

# AIM Back to School/ Catch-Up Immunization Webinar

April 28, 2021



Association of  
Immunization  
Managers

# 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

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Dr. Melinda Wharton,  
Director of Immunization Services Division, NCIRD/CDC

# A Call to Action -- Childhood Immunization

**Melinda Wharton, MD, MPH**

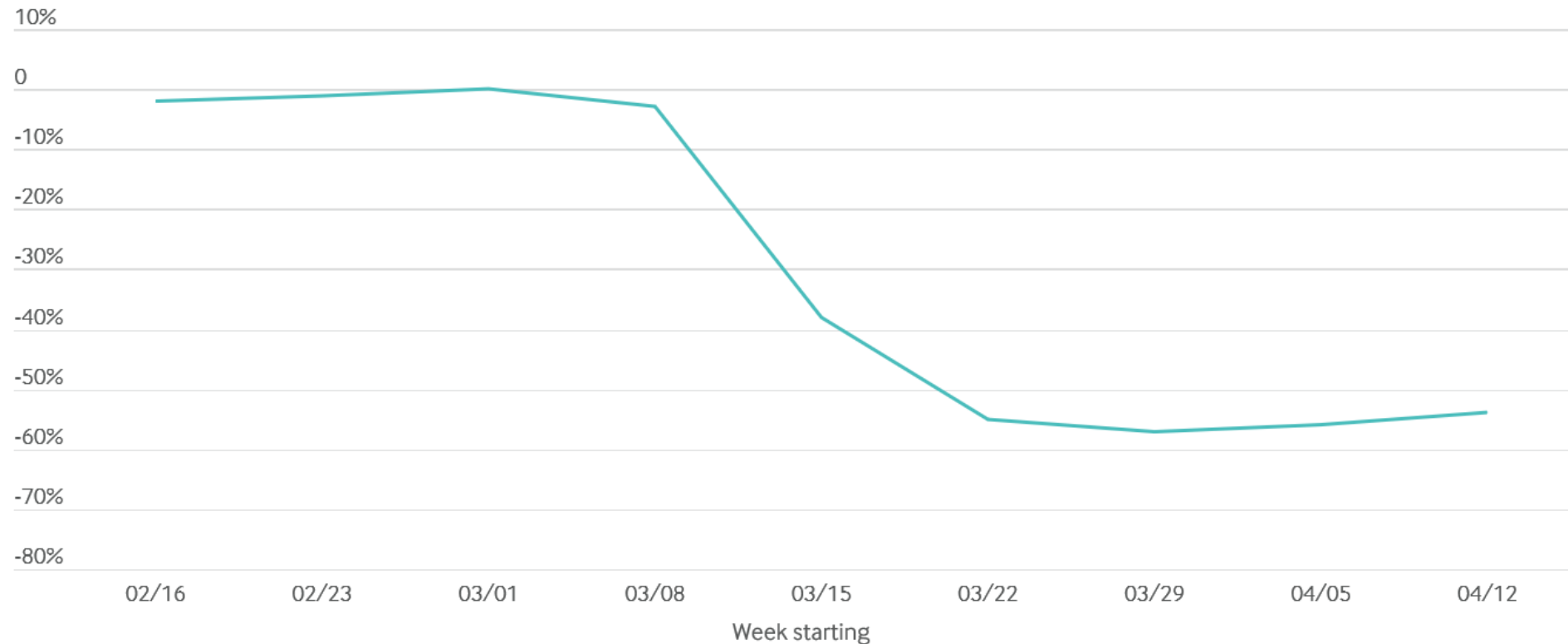
**Director, Immunization Services Division**

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.

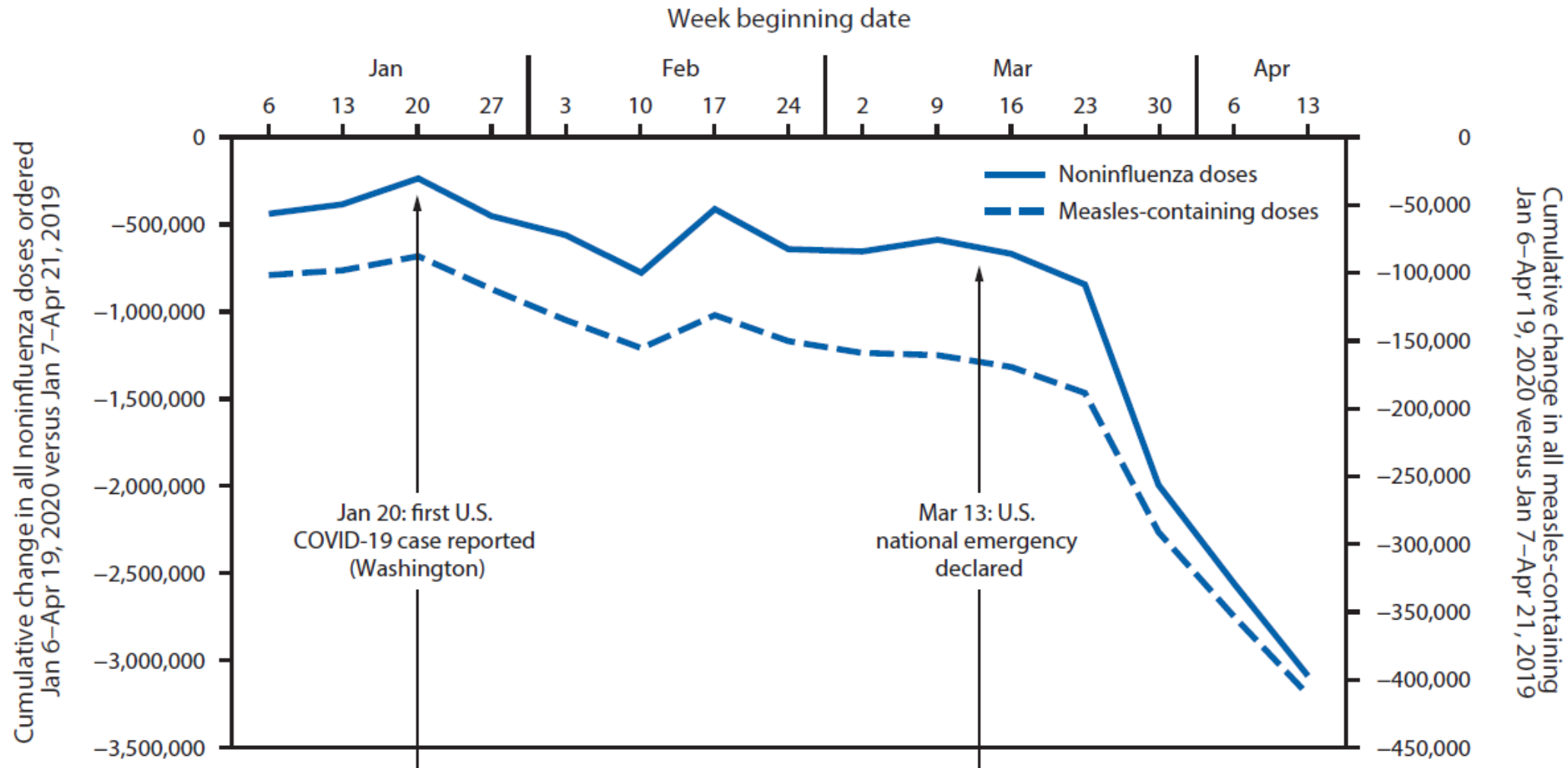
Percent change in visits from baseline



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.

