# Table of Contents

**SECTION 1: PRETEEN VACCINE WEEK 2019** ........................................................................................................... 2  
INTRODUCTION ......................................................................................................................................................... 2  
THE 2019 PRETEEN VACCINE WEEK CAMPAIGN KIT ............................................................................................. 3  
**SECTION 2: PLANNING, PROMOTION, AND OUTREACH** ......................................................................................... 4  
SECTION 2 - DESCRIPTION OF CONTENTS .............................................................................................................. 4  
ACTION PLAN ............................................................................................................................................................. 5  
PRETEEN VACCINE WEEK ORDER FORM TEMPLATE .............................................................................................. 6  
TALKING POINTS FOR PRETEEN VACCINE WEEK .................................................................................................... 7  
SUGGESTED ACTIVITIES FOR PRETEEN VACCINE WEEK ....................................................................................... 16  
SUGGESTED PRESS RELEASE ...................................................................................................................................... 20  
HEALTHCARE PROVIDER E-BLAST ............................................................................................................................ 21  
SCHOOL STAFF E-BLAST ............................................................................................................................................. 22  
LETTER FROM SCHOOL NURSE TO PARENTS ............................................................................................................. 23  
SOCIAL MEDIA MESSAGES ........................................................................................................................................... 24  
**APPENDIX: RESOURCES AND WEBLINKS** .......................................................................................................... 31  
**SECTION 3: EDUCATIONAL ACTIVITIES** .............................................................................................................. SEE CAMPAIGN KIT SUPPLEMENT
Section 1 – Introduction

Overview

This section introduces the purpose and background of the 2019 Preteen Vaccine Week campaign and provides a brief description of the contents of this Campaign Kit.

To the Immunization Program Staff and Partners – Thank you!

Preteen Vaccine Week (PVW) 2018 promoted HPV vaccine for boys and girls, the pertussis school immunization requirement for incoming 7th graders, and other recommended vaccines. Thanks to the PVW initiatives of local health departments, coalitions, schools, and partner organizations, California kids and communities are now better protected against dangerous diseases. More than 25 LHDs, coalitions, and professional organizations participated this year. A report with a summary of 2018 activities is available on the IZ Coordinators page.

Preteen Vaccine Week, March 3-9, 2019

PVW is an annual California observance. First started in 1999 to create awareness about the Hepatitis B vaccination school law requirement, the observance has evolved to promote the concept of preteen doctor visits and draw attention to the importance of immunizations for adolescents ages 11 and 12. PVW is also scheduled to coincide with International HPV Awareness Day, an observance initiated by the International Papillomavirus Society to increase worldwide understanding of HPV and how it affects us all.

The goals of PVW 2019 are to distribute information and materials through multiple avenues such as schools, providers, and the media to raise awareness about HPV vaccine for girls and boys, Tdap vaccine, meningococcal vaccine, the 2nd dose of varicella vaccine, and to promote the preteen doctor visit.

California has more than one million 11- and 12-year-old boys and girls. Along with the continuing requirement to receive the pertussis booster vaccine (Tdap), State law now requires incoming 7th grade students to have two chickenpox shots before starting school. The federal Advisory Committee on Immunization Practices (ACIP) currently recommends that 11 and 12 year olds receive Tdap, meningococcal vaccine, two doses of HPV vaccine, and an annual flu vaccine. Some preteens may also need to catch up on chickenpox vaccine (many don’t have the 2nd dose), MMR (measles, mumps, rubella), and hepatitis B vaccine.

Useful tools for parents and preteens are included in this kit and at www.GetImmunizedCA.org. Information and communication tools about the Tdap and chickenpox immunization requirements for 7th grade entry can be found at www.ShotsForSchool.org.

PVW is the rallying point for families, providers, coalitions supporting children’s health, and local health departments to get the message out about preventative health care and immunizations for preteens.

Order Your Preteen Vaccine Week Promotional Items Now!

Several promotional materials such as flyers and posters are available to help you promote PVW. Use the fax-back form to order your materials and get a head-start on PVW planning. Materials targeting parents and providers are also available on the CDC website at www.cdc.gov/vaccines/partners/teens/index.html.

