



## MESSAGING FOR CATCH-UP ON PRETEEN VACCINATION SPRING 2021

*A Safe Return to In-Person Schooling:  
An Urgent Call to Action for Health Plans to Close the Adolescent Vaccination Care Gap*

### SAMPLE SOCIAL MEDIA MESSAGES

THEME	MESSAGE
<b>PROTECTION</b>	<ul style="list-style-type: none"> <li>• Protect your preteen—get their vaccines. The pandemic caused many families to cancel doctors’ visits. Now is the time to catch-up on recommended vaccines against 4 vaccines recommended for preteens ages 9-12. Call the clinic to schedule an appointment today.</li> <li>• Catch up now—get your preteen vaccinated. Your preteen needs a yearly well child visit and may have missed recommended vaccines during the pandemic. Get scheduled now before they can get the COVID-19 vaccine.</li> <li>• Protect your family...get your school age kids in for their recommended vaccines. Call your health care provider to schedule immunization visits this spring. Learn more about childhood vaccination from the <a href="https://www.cdc.gov">CDC</a>.</li> <li>• Four preteen vaccines protect against six diseases. Protect your preteen...get them caught up on their recommended vaccines this spring.</li> <li>• Parents of Preteens: You have the power to prevent HPV-related cancers, flu and meningitis with routine vaccines. Get your preteen caught up on their vaccinations. Call us to schedule a yearly check-up.</li> <li>• HASHTAGS: #4preteenvaccines, #vaccinecatchup, #protectyourpreteen, #wellchildvisit</li> </ul>
<b>SAFETY</b>	<ul style="list-style-type: none"> <li>• The doctor/nurse/nurse practitioner/ physician assistant is ready to see your preteen. Safety measures are in place in the clinic to keep patients safe. Come in this spring to catch up on preteen vaccines.</li> <li>• Safe, sanitized and socially distant...our clinic is ready for your preteen visits. Clinic staff have worked hard to make it safe for patients to come in for routine care. Preteens need 4 vaccines between ages 9-12. Call us to schedule their annual visit.</li> </ul>



	<ul style="list-style-type: none"> <li>• In 2020, we told you to stay home to stay safe. In 2021, we are ready to catch up all your kids on their recommended vaccinations. Make your appointment today.</li> <li>• HASHTAGS: #patientscomefirst, #safetocomein, #preteenvaccines</li> </ul>
<p><b>SAFE RETURN TO SCHOOL</b></p>	<ul style="list-style-type: none"> <li>• A safer return to school means vaccinating your child/children this spring with all recommended vaccines. Make an appointment today with your provider.</li> <li>• Stay safe and vaccinate: a return to in-person school is even safer when all children are fully vaccinated. Get your preteen covered with all recommended vaccines from ages 9-12.</li> <li>• A safe return to middle school means catching up our kiddos on any missed vaccines. Call your doctor's office to schedule your preteens annual well child visit.</li> <li>• Mask? Check. Socially distant? Check. Vaccinated with the 4 vaccines recommended for preteens? Call today to schedule your child's visit to make sure they are ready to return to in-person learning.</li> <li>• HASHTAGS: #fullyvaccinated, #4preteenvaccines, #communityimmunity, #vaccinecatchup</li> </ul>
<p><b>CHANGING INSURANCE STATUS</b></p>	<ul style="list-style-type: none"> <li>• Every child can access free vaccines if they are uninsured or are underinsured. The Vaccines for Children program is here to help. Find out more from the <a href="#">CDC</a>.</li> <li>• If your family's insurance status is changing, your children can still receive routine vaccines through the Vaccines for Children program. Learn more <a href="#">here</a>.</li> <li>• Hashtags: #VFC, #vaccinesforeverykid, #communityimmunity</li> </ul>

## **FACTS FOR NEWSLETTERS**

- The United States is facing a significant vaccination gap for school-age children, especially adolescents, due to the pandemic.
- Overall ambulatory provider visits fell nearly 60% in the spring of 2020. While visits have since resumed, a wellness visit gap was created.
- As of February 28, 2021, overall Vaccines for Children (VFC) provider orders (other than flu) are down by almost 11.2 million doses with MMR/MMRV down by 1.4 million doses.
  - Vaccines for young children are down 5-10%
  - Adolescent vaccinations are down 17-21%
    - HPV vaccinations are down over 1 million doses in the public sector alone, jeopardizing progress we've made with a cancer prevention vaccine.
  - Measles-containing vaccines are down by 21.3%
- Infants and young children were prioritized for catch-up first in 2020.
- Adolescent visits fell behind and so did adolescent vaccination.
- Influenza vaccination coverage among children is lower than last season, and disparities by race and ethnicity have widened.
- Of additional concern are gaps in public versus private sector care. Public sector adolescent doses lag behind the private sector.
- It is crucial that we catch up adolescent vaccination earlier than usual in 2021 to catch up and ensure a safe return to in-person schooling.
- March to May needs to be go-time to catch up on missed vaccination and bring in children newly due for their immunizations.
- Important context: If a COVID-19 vaccine receives emergency authorization for rollout, adolescents age 12 and older will have a 6-8 week black-out period of time when they cannot receive other vaccines before, during or after the COVID-19 vaccine...we must catch up and vaccinate early!
- To ensure a safe return to in-person learning, the CDC is calling upon health plans to proactively bring in patients for well child visits and vaccinations this spring.

### *LINK TO NCQA BLOG POST*

- <https://blog.ncqa.org/webinar-growing-vaccination-crisis-needs-immediate-attention>

### *LINK TO SUPPORTING RESOURCES*

- [www.hpvroundtable.org/healthplans](http://www.hpvroundtable.org/healthplans)