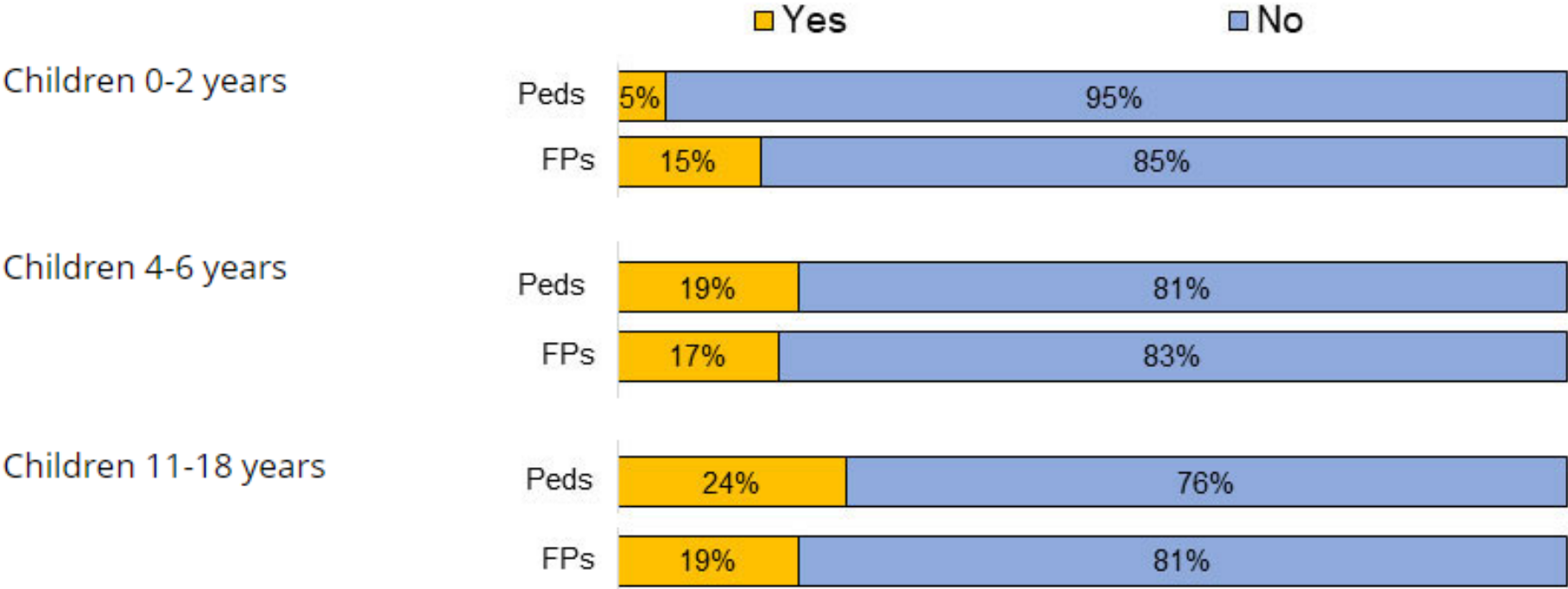
Source: Ateev Mehrotra et al., "What Impact Has COVID-19 Had on Outpatient Visits?," *To the Point* (blog), Commonwealth Fund, Apr. 23, 2020. <https://doi.org/10.26099/ds9e-jm36>

# 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.

Figure 1: U.S. Primary Care Physician–Reported Suspension of Routine Non–Influenza Pediatric Vaccination During the COVID–19 Pandemic, 2020 (n=516)\*

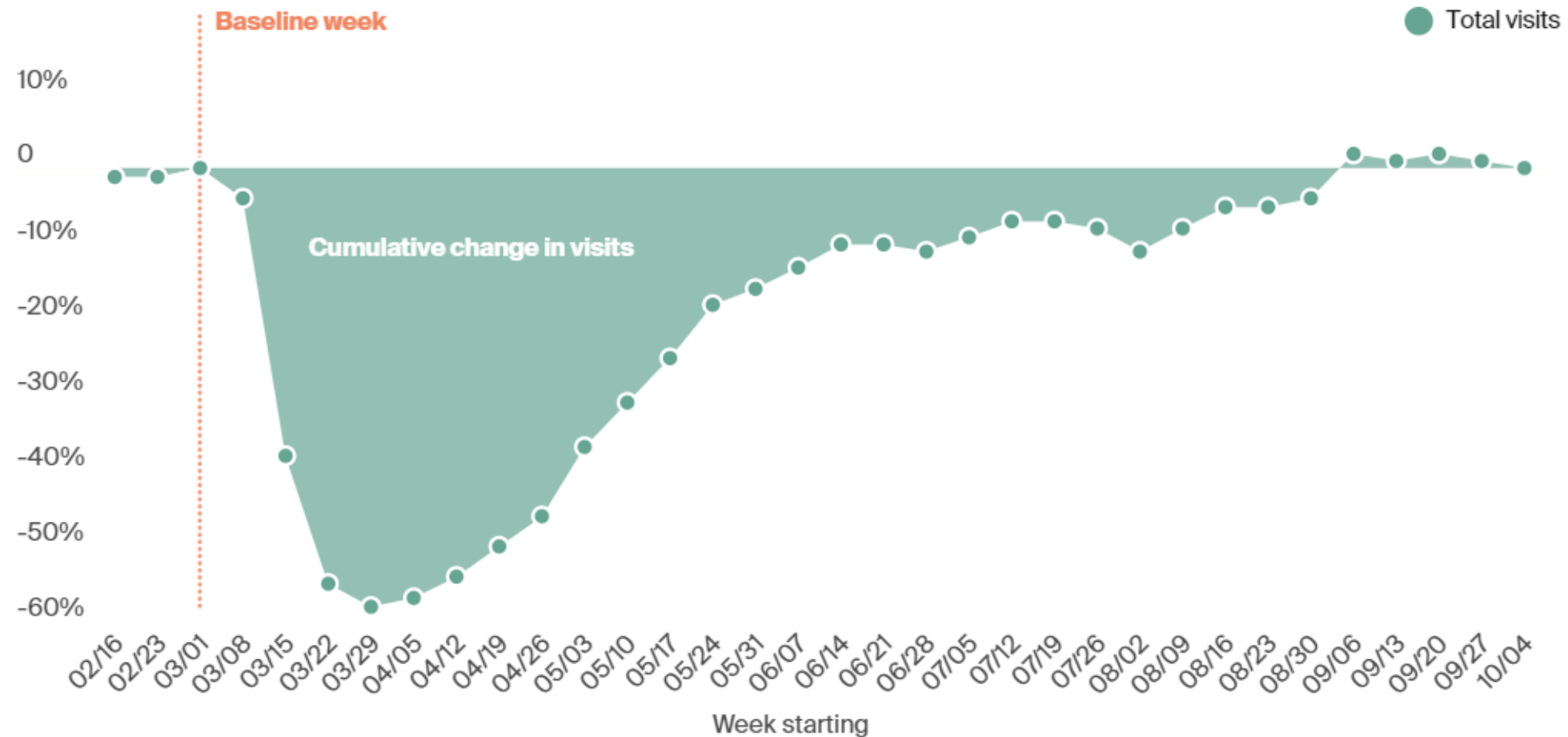


Peds=pediatricians, FPs=family physicians

\*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 FPs; for children aged 4–6 years, 2% of Peds and 20% of FPs; for children aged 11–18 years, 1% of Peds and 13% of FPs.

Visits to ambulatory providers fell nearly 60 percent by early April. Since then visits have rebounded, returning in the past month to prepandemic levels.

