

Routine Immunization Communication Updates:

Back to School (July – September)

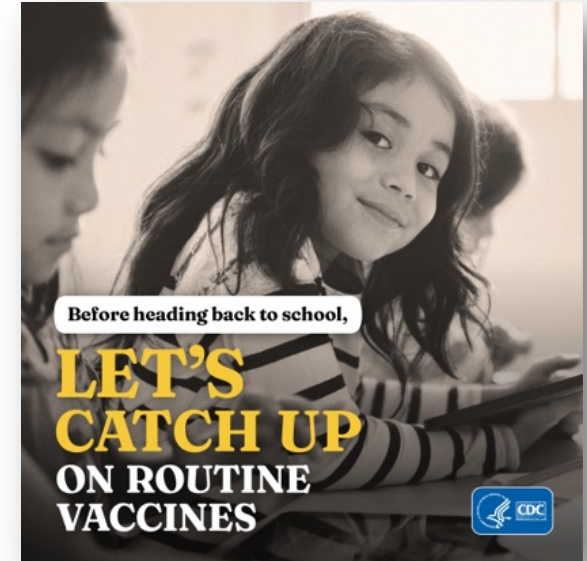
National Immunization Awareness Month (August)

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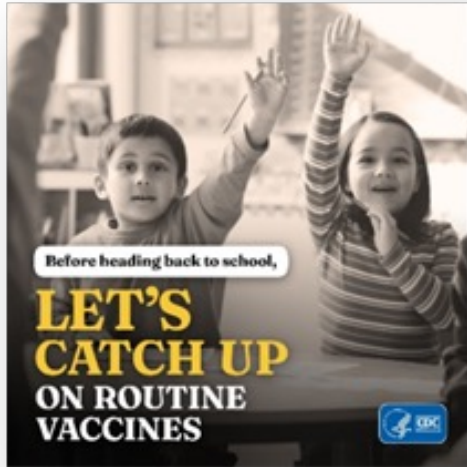
CDC's National Center for Immunization and Respiratory Diseases



Back to School: Let's Catch Up on Routine Vaccines


- **Goal:** encourage parents to catch their children up on routine childhood vaccinations before heading back to school.
- **Audience:** parents of school-aged children, including English- and Spanish-speaking audiences.
- **Scope:** paid media (national in focus, with a geographic focus to reach Spanish-speaking audiences), earned media, organic social media, and partner outreach.

Back to School: July – September



Before heading back to school,

**LET'S
CATCH UP
ON ROUTINE
VACCINES**



Before heading back to school,

**LET'S
CATCH UP
ON ROUTINE
VACCINES**



Before heading back to school,

**LET'S
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Before heading back to school,

**LET'S
CATCH UP
ON ROUTINE
VACCINES**



Start the school year off right. Make sure your child is caught up on routine vaccines. Talk to their doctor today.



Before heading back to school,

**LET'S
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ON ROUTINE
VACCINES**



Before heading back to school,

**LET'S
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Before heading back to school,

**LET'S
CATCH UP
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Before they get to chapter two,

**LET'S
CATCH UP
ON ROUTINE
VACCINES**

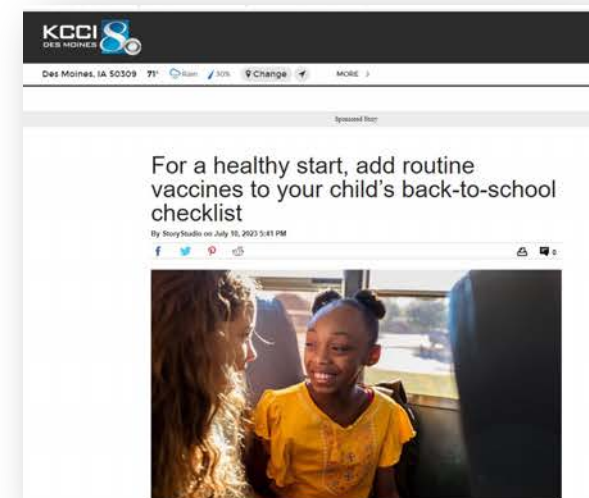


Start the school year off right. Make sure your child is caught up on routine vaccines. Talk to their doctor today.



