



Association of  
Immunization  
Managers

# PROMOTIONAL TOOLKIT



## *School-Located Vaccination Clinics (SLVs)*



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## **School-Located Vaccination Clinics (SLV) Promotional Toolkit**

In order to support schools and leaders in K-12 education, public health professionals, health care providers, and other stakeholders from the immunization community, the [Association of Immunization Managers \(AIM\)](#) and the [National Association of School Nurses \(NASN\)](#) partnered together to produce informational resources regarding School-Located Vaccination Clinics and to share best practices for improving childhood and adolescent immunization rates in school settings. From this partnership, came a “[School-Located Vaccination Clinics Toolkit](#)” on AIM’s website, which incorporates a variety of insightful SLV resources, such as a pair of collaborative AIM/NASN SLV reports, virtual SLV symposium and webinar learning modules, and SLV tip sheets, infographics, and checklists. This toolkit also includes access to the NASN School Nurse January 2022 Special Supplement “School-Located Vaccination (SLV) Clinics in the Era of COVID-19.”

To ensure that the [School-Located Vaccination Clinics Toolkit](#) reaches stakeholders in education and members of the public health community, the following promotional toolkit has been designed for dissemination by partner organizations through network communication, listservs, and via social media platforms.

We ask that you please promote these SLV communication resources among your networks in order to expand access to, and to encourage use of, the School-Located Vaccination Clinics Toolkit. Additionally, NASN developed a [School-Located Vaccine Clinics: The Next School Nursing Priority](#) webpage which offers resources from NASN and NASN's partners. It is through your partnership and the coordination of stakeholders, that SLVs can continue to be critical tools towards increasing vaccine equity and building vaccine confidence in school and community settings. We thank you for your support in this effort!



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### **Newsletter Content**

The following newsletter content is intended for general promotional purposes, such as dissemination to partners, networks, and listservs. Feel free to use all or part of the newsletter blurb below and customize for your audience.

**Insert Header Graphic (Optional):** See Page 6 for SLV Toolkit Graphic.

### **Newsletter Blurb:**



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The COVID-19 pandemic has created significant challenges for public health and the field of immunizations. In the United States, children across the country have fallen behind on their routine vaccinations. This slowing of routine vaccination poses a substantial threat to public health, as childhood vaccinations are crucial in preventing the spread of infectious diseases in schools and communities. Thus, it is imperative that the “catch up” message is spread to encourage vaccine uptake. School-located vaccination clinics (SLVs) are a critical tool for expanding vaccine access, building vaccine confidence, and supporting a safe return to school.

School-located vaccination clinics (SLVs) have played an integral role in child and adolescent vaccination for decades, and now during the COVID-19 pandemic. The [Association of Immunization Managers \(AIM\)](#) and the [National Association of School Nurses \(NASN\)](#) partnered together to disseminate information regarding SLVs, releasing a pair of reports detailing the role of SLVs during the COVID-19 pandemic and opportunities for strengthening their use for child and adolescent vaccination. Additionally, the Duke-Margolis Center for Health Policy and AIM hosted a virtual symposium in September 2021 that brought together stakeholders from across the immunization community to share best practices for improving childhood and adolescent immunization rates in school settings.

These AIM/NASN reports, virtual symposium learning modules, and a multitude of other insightful SLV resources are compiled into a [“School-Located Vaccination Clinics Toolkit”](#) on AIM’s website under the “Resource Library” tab. This toolkit also includes access to the newly published NASN School Nurse January 2022 Special Supplement [“School-Located Vaccination \(SLV\) Clinics in the Era of COVID-19,”](#) which is free to view digitally for the next year. Additionally, NASN developed a [School-Located Vaccine Clinics: The Next School Nursing Priority](#) webpage which offers resources from NASN and NASN’s partners.

To learn more about AIM and NASN’s SLV efforts and to access the SLV Toolkit, please see the following hyperlink: <https://bit.ly/SLVToolkit>.



### **Social Media Messages**

#### **LinkedIn/Facebook:**

School-located vaccination clinics (SLVs) are important avenues for increasing vaccine equity and building vaccine confidence in school and community settings for children and adolescents. SLVs are especially important right now, as children are falling behind on routine vaccinations due to the COVID-19 pandemic.

The [Association of Immunization Managers \(AIM\)](#) and the National Association of School Nurses (NASN) produced a [School-Located Vaccination Clinics Toolkit](#). This toolkit includes resources, such as in-depth SLV reports, learning modules, and tip sheets, infographics, and checklists. These resources are intended to increase awareness about the importance of SLVs as well as to equip stakeholders with the tools necessary to successfully implement SLVs in their schools. Additionally, NASN developed a [School-Located Vaccine Clinics: The Next School Nursing Priority](#) webpage which offers resources from NASN and NASN's partners.

To learn more about AIM and NASN's SLV efforts and to access the SLV Toolkit, visit: <https://bit.ly/SLVToolkit>.