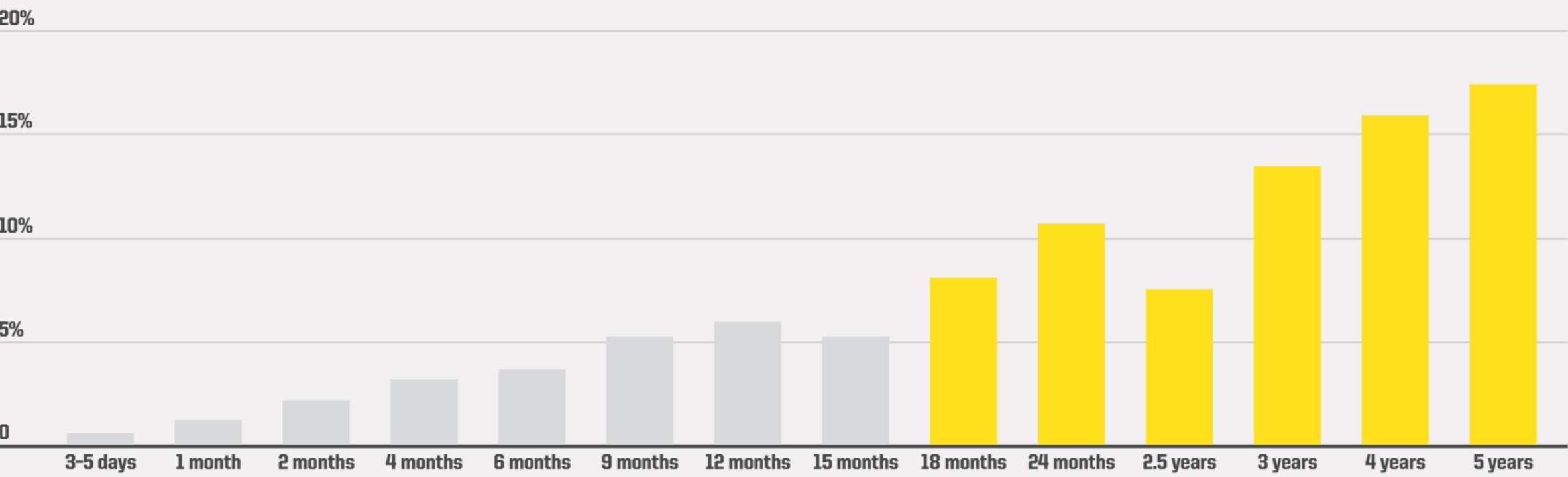
Percent change in visits from baseline



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/10.26099/41xy-9m57>



# % OF MISSED WELLNESS VISITS BY AGE OF CHILD



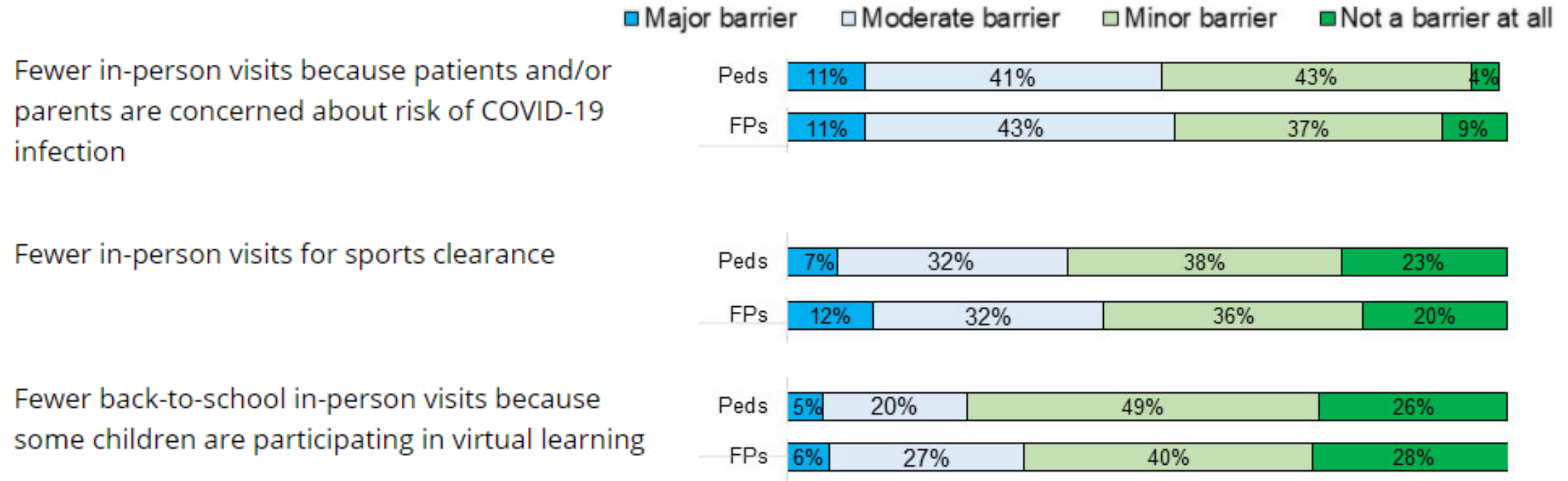
Share

Health (still) interrupted - WEEK 17



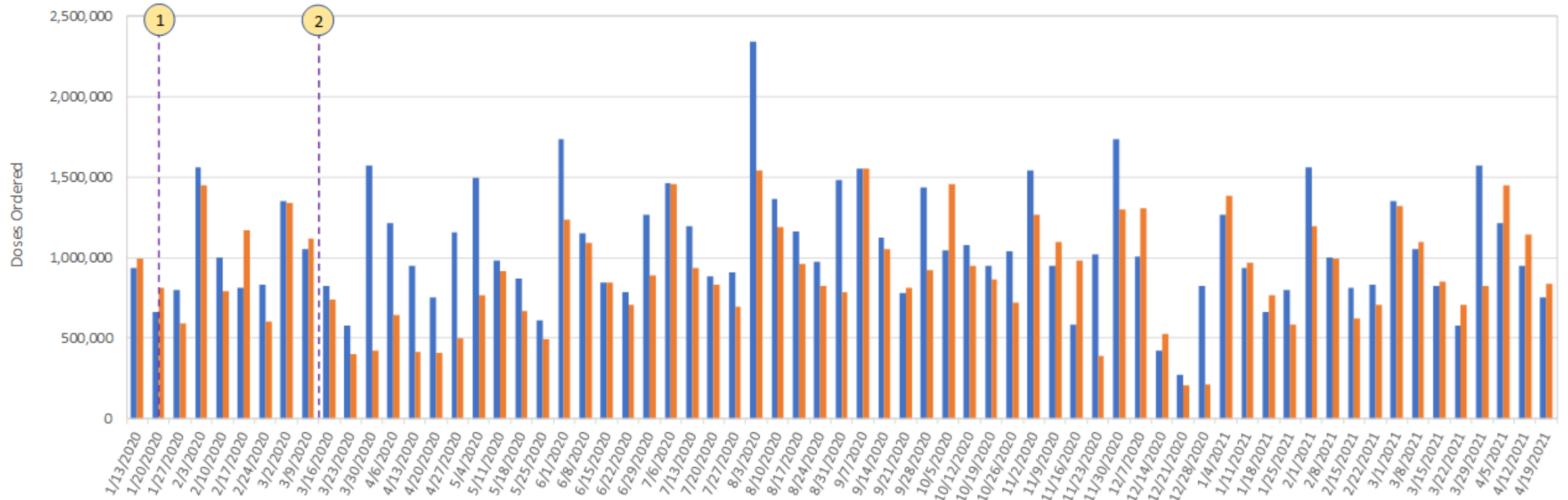
Center for Translational Neuroscience (2020, October 13). *Medium*. <https://medium.com/rapid-ec-project/health-still-interrupted-pandemic-continues-to-disrupt-young-childrens-healthcare-visits-e252126b76b8>

Figure 3: U.S. Primary Care Physician–Reported Barriers to Providing Routine Non-Influenza Pediatric Vaccination During the COVID-19 Pandemic, 2020 (n=579)



# VFC provider orders have rebounded...

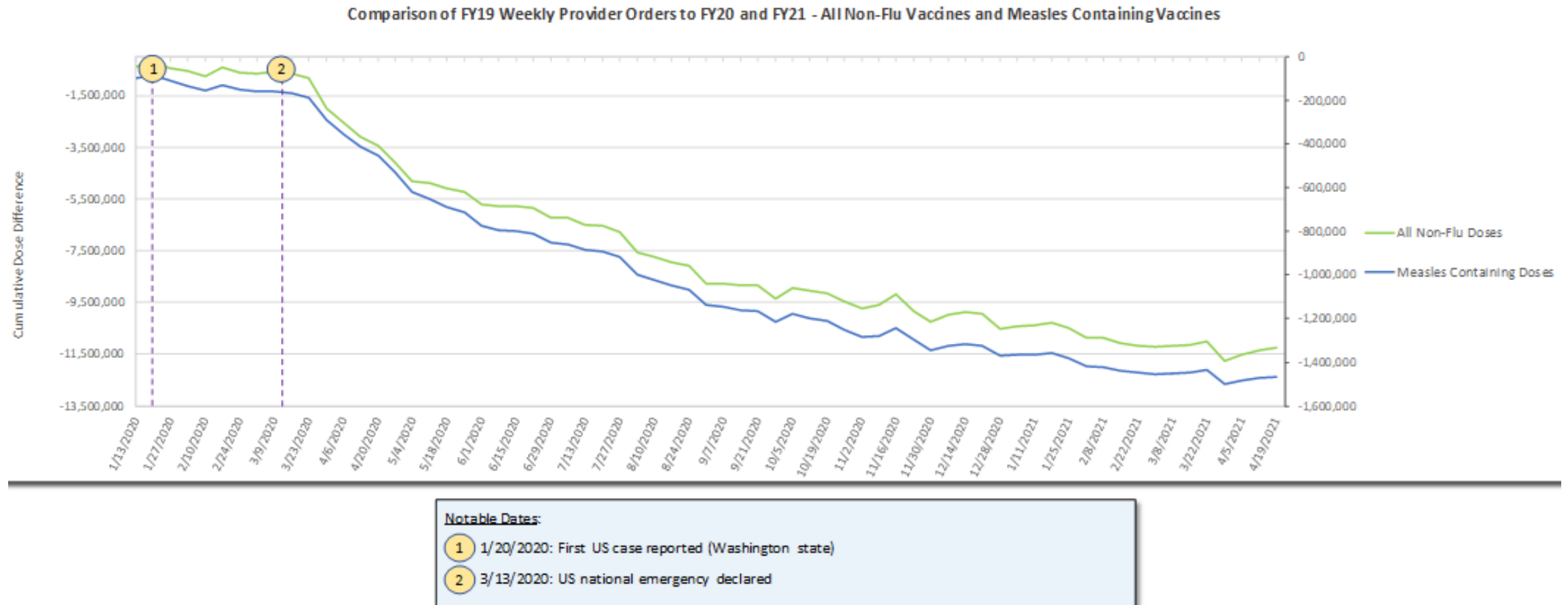
Comparison of FY19 Weekly Provider Orders to FY20 and FY21 - All Non-Flu Vaccines



Notable Dates:

