccinated when I can fit it in: 7% (Wave 1), 6% (Wave 2)

Q23. When COVID-19 vaccines are approved for adolescents and vaccinating them is recommended, which statement most closely represents what you will do for your teen? Parents only – Wave 1 8-2020 weighted: Parents, n=582, Wave 2 2-2021: Parents, n=531

Capital letters (A,B) indicate significance at the 95% CL. Lowercase letters (a,b) indicate significance at the 90% CL.
The Urgent Call to Action to Catch-up on Vaccinations Now
Examples of Organizational
Get Caught Up Efforts

Call to Action: Kids Need to Get Caught Up on Recommended Vaccines for Safe Return to School
The Time is Now for Outreach to Parents and Teens
Unity’s Don’t Wait. Vaccinate Campaign
Don’t Wait. Vaccinate.
Campaign Partner Toolkit

What Can You Do?

1. Follow @UnityConsortium on media and share our content
   - You can reach us at:
     - Facebook: https://www.facebook.com/unityteamux
     - Twitter: https://twitter.com/UnityConsortium
     - Instagram: https://www.instagram.com/unityconsortium/

2. Share campaign content on your social channels
   - Copy and paste the suggested social media posts below or develop your own customized posts to share the content.

3. Add the #Don'tWaitVaccinate hashtag to your social media posts
   - Use the campaign hashtag on your personal or organizational accounts.

4. Attend and share information about our May 6th webinar
   - Join us for a panel discussion “The Imperative to Vaccinate Adolescents and Young Adults Now” moderated by Dr. Chudie Effler. This panel will discuss on dialing up the urgency to catch up on recommended adolescent vaccines, and embracing vaccines to protect against COVID-19. Click here to register.

5. Upload one of our campaign graphics to your Instagram
   - NOTE: Instagram does not support hyperlinks in captions. You must add the link into your Bio (Click ‘Edit Profile’ to add a website URL). Then, direct your followers to the link by adding “Click the link in my profile to read all about it” to your caption.

6. Include information about the campaign in your communications
   - We have written a short description below of the campaign with a call to action to encourage catching up on missed adolescent vaccinations. Share it with your key audiences through your newsletters, websites and other communication tools.

7. Help drive traffic to our campaign webpage on the Unity website
   - Help us get more teens caught up on any missed vaccinations.
Take steps now

1. Schedule a well visit
   If you or your adolescent missed a well visit in the last year due to the pandemic, schedule one now. These visits are important to keep your teen healthy.

2. Stay up to date on vaccines
   Recommended vaccines may be needed to return to in-person learning, sports, camp, and other activities. The COVID-19 vaccine may be available to teens this summer. The CDC advises that no other vaccines should be administered two weeks before or after the COVID-19 vaccine. This will make it hard to catch up on missed immunizations over the summer.

3. Visit your healthcare professional - it’s safe
   Some parents are worried about the safety of going to a doctor’s office or pharmacy during the pandemic. Physician offices, clinics and pharmacies have put safety measures in place, including mask-wearing, social distancing, regular sanitizing, etc. Contact your doctor or pharmacy to learn about the safety measures in place to protect patients.
Register and Share: Chelsea Clinton Moderated Panel at Noon ET, May 6th

➢ Panelists: Tamera Coyne-Beasley, L.J Tan, Richard Gordon, Kelly Danielpour

➢ Discussion areas
  - Gap and importance of well visits & routine immunization
  - Safety of HCP settings
  - Status of COVID-19 vaccines for AYAs
  - What you can do now

Click to Register
Overarching Messages for You to Share

Adolescent and young adult well visits and immunizations are down

Adolescents and young adults need their recommended immunizations

Now is the time to catch up/stay UTD* on missed well visits and immunizations

It is safe to visit a doctor’s office, clinic, pharmacy or other HCP~

Contact info@unity4teenvax.org for communications toolkit with messages and graphics, including for social/digital media

* UTD = Up-to-date
~ HCP = Healthcare Provider
Be sure **Follow, Pin, Like, Link and Share**
UNITY social media content
NATIONAL ASSOCIATION OF SCHOOL NURSES (NASN)

Nichole Bobo
Director of Nursing Education, NASN

Liz Clark
Nursing Education & Practice Specialist & COVID-19 Project Lead, NASN
Nichole Bobo, MSN, RN
Director of Nursing Education
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Liz Clark, MSN, RN, NCSN, FNASN
Nursing Education & Practice Specialist
eclark@nasn.org
National Association of School Nurses (nasn.org)

- Specialty nursing organization – 54-member BOD
- NASN’s north star: students
- Over 18,000 members
- State nursing organizations
- State school nurse consultants (https://www.schoolnurseconsultants.org/)
The School Nurse

- Trusted in the community
- Practice is guided by the Framework™
- Limitations
- Opportunities
NASN Reach

- Publications
- Social media
- Website
- Electronic Digest
- Online communities
- Learning platform
- Annual conference
School Nurses & Vaccinations
Alamagordo Public Schools – Flo Mobile
Potential Partner - NASN

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Questions?
A COALITION PERSPECTIVE: IMMUNIZE NEVADA

Breanne Van Dyne
Program Director, Immunize Nevada
Early Back to School and Catch-Up Immunization Efforts

Breanne Van Dyne
Program Director
THE CHALLENGE

Doses Administered* 0-17 Years
March - December 2019 vs. March - December 2020

0-2 Years: 10.6% decrease (45,464 doses needed to catch-up)
3-6 Years: 26.6% decrease (22,672 doses needed to catch-up)
7-12 Years: 22% decrease (25,351 doses needed to catch-up)
13-17 Years: 39% decrease (20,788 doses needed to catch-up)

Total Doses Needed to Catch Up in 2021: 114,275 Doses

*All vaccines except for Flu and MenB
REASONS FOR DECLINE

- Routine infant immunization/well checks prioritized initially over adolescents
- Parents uncomfortable with making “unnecessary” outings, including to the doctor
- Remote learning
  - Issues of limited access, school's planning for unprecedented instructional settings, and other factors possibly led schools to be more lenient with immunization requirements, despite state health authorities communicating that requirements had not changed due to the pandemic.
- Perceived less risk of contracting a vaccine-preventable disease due to pandemic mitigation measures (mask wearing, social distancing, etc.)
THE NEED

Mobilize both parents/guardians and providers to seek/provide immunization services now, rather than the typical back to school vaccinating season of late July-August.