Contact Information

If you have any questions concerning PVW 2019 or any of the materials included in this kit, feel free to contact Jane Pezua at Jane.Pezua@cdph.ca.gov or at (510) 620-6209.
Section 1 – Introduction

How the 2019 Preteen Vaccine Week Campaign Kit Materials Are Organized

The Campaign Kit

The Campaign Kit contains three sections. All sections are all in Microsoft™ Word so that you can customize materials according to the needs of your local health department and community.

Section 1. This section explains the background and purpose of Preteen Vaccine Week and the important role that the Immunization Coordinator and Immunization Program staff play in making it a success in local health departments and local communities.

Section 2. This section contains tools, templates, and announcements that may be helpful in your promotion of Preteen Vaccine Week and preteen immunizations in your community. It includes pages dedicated to social media messaging, a campaign strategy of increasing importance as social media has become an integral part of how we in public health engage our audience.

Section 3. This supplemental section is geared towards 6th and 7th grade teachers. (See Campaign Kit Supplement.) It contains complete, ready-to-use activities for classroom use. The activities require little preparation and are a fun and easy way to teach children about vaccine-preventable diseases, immunizations, and concepts such as herd immunity.
Section 2 – Preteen Vaccine Week Action Plan

Description of Contents

This section contains tools, templates, and announcements that may be helpful in your promotion of Preteen Vaccine Week and preteen immunizations in your community.

Text in [red] is for you to replace with information specific to your own health department or event.

- The **Action Plan** is a tool to help you organize your Preteen Vaccine Week planning and promotional activities. Take a couple of minutes to note your ideas for implementing Preteen Vaccine Week and you will have a handy, organized plan with all the steps you need to follow.

- Use the **Fax-Back Order Form Template** to allow community partners and agencies to order Preteen Vaccine Week posters, brochures, and other promotional materials from your stock of preteen materials from CDPH.

- **Talking Points for Preteen Vaccine Week** contains concise information to promote Preteen Vaccine Week and the importance of preteens being up to date on their immunizations. You can use this content for developing announcements, emails, website information, and more.

- Use **Suggested Activities for Preteen Vaccine Week 2019** to help you identify fun, easy-to-implement outreach activities.

- The **Press Release** is an easy-to-customize template you can email, fax, or mail to newspapers, radio, and television stations to publicize your Preteen Vaccine Week event(s).

- The **Healthcare Provider e-Blast** can be used in electronic communications with healthcare providers to promote Preteen Vaccine Week, and remind them of the importance of preteen vaccines.

- Use the **School Staff e-Blast** to ensure that teachers and school nurses are informed about Preteen Vaccine Week and things they can do to promote the observance and available resources to remind students about the 7th grade Tdap and chickenpox vaccine requirements.

- The customizable **Template Letter from School Nurse to Parents** can be provided to schools and school-based health centers to send to parents of preteen students to remind them of recommended and required immunizations.

- Use **Social Media Messages** to promote Preteen Vaccine Week, and engage your community through social media.
Section 2 – Preteen Vaccine Week Action Plan

This Preteen Vaccine Week Campaign Kit contains all the information and tools you need to plan for and conduct a fun and informative Preteen Vaccine Week campaign. Take a minute to skim through the materials in this Kit to get an idea of what you would like to do for Preteen Vaccine Week. Then, use the Preteen Vaccine Week Action Plan below to help you plan and organize your campaign.

### Preteen Vaccine Week Action Plan

<table>
<thead>
<tr>
<th>Step</th>
<th>Details/Comments</th>
<th>Start/Finish Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Join Statewide PVW planning calls</td>
<td>Keep an eye out for emails from the Immunization Branch with more information about the calls</td>
<td>• December 4th, 2018 • TBD</td>
</tr>
<tr>
<td>Order materials on Fax Back form</td>
<td>Materials with quantities needed:</td>
<td>Email to Mario Gutierrez <a href="mailto:Mario.gutierrez@cdph.ca.gov">Mario.gutierrez@cdph.ca.gov</a></td>
</tr>
<tr>
<td>List ways to inform providers</td>
<td>Information to providers via:</td>
<td></td>
</tr>
<tr>
<td>List ways you want to promote Preteen Vaccine Week to parents and preteens</td>
<td>Promotional activities:</td>
<td></td>
</tr>
<tr>
<td>Give educational materials to teachers, school nurses, and others you think may want to use them, or use them to conduct your own activities at schools, health fairs, etc.</td>
<td>Send educational materials to:</td>
<td></td>
</tr>
</tbody>
</table>
### Section 2 – PVW Fax Back Order Form Template