- 1 1/20/2020: First US case reported (Washington state)
- 2 3/13/2020: US national emergency declared

# ...but there still is a substantial deficit for 2020-2021



As of April 25, overall VFC provider orders (other than flu) are down by

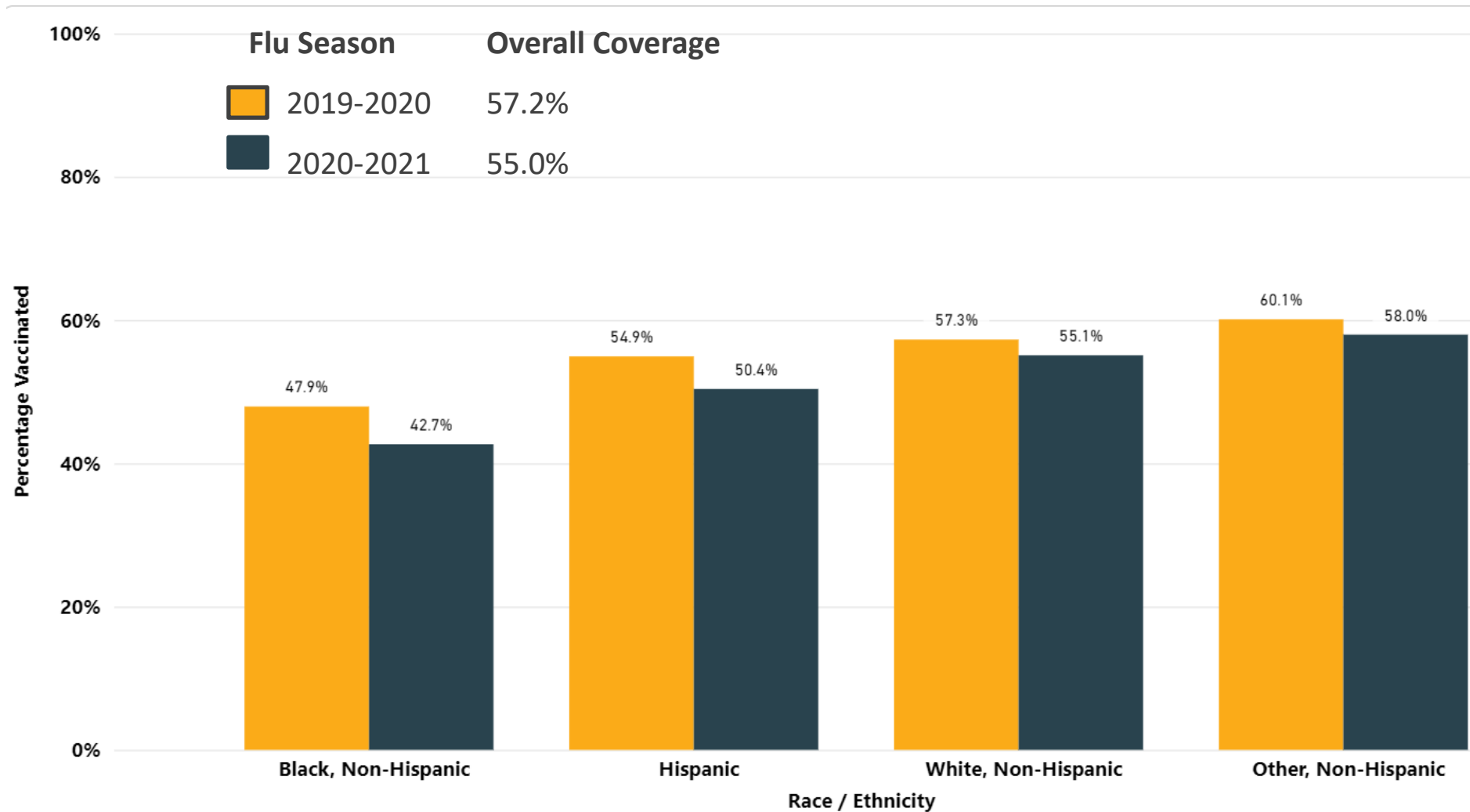
**11.2M doses** with MMR/MMRV down by **1.5M doses**

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%***

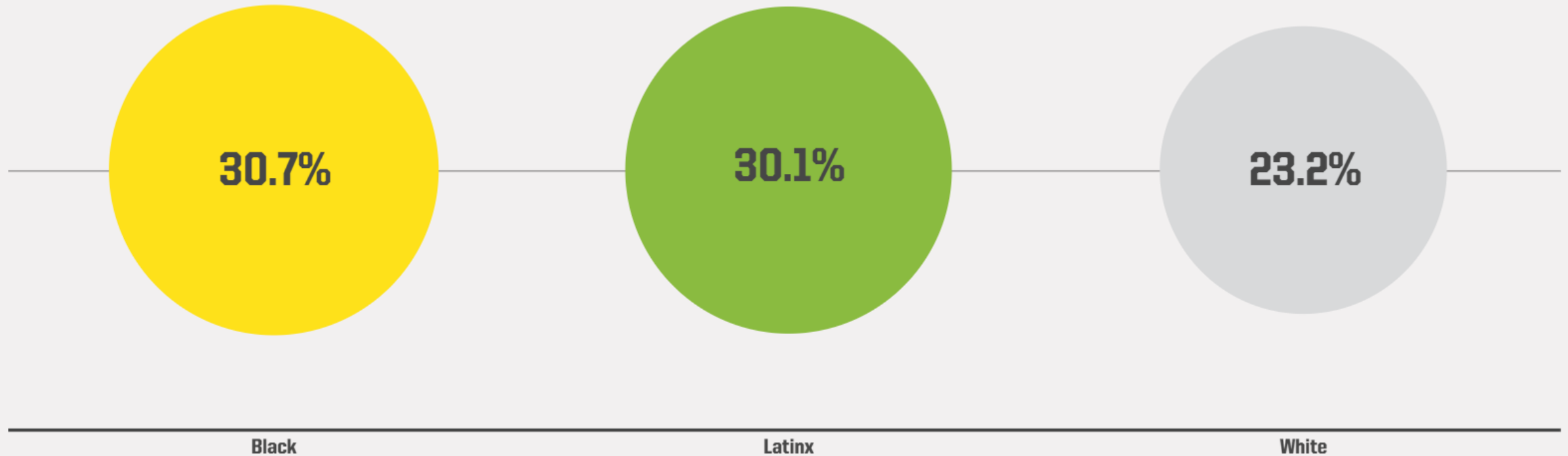
# Influenza vaccination coverage among children is lower than last season, and disparities by race and ethnicity have widened



Through week ending January 2, 2021

## % OF MISSED WELLNESS VISITS

### Middle-upper income households



Share

Health (still) interrupted - WEEK 17

R

Center for Translational Neuroscience (2020, October 13). *Medium*. <https://medium.com/rapid-ec-project/health-still-interrupted-pandemic-continues-to-disrupt-young-childrens-healthcare-visits-e252126b76b8>

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



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)

“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.”



# 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

# 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

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



# A CALL TO ACTION – CHILDHOOD IMMUNIZATIONS

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Dr. Melinda Wharton,  
Director of Immunization Services Division, NCIRD/CDC

# THE IMPERATIVE OF ADOLESCENT VACCINATION IN THE CONTEXT OF COVID-19

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Judy Klein,  
President of Unity Consortium



**UNITY**

United for adolescent vaccination

# **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



## VISION

Coverage is 90% or greater for all nationally recommended vaccines for adolescents and young adults

**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.



# Agenda

- 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





# 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



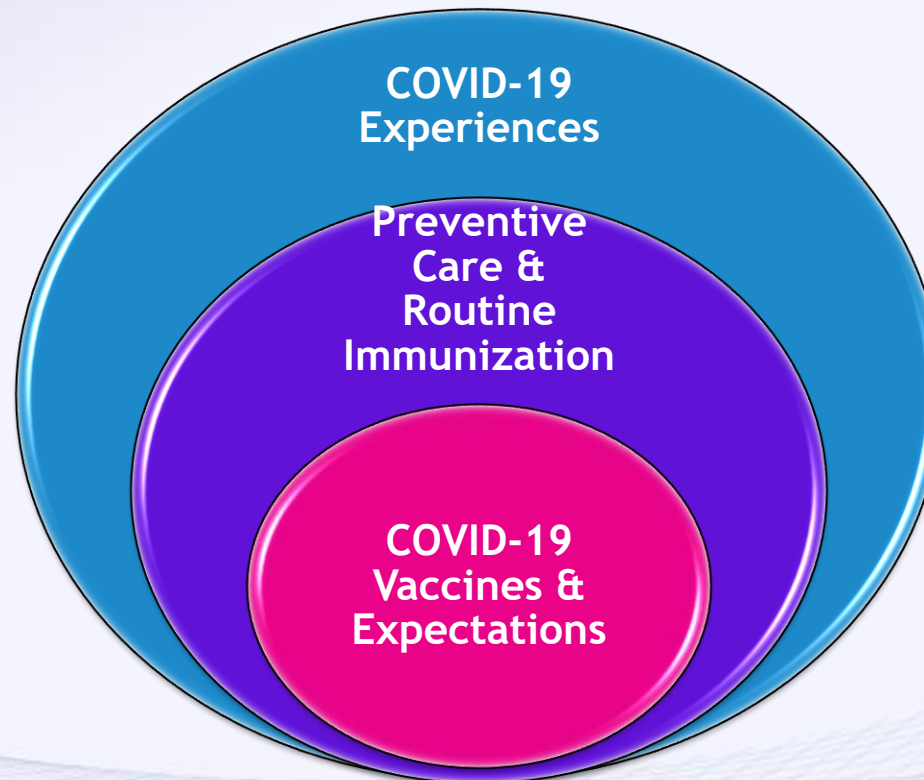
**Wave 2: 831 Total Participants\***

- Parent/Guardian of at least one child 13-18 years old (n=531)
- Teens 13-18 years old (n=300)