Back to School: Paid Media, Earned Media, Organic Social Media

- Paid Media: Leverage digital touch points to reach parents
 - Digital ads nationwide in English
 - Digital ads in Spanish: Puerto Rico, Arizona, Colorado, Nevada, Florida, Idaho, Illinois, New Jersey, New Mexico, and Texas
 - Channels include: Meta (FB and IG), GumGum, Basis, and Adsmovil (parents who speak Spanish)
 - Promotes [Childhood Vaccine Quiz](#) and [Vaccines for Your Children](#)
- Earned Media: Matte article in English and Spanish, leveraging a Back to School theme.
- Organic Social Media: In-feed posts on CDC's Twitter, Instagram, and Facebook accounts, including Spanish-language content.



Back to School: Resources for Partners and Jurisdictions

Back to School with Routine Vaccines

[Print](#)

As parents prepare to send their children back to school, remind them routine vaccinations are a great tool to keep kids healthy, in school, and ready to learn.



For School and Healthcare Professionals

All staff in schools and in healthcare settings play critical roles in helping children get caught up on their routine vaccines before the start of a new school year. Use these resources to help kids stay up to date on their vaccines.

- [Learn ways schools](#) [3 pages] can help children get caught up on routine vaccines
- [Read about 5 evidence-based strategies that schools can use](#) to support routine vaccination catch-up among children
- [Learn ways healthcare professionals](#) [2 pages] can help children get caught up on routine vaccines
- Use [proven strategies](#) to encourage routine immunizations on schedule.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Public Health Service

Centers for Disease Control and Prevention (CDC)
Atlanta GA 30329-4027

CDC Call to Action: What Schools Can Do to Promote Routine Vaccination Catch-Up Among School Aged Children

During the two school years following the start of the COVID-19 pandemic, routine [kindergarten vaccination coverage](#) dropped by two percentage points nationwide from 95% to 93% and by as much as 10% in some jurisdictions. This is the lowest that we've seen kindergarten routine vaccination coverage drop nationally in the last decade. [Influenza vaccination coverage](#) also dropped five percent among children 6 months to 17 years old. Drops in vaccine coverage put students at greater risk for illness, absenteeism, and lower academic achievement from missing even a few days of school.

Routine vaccinations are a great tool to keep kids healthy, in school, and ready to learn. Vaccines can optimize student health by:

- Providing immunity and preventing disease outbreaks,
- Reducing the spread of disease in school thereby reducing the:
 - Number of students and teachers that get sick and are absent
 - Probability of an unplanned school closure due to illness, and
- Reducing duration of disease and thereby number of school days missed due to poor health.

Path Forward: Every Student Every Day

Although coverage has declined in recent years, we can get back on track and achieve the [Healthy People 2030](#) target of 95% routine kindergarten vaccination coverage by ensuring all kindergartners without a documented exemption are vaccinated. Education partners and schools are trusted sources of information for parents and guardians, and they play an important role in the health of students. Schools can promote student health, attendance, and learning by adding routine immunizations to the back-to-school checklist.

Here are some ways that schools can help school aged children get back on track with their vaccinations.

Remind families about kindergarten and middle school vaccination requirements

As families begin to prepare to send their children back to school, summer is an opportune time to communicate with families about school vaccinations.