<table>
<thead>
<tr>
<th>IMM#</th>
<th>Item Name</th>
<th>Total Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMM-1048</td>
<td>One Shot Heroes DVD: short fictional movie about importance of preteen shots (may be used in schools or other youth settings)</td>
<td></td>
</tr>
<tr>
<td>IMM-1049</td>
<td>HPV Fotonovela (Eng/Sp)</td>
<td></td>
</tr>
<tr>
<td>IMM-1054ES</td>
<td>Parent Preteen Immunization Flyer (Eng/Sp)</td>
<td></td>
</tr>
<tr>
<td>IMM-1124</td>
<td>How Important is HPV Vaccine? And Spanish! IMM-1124S</td>
<td></td>
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<tr>
<td>IMM-1129</td>
<td>HPV Vaccine Appointment Reminder Card</td>
<td></td>
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<tr>
<td>IMM-1129S</td>
<td>HPV Vaccine Appointment Reminder Card (Spanish)</td>
<td></td>
</tr>
<tr>
<td>IMM-1117ES</td>
<td>Parents: Did You Know HPV Causes (Eng/Sp)</td>
<td></td>
</tr>
<tr>
<td>IMM-1205ES</td>
<td>Hey! Did You Know? (Eng/Sp)</td>
<td></td>
</tr>
</tbody>
</table>

**Send to:** (insert name) by (insert date)  
Fax: (insert fax number)  Email: (insert email address)

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**Requester’s Name:** ____________________________  **Clinic/Practice:** ____________________________

**Address:** ____________________________________  **City/State/Zip:** ____________________________

**Phone Number:** ________________________________  **Email Address:** ____________________________

**Date Order Submitted:** __________________________
Section 2 – Talking Points for Preteen Vaccine Week

Preteen Vaccine Week Campaign Information

Preteen Vaccine Week is a statewide observance, celebrated March 3-9, 2019.

Preteen Vaccine Week promotes the importance of immunizing preteens and highlights the preteen doctor visit as an opportunity for preteens to receive vaccines that can protect them from very serious, yet preventable diseases.

Información acerca la campaña de la Semana de Vacunación de Preadolescentes

La Semana de Vacunación de Preadolescentes se celebra por todo el estado del 3 al 9 de marzo de 2019.

La Semana de Vacunación de Preadolescentes promueve la importancia de vacunar a los preadolescentes y destaca la gran oportunidad que presenta el chequeo médico durante la preadolescencia para vacunar a los preadolescentes y protegerlos de enfermedades graves pero prevenibles.

Immunizations Protect Your Health and the Health of Those You Care For

For preteens: What’s your favorite thing to do? Bet it’s not getting sick! That’s why getting your shots are so important. A shot may sting a little, but it will help you stay healthy, so you can do the things you love.

Shots help you – and those close to you. You can spread diseases to others, even before you feel sick. If you get your shots, you will also help keep your friends, family, and school healthy.

For parents: You can’t be by your preteen’s side every minute. Immunizing your child is one way to ensure they are protected from dangerous diseases now and for the years ahead.

The federal Advisory Committee on Immunization Practices (ACIP) currently recommends that 11 and 12 year olds receive HPV, Tdap, meningococcal, and seasonal flu vaccines. Some preteens may also need to catch-up on other immunizations, including chickenpox (many don’t have their 2nd dose), MMR (measles, mumps, rubella), and hepatitis B. In California, a Tdap booster shot and two shots of chickenpox vaccine are now required before 7th grade. Check with your health care provider to make sure your child is up to date.

Health Officials worry that California is due for another whooping cough epidemic. A Tdap booster shot will protect your child against the ongoing threat of whooping cough and help to meet the 7th grade immunization requirement for school entry; two doses of chickenpox vaccine are now also required. If your preteen has not yet received these immunizations, contact your doctor or local health department.