# Unity Survey Topics Covered

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



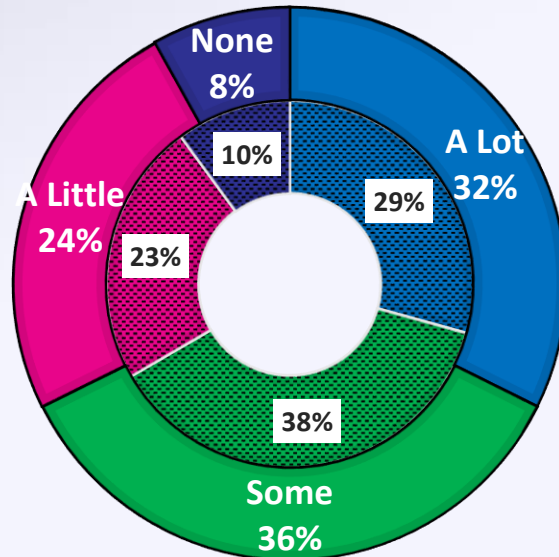




# Parents and Teens continue to report that the pandemic is a source of significant stress

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

WAVE 1 Inner Circle, Wave 2 Outer Circle



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

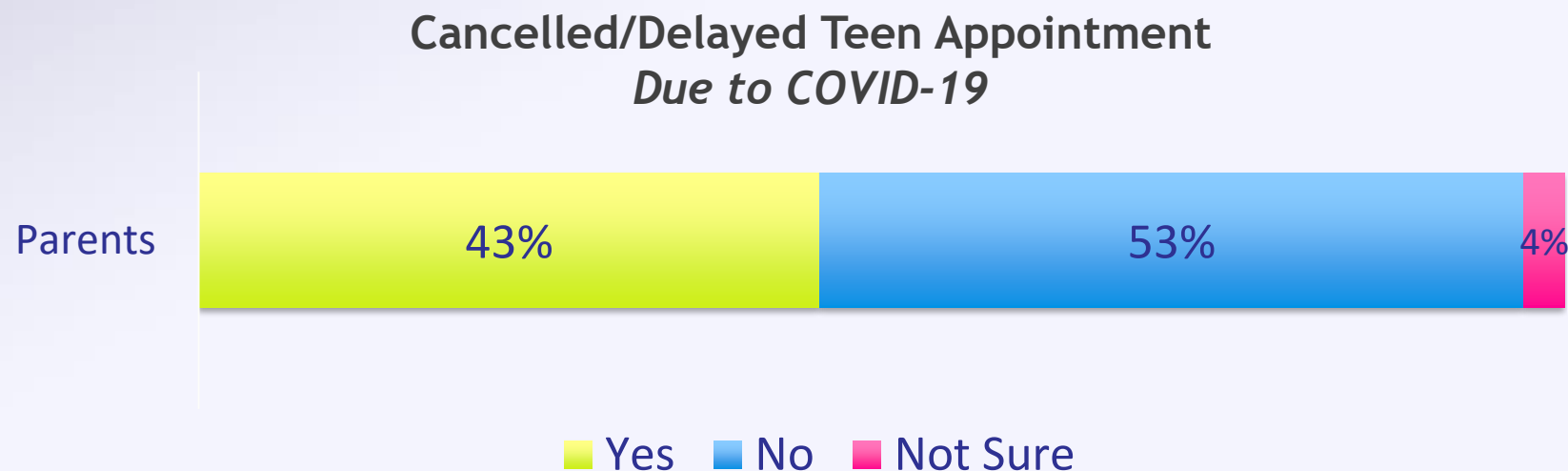
More than  $\frac{3}{4}$  of parents reported significantly intensified stress vs Wave 1

