



VAX TO SCHOOL

A reminder to catch up on childhood vaccinations

About the Campaign

- **Why:** Vaccination rates for children, especially pre-teens and teens, have plummeted since the start of the COVID-19 pandemic.
- **Purpose:** Educate parents that school-age children in pre-kindergarten through 12th grade need to stay on schedule with their required and recommended vaccinations. Promote COVID-19 vaccination for age 12 and older.
- **Call to Action:** Contact your child's health care provider to discuss how to get your child up to date on their vaccines.
- **Time Frame:** June to December 2021
- **Funding Amount:** \$250,000
- **Partners:** Washington State Department of Health, Washington Chapter of the American Academy of Pediatrics, WithinReach, Public Health – Seattle & King County, and Snohomish Health District

Project Goals



Letter to Parents

- Sent to parents of children age 4 to 6 years
- Personalized with missing required vaccines for school
- Flyer on Required Immunizations for School Year 2021-2022



Campaign Elements

- Promote Vax into Summer Campaign and Resources
- Promote back-to-school vaccinations with a variety of creatives
- Encourage flu vaccination throughout fall and winter



Evaluate the Mailing(s)

- Mailing from May 2020-children age 4 to 5
- This year's mailing-children age 4 to 6

Department of Health Letter to Parents



STATE OF WASHINGTON • DEPARTMENT OF HEALTH
Office of Immunization

[NAME and ADDRESS BLOCK]

To the Parent or Guardian of: [XXXXXXXXXXXXXXXXXX]

X
X

[MM/DD/YYYY]

Dear Parent or Guardian,

According to the Washington State Immunization Information System, your child is missing one or more of the immunizations needed to start school. The list below shows the vaccine(s) that are due for your child. This letter includes an important flyer on Required Immunizations for School Year 2021-2022. All students, including those learning remotely, need to be in compliance with immunization requirements when school starts in the fall. Please contact your child's health care provider to discuss how to get your child up to date on their vaccines.

Vaccine(s) Due for [XXXXXXXXXXXXXXXXXX]:

[1. vaccine] [2. vaccine] [3. vaccine] [4. vaccine] [5. vaccine]

If you think your child is up to date on all of their immunizations, please check with your health care provider to make sure. You can always access your family's immunization records for free at MyIRmobile.com. Immunization forms and other information about school requirements are available at doh.wa.gov/SCCI.

Washington state provides all recommended vaccines at no cost for children through age 18. These vaccines are available from health care providers and some pharmacies across the state. Families who do not have a health care provider already can call the **Help Me Grow WA Hotline** at 1-800-322-2588 or go to ParentHelp123.org to find a health care provider, clinic, or other health resources. This service is free and language assistance is available.

If you have older children in your household, please make sure they are also up to date. The Tdap vaccine at age 10 or older is required for 7th grade entry, and HPV and meningococcal vaccines are recommended at this age too. Right now, children age 12 and up can get the COVID-19 vaccine. We expect younger kids may be eligible for this vaccine as early as fall 2021. Parents can schedule all of their child's vaccinations on the same visit. COVID-19 vaccines are available to all eligible children and adults at no cost. Learn more about COVID-19 vaccines at covidvaccine.wa.org.

Vaccinating children on time is the best way to protect them now and in the future. For information and resources about vaccinations during COVID-19, visit immunitycommunity.wa.org. Thank you for keeping our communities safe, healthy, and vaccinated as schools reopen in the fall!

Sincerely,

The Washington State Department of Health
Office of Immunization



DEPARTMENT OF HEALTH
PO Box 47843
Olympia WA 98504-7843

The Washington State Department of Health has important information for your child starting school in the fall.

Parents— Are Your Kids Ready for School? Required Immunizations for School Year 2021-2022



Instructions: To see which vaccines are required for school, find your child's grade in the first column. Look at the matching row across the page to find the amount of vaccines required for your child to enter school.