- Check out CDC's [Let's RISE](#) webpage for immunization catch-up tools and resources.
- Provide vaccine information, stress the importance of vaccination, and give information on vaccine requirements for school entry to parents and guardians in back-to-school communications and events.
- Consider displaying or sharing CDC's back-to-school vaccination [communication materials](#), such as 8.5" x 11" flyers and social media posts, in schools or on your school websites and social media channels.
- Send reminders to families whose children do not have documentation of required school vaccinations upon school entry.
- Consider promoting immunization as part of [September Attendance Awareness Month](#). This year's campaign is focused on "Showing Up Together" to support positive conditions for learning previously affected by the pandemic that can improve attendance.

Ways Schools Can Support Routine Vaccination Catch-Up Among School-Aged Children: A TOOLKIT FOR EDUCATIONAL PROFESSIONALS

July 2023



[Back to School with Routine Vaccines | CDC:](https://www.cdc.gov/vaccines/events/back-to-school/index.html)

<https://www.cdc.gov/vaccines/events/back-to-school/index.html>

National Immunization Awareness Month

- **Goal:** highlight the importance of routine vaccination for people of all ages.
- **Audience:** pregnant people, parents (babies, toddlers, school aged children including adolescents and teens), travelers, older adults
- **Scope:** organic social media and partner outreach.

National Immunization Awareness Month: August



National Immunization Awareness Month

National Immunization Awareness Month: Resources for Partners and Jurisdictions

National Immunization Awareness Month (NIAM)

[Print](#)

National Immunization Awareness Month (NIAM) is an annual observance held in August to highlight the importance of routine vaccination for people of all ages. Use these resources to help you discuss routine vaccinations with your patients and parents during NIAM and throughout the year.



National Immunization Awareness Month

For Healthcare Professionals

All staff in healthcare practices, including non-clinical staff, play important roles during NIAM:

- Engage in learning opportunities with CDC's [Immunization Education and Training](#) courses.
- Make your practice a supportive space that welcomes [vaccine questions and concerns](#) from patients and parents.
- Use [proven strategies](#) to encourage parents and patients to stay up to date on vaccinations.
- Make [immunization schedules](#) easy for parents and patients to find by displaying them [on your website](#).
- Use tools like [PneumoRecs VaxAdvisor Mobile App](#) to help you make vaccine recommendations.
- Share clear and accurate information about the latest vaccine recommendations, including [COVID-19 vaccines](#).

Interactive Resources for Parents and Patients

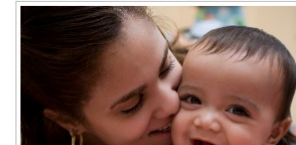
Parents and patients may be unsure what vaccines they need. These short, quick quizzes can give them a list of vaccines based on their answers.

[The Adult Vaccine Quiz](#)

[Childhood Vaccine Quiz](#)

Promotional Materials

Use these NIAM graphics and share [vaccine resources](#) to help you promote routine vaccination on various social media platforms and websites.



[National Immunization Awareness Month \(NIAM\) | CDC](https://www.cdc.gov/vaccines/events/niam/index.html)

<https://www.cdc.gov/vaccines/events/niam/index.html>

Summary

- Back to School campaign (July – September)
 - Digital ads nationwide in English
 - Digital ads in Spanish: Puerto Rico, Arizona, Colorado, Nevada, Florida, Idaho, Illinois, New Jersey, New Mexico, and Texas
 - Matte release in English and Spanish
 - Organic social media on CDC platforms
 - Promotes resources for parents: [Childhood Vaccine Quiz](#) and [Vaccines for Your Children](#)
 - CDC branded and unbranded social media posts and posters available to partners and jurisdictions on a new CDC web page for Back to School/vaccination
- National Immunization Awareness Month (August)
 - Organic social media on CDC platforms
 - Promotes resources: [Childhood Vaccine Quiz](#), [The Adult Vaccine Quiz](#), [Pregnancy and Vaccination](#)
 - CDC branded and unbranded social media posts and posters available to partners and jurisdictions on CDC's NIAM web page

Thank You!

- Kathleen Holmes
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For more information, contact CDC
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TTY: 1-888-232-6348 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.