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

33

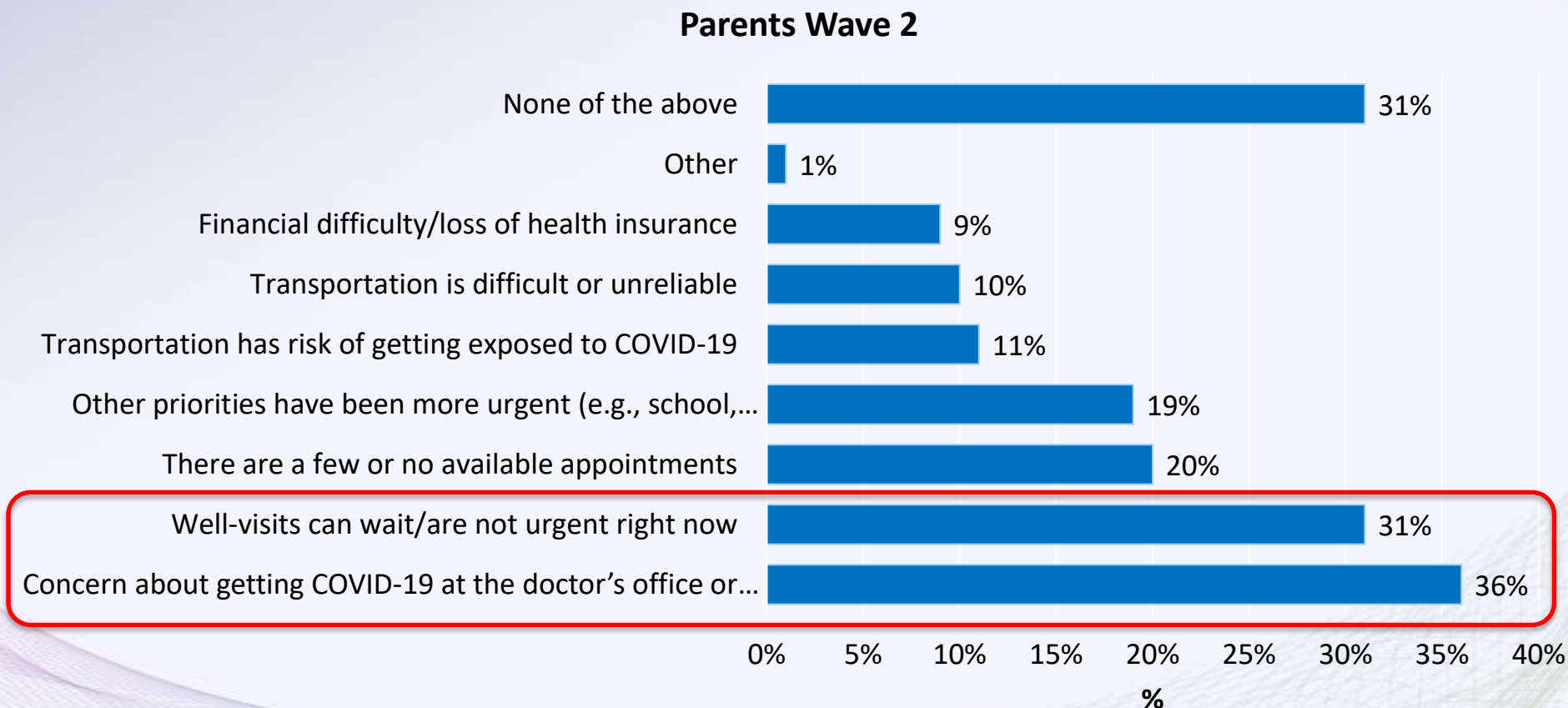


# More than 4 in 10 parents continue to report a missed healthcare visit for their teen due to COVID-19





# Fear about safely visiting HCPs and lack of urgency are leading reasons for parents not to schedule teen well visits

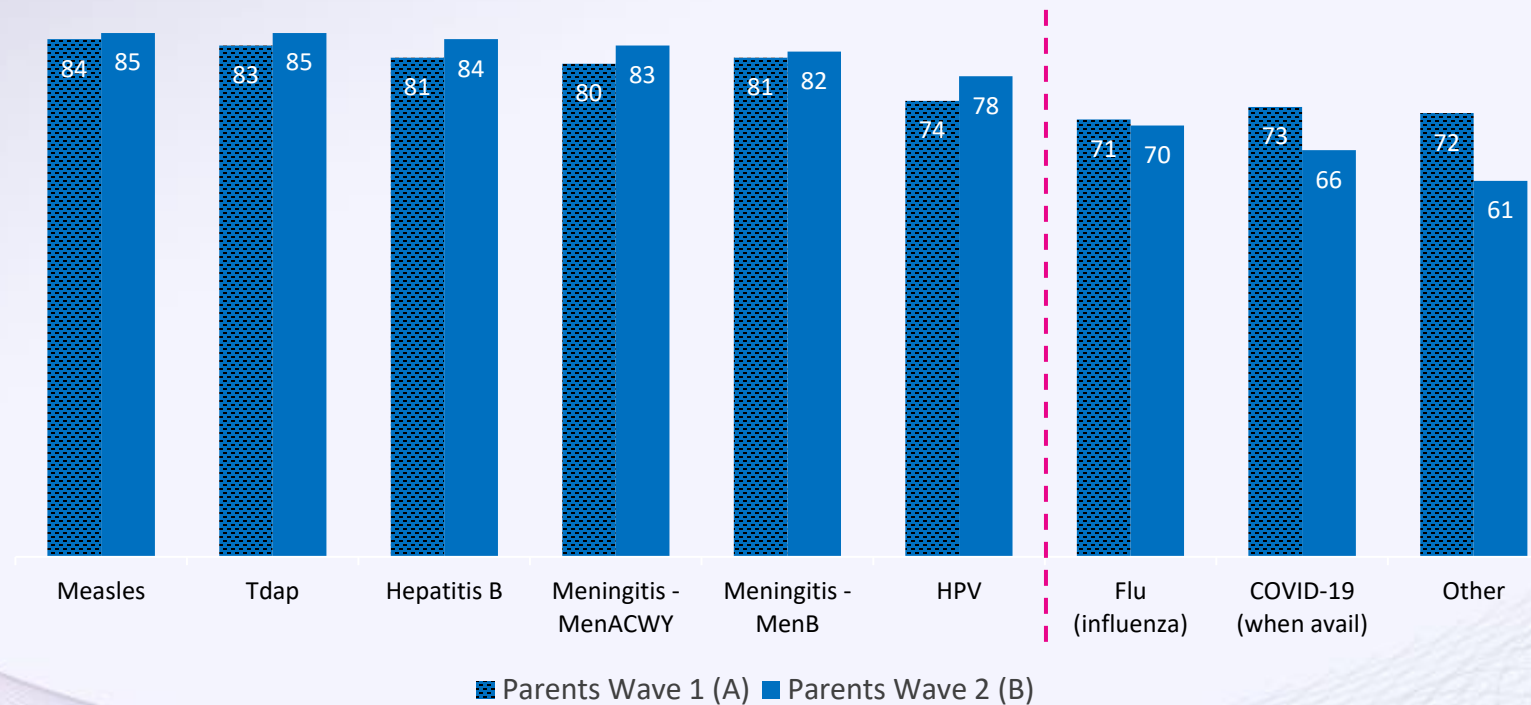






# Parents believe in importance of most routine vaccines, more so than COVID-19 vaccine

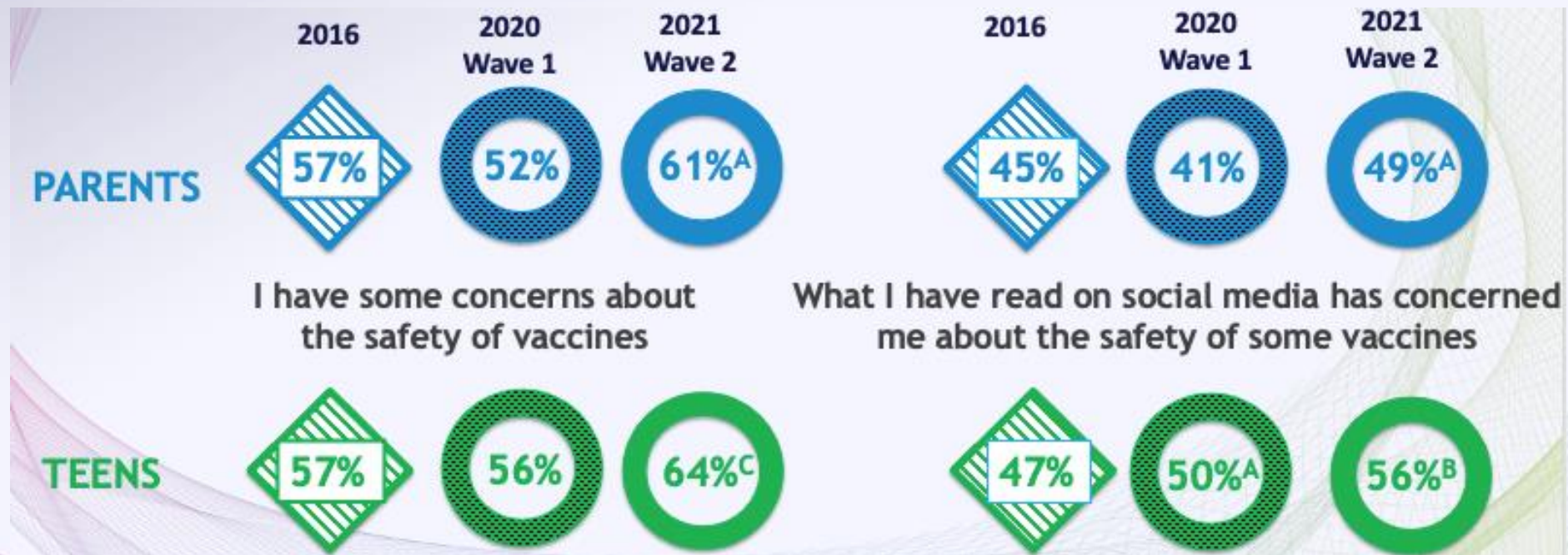
Parents' View on Importance of Vaccinating Their Teens Against Specified Diseases  
(% Extremely/Very Important)





# 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?

Statement Agreement(% rating T2B: 5-Strongly Agree/ 1-Strongly Disagree)

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 are still most likely to seek information from their doctor/HCPs, but are broadening their sources

## Sources That Will Be Used for Seeking Information

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

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

Future Covid-19 Vaccines & Expectations

Parents		Reasons for Getting the COVID-19 Vaccine	Teens	
W1	W2		W1	W2
51%	55%	I want to <u>protect my teen/myself</u>	53%	49%
51%	50%	I want to protect <u>everyone in my family</u> with a COVID-19 vaccine, including my teen/myself	47%	52%
39%	40%	Vaccination is the best way for my teen/me to avoid a potentially serious illness	37%	38%
38%	39%	Life won't <u>go back to normal</u> until most people are vaccinated, incl. teens	37%	35%
39%	39%	I want to help <u>protect my community</u>	35%	36%
34%	36%	My teen/I would feel safe around other people	38%	39%
34%	36%	A family or household member is at high risk for serious illness from COVID-19 because of a health condition	31%	35%
33%	30% <sup>d</sup>	My healthcare provider recommended COVID-19 vaccine for my teen / me	32% <sup>D</sup>	23%
10% <sup>C</sup>	12% <sup>d</sup>	None of the above	1% <sup>c</sup>	8% <sup>C</sup>