	Hepatitis B	DTaP/Tdap (Diphtheria, Tetanus, Pertussis)	Polio	MMR (Measles, Mumps, Rubella)	Varicella (Chickenpox)
Kindergarten through 6th Grade	3 doses	5 doses*	4 doses*	2 doses	2 doses OR A health care provider verified the child had the disease
7th Grade through 12th Grade	3 doses	5 doses DTaP * AND 1 dose Tdap	4 doses*	2 doses	2 doses OR A health care provider verified the child had the disease

* Vaccine Doses may be fewer than listed depending on your child's situation.

Additional Information: Students must get vaccine doses at the correct timeframes to be in compliance with school requirements. Talk to your health care provider or school staff if you have questions about school immunization requirements.

There are important vaccines for children that are not required for school entry. Find information on these vaccines at www.immunize.org/cdc/schedules/.

PO Box 47843 • Olympia, Washington 98504-7843
(360) 236-3595 • FAX (360) 236-3590 • TDD Relay Service: 1-800-833-6388

Vax into Summer Campaign

Be a Hot Shot. Get caught up with shots in time for summer sun!

See what immunizations your kids need for school, sports and summer camps.

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



It's Summer: Play Catch Up!

Make sure your child is up-to-date on their routine vaccinations this summer.

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



[DATE]

Dear [PARENT/GUARDIAN NAME],

Your child's health and well-being are of utmost importance to us here at [CLINIC NAME]. The current school year is winding down, but summer camps, sports, and the upcoming school year are here or coming soon. *The time to prepare your child for spending more in-person time with friends and classmates is now.*

Children ages 12 and older are now eligible for the COVID-19 vaccine. [INSERT YOUR CLINIC'S COVID VACCINE PROTOCOLS OR INSERT INSTRUCTIONS TO GET COVID VACCINE ELSEWHERE] Please call our clinic to schedule a vaccine or well-child appointment. At this visit, we'll make sure your child is growing and developing well and we'll answer any questions you may have. We'll also catch your child up on vaccines that prevent serious infectious diseases, like measles, mumps-HPV and meningococcal, in addition to COVID-19. Making sure your child is up to date on all vaccinations is one of the best ways we can work together to protect their health.

We have put the following measures in place to ensure your family's safety while in our clinic:

- Children with respiratory illness and/or fever are separated from well children.
- Our staff and providers are vaccinated against COVID-19 and screened daily for COVID-19 symptoms.
- All patients and visitors are screened for COVID-19 symptoms over the phone and at entry.
- To practice social distancing, we limit the number of visitors.
- Masks are mandatory for all patients, visitors, and staff.
- We frequently disinfect our office and equipment.

Please contact [CLINIC NAME] at [PHONE #] to schedule an appointment for your child.

If your child has been vaccinated by another provider, has moved out of state, is no longer a patient of this clinic, or you feel this message is in error, please call us to update our records.


If you have been impacted financially by COVID-19 or have lost your health insurance, please contact us to discuss your options. You can also visit [ParentHelp123.org](https://parenthelp123.org) (this webpage is available in English or Spanish) or call the Help Me Grow WA Hotline at 1-800-322-2588.

Our providers and staff are committed to helping your family stay safe and healthy. We look forward to hearing from you soon.

Sincerely,

Find all materials here: immunitycommunitywa.org/

WCAAP Flyer and DOH Toolkits



COVID-19 VACCINES FOR ADOLESCENTS: *What it means for providers*

On May 10, 2021 the Food and Drug Administration (FDA) issued an Emergency Authorization (EUA) for use of the Pfizer-BIONTech COVID-19 vaccine for 12–15-year-olds. This includes simultaneous administration of COVID-19 and other vaccines on the same day.

More than 3.8 million children have been infected with COVID-19 since the beginning of the pandemic. We encourage you to do your part to make sure adolescents ages 12 and up get immunized against COVID-19 and receive all other vaccinations they are eligible for.