Why Now?

• Potential expanded EUA for Pfizer COVID-19 vaccine as early as mid-May of 2021 for children ages 12+.
• Current recommendations: Cannot co-administer; no other vaccines 14 days prior to and after each dose;
• 5-week ‘blackout’ period window wherein children cannot be vaccinated with any vaccine other than for COVID-19
OUR PLAN
COMMUNICATION
Healthcare Providers

Call to Action Letter:

• Identify problem
• Highlight resources (IIS training, free reminder postcards & postage)
• Parent communication tools (local/national resources; in person/virtual)
• Provide recommendations for expanded opportunities for immunization

Provider Survey:
• Identify barriers and needed resources
COMMUNICATION
School Administration and Student Health Staff

Call to Action Letter:

• Identify problem
• Provide actionable steps including:
  • Crosschecking student information system with IIS, sending parent reminders via school communication channels i.e. newsletters, automated text/email, personal phone calls/letters home and information for how to connect families with medical homes
COMMUNICATION
Childcare/Early Learning Center Facilities

Call to Action Letter:

• Identify problem
• IIS training/login information
• Parent communication tools (in person/virtual)
COMMUNICATION
Parents/Community

• Social media messaging
• Posters for clinics (local and national)
• Resources for locating medical homes
• Providing evidence-based, reputable sources of vaccine information
OUTREACH

Community Events

• WebIz record lookup
• Immunization education

Community Presentations

• Presentations targeted to parent groups, community organizations that serve families of school-age children
OUTREACH

Flyers
- Focused: Pre-K/Kindergarten; Middle School; High School/University

Community Clinics
- Goal: Pre-K/Kindergarten; Middle School; High School/University clinics earlier in the spring/summer
- Distributing catch-up immunization information COVID-19 clinics
CALL TO ACTION
What you can do to help

• School Nurses: Let’s Connect!
• Serve as a site for a back to school/catch-up vaccination clinic
• Reach out to us to schedule a presentation for families you serve using our CILS Request Form
• Serve as a vaccinator
• Share our social media messaging via Instagram, Facebook, or Twitter
• Request free vaccine reminder cards for your patients
• Share our resources (flyers, Find a Provider tool, etc.)
Thanks!

Breanne Van Dyne
Program Director
Immunize Nevada
Breanne@ImmunizeNevada.org

www.ImmunizeNevada.org

Photo credit: Heather Hazzan, SELF Magazine
Q&A and DISCUSSION
Resources

• AIM Back-to School & Catch-Up Immunization Resource Sheet

• Send your resources to info@immunizationmanagers.org

Back to School & Catch-Up Immunization Resources

Resources for Parents

• National HPV Vaccination Roundtable: Getting Adolescent Health Back on Track: Actions for Parents (Video Series)
• Within Reach (WA): Vax to School Promotional Materials
  o Letters to parents (available in multiple languages)
• NHID COVID-19 & Routine Vaccinations: What Parents Need To Know

Resources for Partners

• CDC: Help Kids Safe Return to School - Get Caught Up on Recommended Vaccines
• Within Reach (WA): Vax to School Promotional Materials
  o Social media templates, etc.
• National HPV Vaccination Roundtable: Promising Practices for Adolescents during COVID-19
• National HPV Vaccination Roundtable: Back on Track Resource Repository
• UNITY: Don’t Wait, Vaccinate. Campaign
• UNITY: The Pandemic Impact on Wellness Visits and Vaccinations for Children and Adolescents
• Immunize Nevada: Healthcare Provider Resources

Resources for Jurisdiction Immunization Programs

• AIM: Adolescent Immunizations Reminder/Recall Postcard Templates
• AIM: Routine Immunizations Postcards and Social Media Templates
• Hi: Vax to School Campaign & Website
• AIM: Adolescent Immunization Resource Guide
  o Chapter 1: Reach Teens via School-Related Efforts
• Reminder Recall Hello Available: AIM is offering a select number of IPs AIM staff support and resources to conduct postcard reminder recall (RR). IPs will choose a vaccine and age group, provide the records, and AIM will provide an optional postcard template, edit the content, and conduct the “heavy lifting” to get RR postcards in the mail. Contact Katelyn Wells, AIM Director of Research and Development for more information.

Submit your resources to info@immunizationmanagers.org
Resources

• **Within Reach (WA):** [Vax to School Promotional Materials](#) (social media images, toolkit, letters to parents)

• **AIM:** [Adolescent Immunization Resource Guide](#)
AIM Reminder Recall Postcard Campaign Support Available

• Support available to help members address drops in childhood and adolescent coverage rates
• Goal: AIM to conduct the “heavy lifting” to get RR postcards in the hands of approximately 85,000 more parents.
  • **AIM:** pay for the postcard service, provide the postcard template (if desired), edit the content, and coordinate the mailing.
  • **IPs:** will provide AIM with the IIS records.
• If interested, contact Katelyn at kwells@immunizationmanagers.org
• More information: read in the weekly update

LA: 26% increase MenACWY

CA: 80,000 cards delivered in March 2021

WY: 5,000 cards to be delivered in Spring 2021