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

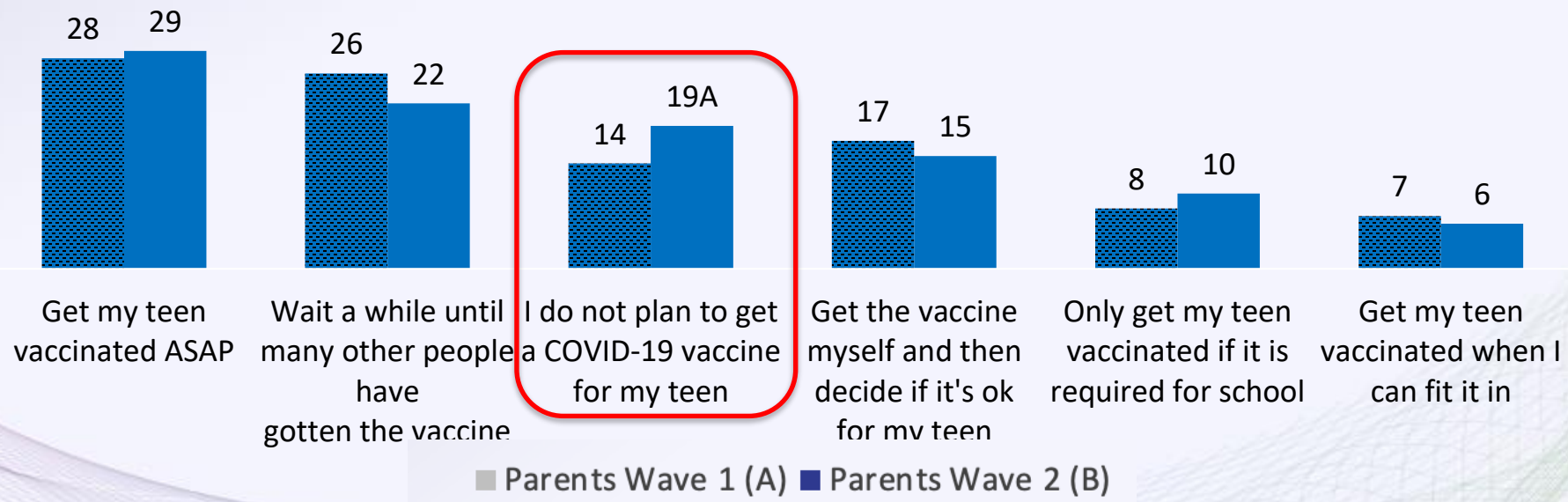
Capital letters (A,B,C,D) indicate significance at the 95% CL.  
Lowercase letters (a,b,c,d) indicate significance at the 90% CL.





# Parents continue to lack urgency to get their teen vaccinated against COVID-19

## Parents' views on their teen getting a COVID-19 vaccine



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








## A Safe Return to In-Person Schooling

An Urgent Call to Action for Health  
Plans to Close the Adolescent  
Vaccination Care Gap

March 4, 2021

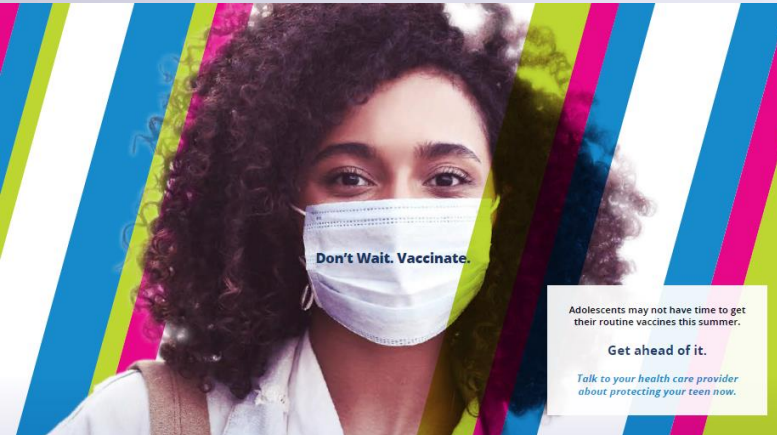






# The Time is Now for Outreach to Parents and Teens

## Unity's Don't Wait. Vaccinate Campaign




**Don't Wait. Vaccinate.**

Adolescents may not have time to get their routine vaccines this summer.

**Get ahead of it.**

*Talk to your health care provider about protecting your teen now.*

 **UNITY** Visit [unity4teenvax.org](https://unity4teenvax.org) for more info!



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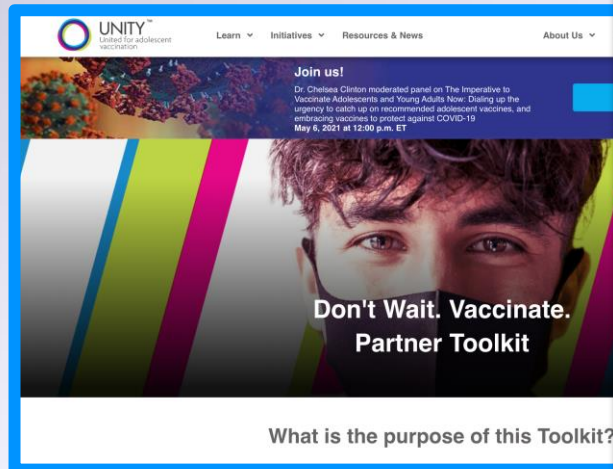
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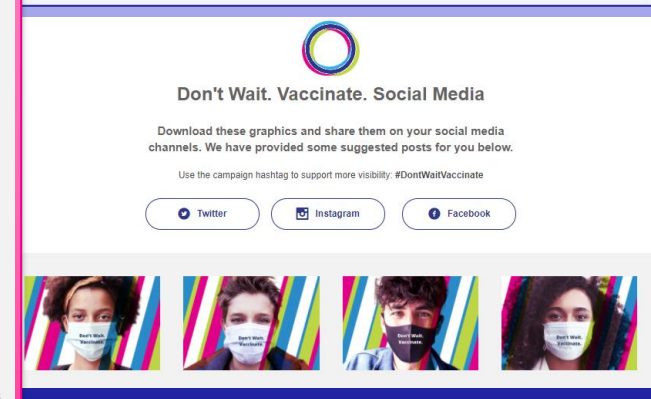
# Don't Wait. Vaccinate. Campaign Partner Toolkit



(click link)

## What Can You Do?

- 1 Follow @UnityConsortium on media and share our content**  
You can reach us at:
  - Facebook: <https://www.facebook.com/unity4teenvax>
  - 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 #DontWaitVaccinate hashtag to your social media posts**  
Use the campaign hashtag on 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. Chelsea Clinton. 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 bio 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.



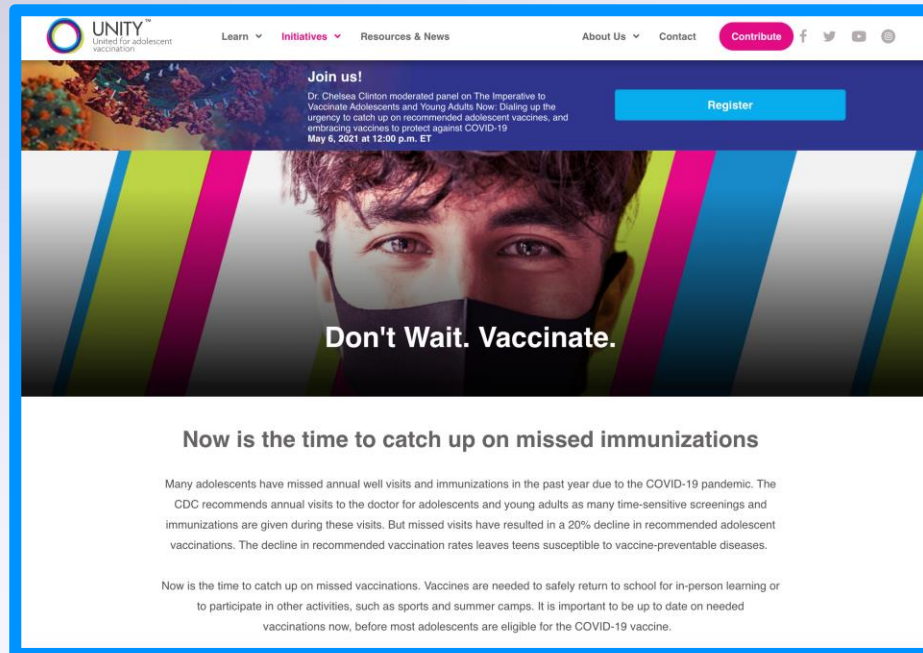
## Use these posts on your social media channels

For Facebook and Twitter

For Instagram



# Don't Wait. Vaccinate. Public-Facing Website Page



### 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.



(click link)





# Register and Share: Chelsea Clinton Moderated Panel at Noon ET, May 6<sup>th</sup>



A webinar panel discussion moderated by **Dr. Chelsea Clinton**

## THE IMPERATIVE TO VACCINATE ADOLESCENTS AND YOUNG ADULTS NOW

Dialing up the urgency to catch up on recommended adolescent vaccines, and embracing vaccines to protect against COVID-19

**May 6th, 2021  
at 12 p.m. ET**

United for adolescent vaccination

➤ **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](mailto:info@unity4teenvax.org) for communications toolkit with messages and graphics, including for social/digital media



# Questions?

Be sure **Follow**, **Pin**, **Like**, **Link** and **Share**  
UNITY social media content





# NATIONAL ASSOCIATION OF SCHOOL NURSES (NASN)

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Nichole Bobo

Director of Nursing Education, NASN

Liz Clark

Nursing Education & Practice Specialist & COVID-19  
Project Lead, NASN

# Potential Partner - NASN

## Association of Immunization Managers Back-to-School/Catch-Up Immunization Webinar

April 28, 2021





**Nichole Bobo, MSN, RN**  
**Director of Nursing Education**  
**[nbobo@nasn.org](mailto:nbobo@nasn.org)**



*National  
Association of  
School Nurses*



**Liz Clark, MSN, RN, NCSN, FNASN**  
**Nursing Education & Practice Specialist**  
**[eclark@nasn.org](mailto:eclark@nasn.org)**