Enrolling in the COVID-19 Vaccination Program

- In order to administer COVID-19 vaccinations, you must enroll in the federal COVID-19 Vaccination Program.
- Use the COVID-19 Vaccination Program Provider Preparation Checklist.
- Use the COVID-19 Provider Enrollment Guide to help you through the enrollment process.

Raising Awareness about COVID-19 Vaccine

- Contact eligible patients and schedule first and second dose appointments for their Pfizer COVID-19 vaccine!
- If you are not enrolled in the COVID-19 Vaccination Program, refer patients to another location that provides the vaccine.
- Review the American Academy of Pediatrics' FAQs about COVID-19 vaccines and recommendations on how to prepare for, how to implement, and how to get paid for COVID-19 vaccine administration in pediatric practices.
- Review DOH materials on communicating about mRNA vaccines.

Catching-up Children on All Vaccinations

- Use your EMR patient portal, email, phone calls or texts to target outreach.
- Contact patients due for well-child visits associated with shots (0-2, 4-5, 9-11 and 16-18 years).
- The COVID-19 vaccine for 12-year-olds and older can be administered on the same day as adolescent routine vaccinations.**
- Send reminder/recall notifications for routine immunizations that include information about COVID-19 vaccinations.
- Generate your clinic's coverage rate report in the WA IIS.
- Include information on your website and in social media about the importance of routine immunizations during the COVID-19 pandemic.
- If available in your region, partner with school-based health centers to expand access to routine childhood vaccines.
- Encourage patients to use MyIR to check their immunization status.

Looking for more information?

For additional resources and information about COVID-19 vaccines for adolescents, visit the Washington State Department of Health website: <https://www.doh.wa.gov/Emergencies/COVID19/vaccine>.

CHILDHOOD VACCINATION TOOLKIT FOR SCHOOLS

Dear schools serving children age 4 to 18,

Routine childhood vaccination rates dropped dramatically during the early months of the COVID-19 pandemic. Vaccination rates began rebounding last summer, but many children and adolescents are still behind on their recommended immunizations. The drop in childhood vaccinations may raise the risk of other disease outbreaks when schools fully reopen this fall.


As we prepare for the 2021-2022 school year, please help remind parents of the necessity and importance of completing childhood vaccinations. We have compiled a toolkit of materials to help you promote childhood vaccines, answer parent questions, and more.

Additionally, the Pfizer COVID-19 vaccine is now available for children ages 12 and older in Washington state. It can be given at the same time as other vaccines, so please recommend the COVID-19 vaccine for any qualifying child as you are catching them up on other immunizations. If you don't offer COVID-19 vaccine, you can refer their parents to www.VaccineLocator.doh.wa.gov to find a nearby provider.

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SOCIAL MEDIA POSTS, CHILDHOOD VACCINES and COVID-19 VACCINE	PAGES 9-16

If you have questions about this toolkit or need more resources, please visit www.CovidVaccineWA.org or email covid.vaccine@doh.wa.gov.

To request this document customers, please call 1-800-525-0127. Deaf or hard of hearing (by) or email civil.rights@doh.wa.gov.


DOH 820-179 May 2021

Flyer: immunitycommunitywa.org/

Toolkits: doh.wa.gov/SCCI

Vax to School Media and Social Marketing



Find all materials here: immunitycommunitywa.org/

Project Timeline



Letter to Parents

- Letters sent in early **July 2021**



Promote Campaign Elements

- Promote Vax into Summer Campaign and back-to-school vaccinations **June - September 2021**
- Parent Map articles in **July, September, October, and November**
- Focus on flu vaccination **October to December 2021**



Evaluate the Mailing(s)

- Evaluation of the State's reminder recall letters from **November to December 2021**

Thank You!

- Thank you for keeping our communities safe, healthy and vaccinated as children start summer!

Questions about the Vax to School Campaign,
including DOH letter to parents or the toolkit?

Contact Greg Endler at greg.endler@doh.wa.gov.