Hot off the Virtual Press! AIM and the National Association of School Nurses (NASN) are excited to share with you the NASN School Nurse January 2022 Special Supplement "School-Located Vaccination (SLV) Clinics in the Era of COVID-19". The [digital special supplement is free to view for the next year](#). The Supplement includes: a [Letter to the Editor](#) from Claire Hannan of AIM and Donna Mazyck of NASN identifying the major roles of school nurses in SLV, a [SLV environmental scan](#), a [report on roundtable findings](#), and actionable checklists for [school nurses](#) and [immunization programs](#). The journal is disseminated to over 69,000 school nurses across the United States!

School-located vaccination clinics (SLVs) are important avenues for increasing vaccine equity and building vaccine confidence in school and community settings for children and adolescents. SLVs are especially important right now, as children are falling behind on routine vaccinations due to the COVID-19 pandemic.



### Twitter:

@AIMimmunization and @schoolnurses produced a [SLV Toolkit](https://bit.ly/SLVToolkit) with many resources to increase awareness about the importance of SLVs and to equip stakeholders with the tools necessary to successfully implement SLVs in their schools! Learn more and access our SLV Toolkit: <https://bit.ly/SLVToolkit>.

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Hot off the virtual press! @AIMimmunization and @schoolnurses published the NASN School Nurse January 2022 Special Supplement Issue “[School-Located Vaccination \(SLV\) Clinics in the Era of COVID-19](#)” Free for one year, this issue features research and resources on SLVs.

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### Instagram:

[INSERT SLV TOOLKIT GRAPHIC]

The [Association of Immunization Managers \(AIM\)](#) and the [National Association of School Nurses \(NASN\)](#) joined forces to produce a [School-Located Vaccination Clinics Toolkit](#). These resources are intended to increase awareness about the importance of SLVs as well as to equip stakeholders with the tools necessary to successfully implement SLVs in their schools.

To learn more about AIM and NASN’s SLV efforts and to access the SLV Toolkit, please see the following hyperlink: <https://bit.ly/SLVToolkit>.

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[INSERT NASN SUPPLEMENT GRAPHIC]

[AIM](#) and the [National Association of School Nurses \(NASN\)](#) published a January 2022 Special Supplement of the NASN School Nurse on “School-Located Vaccination Clinics (SLVs) in the Era of COVID-19.” Free for one year, the supplemental issue offers findings on the SLV environment as well as tools to help school nurses implement SLVs. Check it out at <https://bit.ly/SLVSupplement>.



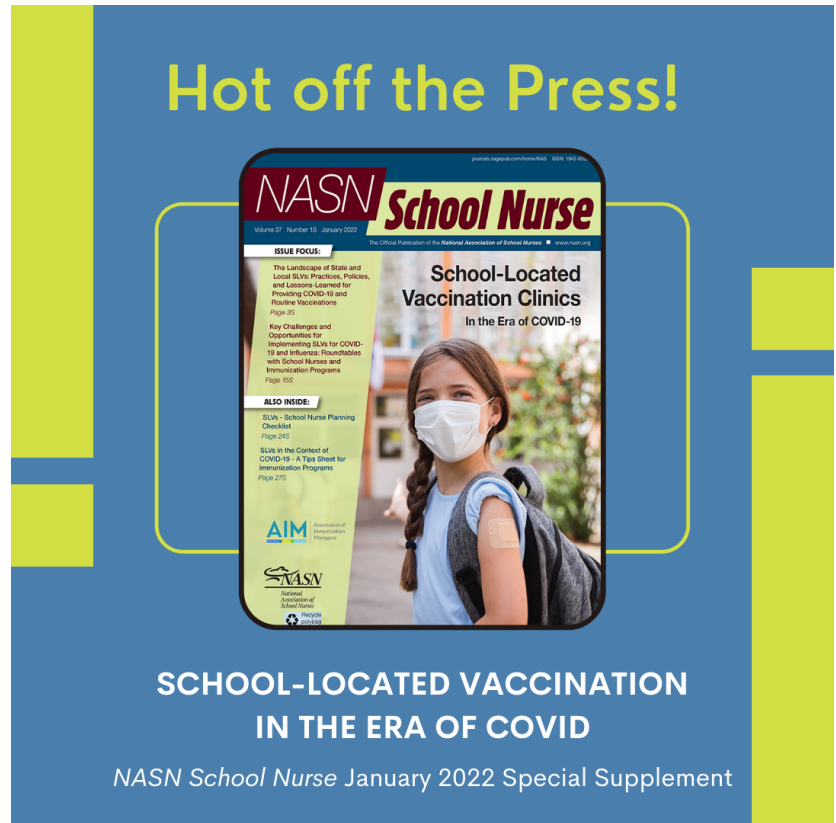
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## School-Located Vaccination Clinics (SLVs)

### Social Media Graphics

NASN Supplement Graphic



SLV Toolkit Graphic