# National Association of School Nurses

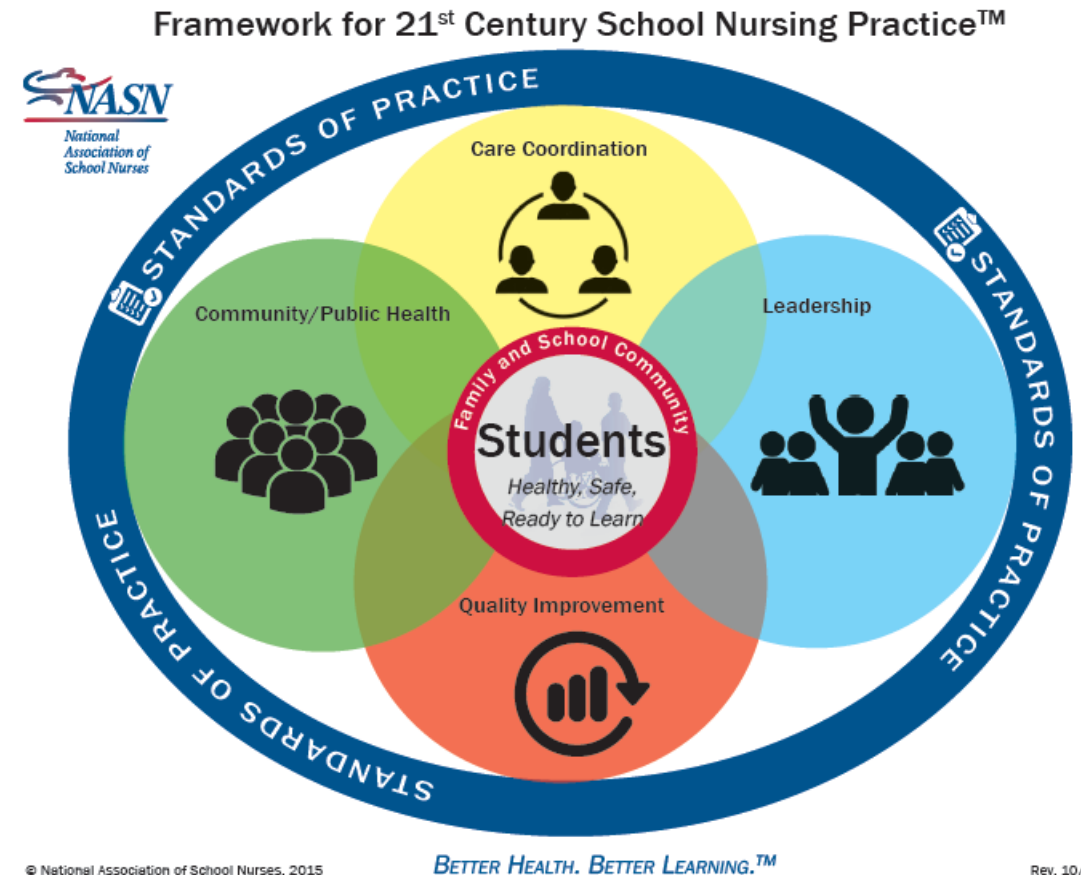
([nasn.org](https://nasn.org))

- 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*<sup>TM</sup>
- Limitations
- Opportunities

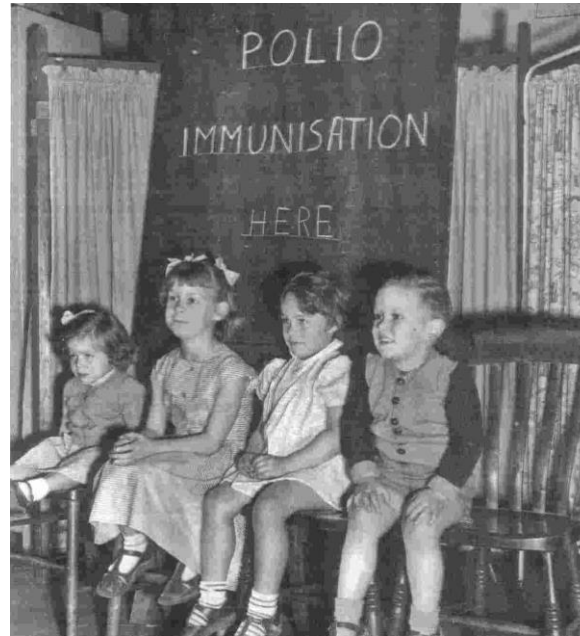


# NASN Reach



- Publications
- Social media
- Website
- Electronic Digest
- Online communities
- Learning platform
- Annual conference





# School Nurses & Vaccinations

# Alamagordo Public Schools – Flo Mobile





# Potential Partner - NASN



**Nichole Bobo, MSN, RN**  
**Director of Nursing Education**  
**[nbobo@nasn.org](mailto:nbobo@nasn.org)**

**Liz Clark, MSN, RN, NCSN, FNASN**  
**Nursing Education & Practice Specialist**  
**[eclark@nasn.org](mailto:eclark@nasn.org)**



# Potential Partner - NASN



## Questions?

# A COALITION PERSPECTIVE: IMMUNIZE NEVADA

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Breanne Van Dyne  
Program Director, Immunize Nevada



IMMUNIZE NEVADA PRESENTS

# Early Back to School and Catch-Up Immunization Efforts

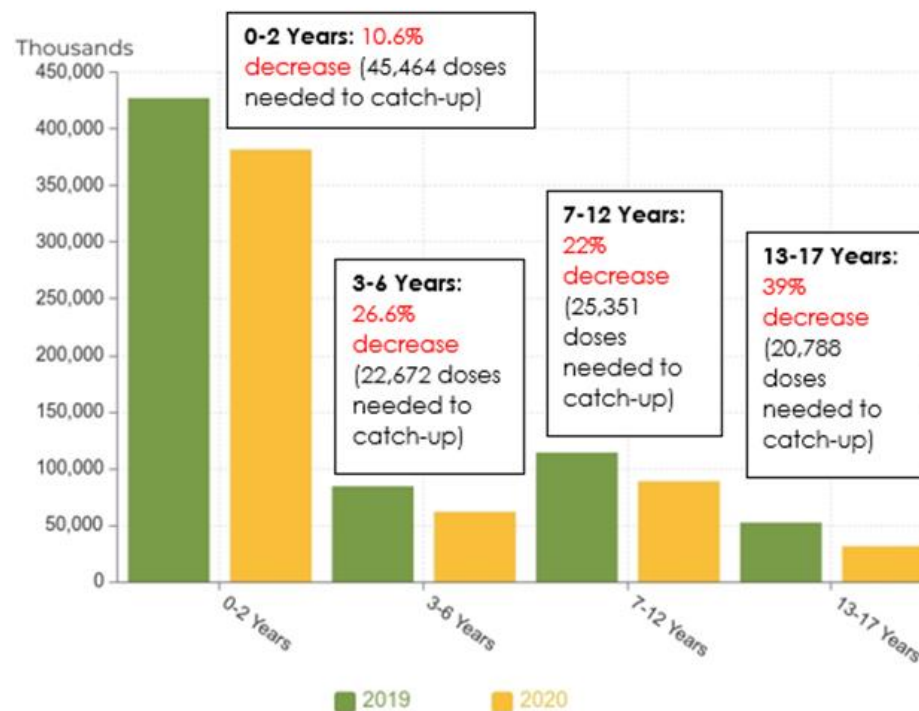
Breanne Van Dyne  
Program Director



# THE CHALLENGE



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



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!

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

Photo credit: Heather Hazzan, SELF Magazine





# Q&A and DISCUSSION

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# Resources

- **AIM Back-to School & Catch-Up Immunization Resource Sheet**
- Send your resources to [info@immunizationmanagers.org](mailto: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](#)
  - Letters to parents (available in multiple languages)
- [NFID: #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](#)
  - 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](#)
  - Chapter 1: Reach Teens via School-Related Efforts
- **Reminder Recall Help 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](mailto:info@immunizationmanagers.org).

# Resources

- **Within Reach (WA):** Vax to School Promotional Materials (social media images, toolkit, letters to parents)
- **AIM:** Adolescent Immunization Resource Guide

## Vax to School!

Talk with your doctor or clinic today about the immunizations your kids need for school in-person.

Need a provider?  
Visit [ParentHelp123.org](https://parenthelp123.org) or  
call 1-800-322-2588



Sharing what works. Achieving goals. Developing healthy communities.



# 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 [k Wells@immunizationmanagers.org](mailto:k Wells@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