A few years ago, California had a large measles outbreak spread at Disneyland that extended to other states. Some unvaccinated students were required to stay home from school up to 21 days. Stay ahead of illness and quarantine—be sure your preteen has received two doses of MMR, the vaccine that prevents measles, mumps, and rubella.

If your preteen does not have health insurance, or his/her health insurance does not cover the costs for vaccines, ask your doctor or local health department about the Vaccines for Children Program (VFC). To learn more about VFC, visit: www.cdc.gov/vaccines/programs/vfc/parents/index.html. Find doctors participating in VFC in your local area.
Section 2 – Talking Points for Preteen Vaccine Week

**Preteen Doctor Visits**

The Centers for Disease Control and Prevention, the American Academy of Pediatrics, and the Society for Adolescent Health and Medicine recommend that all 11 and 12 year olds get a check-up each year. Check-ups give your child’s doctor the opportunity to evaluate all aspects of your child’s growth and health, including immunizations.

If your child has not yet had a preteen check-up, give them a healthy start as an adolescent and make an appointment today! When you bring your preteen to their doctor visit, make sure to ask about getting three vaccines for your child: Tdap, HPV and Meningitis. These three vaccines help keep your children safe as they grow up. Use this handy preteen vaccine checklist to learn more.

Las vacunas protegen su salud y la de sus seres queridos

*Para los preadolescentes*: ¿Qué es lo que más te gusta hacer? ¡Apuesto que no es enfermarte! Por eso es que ponerte las vacunas es tan importante. El vacunarse puede ser un poco molesto, pero te mantiene sano para que puedas seguir haciendo lo que te gusta.

Las vacunas te ayudan al igual que aquellos cerca de ti. Es importante que te vacunes porque puedes contagiar a otros, aun antes de sentirte enfermo. Si te vacunas, también estarás protegiendo la salud de tus amigos, tu familia y tus compañeros.

*Para los padres*: Usted no puede estar al lado de su preadolescente en todo momento. La vacunación de su hijo es algo que puede hacer para protegerlo contra enfermedades peligrosas hoy y durante los años por venir.

El Comité Asesor federal sobre Prácticas de Inmunización recomienda que los jóvenes de 11 y 12 años de edad reciban la vacuna contra el VPH, Tdap, la vacuna contra la enfermedad meningocócica y la vacuna anual contra la influenza. Algunos preadolescentes también tienen que ponerse al día con otras vacunas, como la vacuna contra la varicela (muchos no tienen su 2ª dosis), MMR (vacuna contra el sarampión, las paperas y la rubéola) y la vacuna contra la hepatitis B. En California, se requiere que los estudiantes reciban una vacuna de refuerzo Tdap y dos dosis de la vacuna contra la varicela antes de ingresar al 7° grado.

Los oficiales de salud están preocupados de que pronto llegue una epidemia de tos ferina a California. La vacuna de refuerzo contra la tos ferina (‘Tdap’) protegerá a su hijo(a) contra la amenaza constante de tos ferina y le ayuda a cumplir con el requisito escolar de vacunación para ingresar al 7° grado; también se requieren dos dosis de la vacuna contra la varicela. Si su preadolescente aún no se ha puesto estas vacunas, por favor contacte a su doctor o departamento de salud local.

Hace unos pocos años, California experimentó un gran brote de sarampión en Disneylandia que se extendió a otros estados. Algunos estudiantes no vacunados fueron obligados a quedarse en casa hasta 21 días. Asegúrese que su preadolescente haya recibido dos dosis de MMR, la vacuna que previene el sarampión, las paperas y la rubéola.

Si su preadolescente no tiene seguro médico o si su seguro médico no cubre el costo de las vacunas, consulte a su doctor o departamento de salud local sobre el programa Vacunas para Niños (VFC, en inglés). Para más información, visite [https://www.cdc.gov/spanish/especialescdc/programavacunas/index.html](https://www.cdc.gov/spanish/especialescdc/programavacunas/index.html). Encuentra doctores participantes en VFC en su área.
Immunizations Recommended for Preteens

Immunizations recommended for 11 and 12 year olds include:

- Two doses of human papillomavirus (HPV) vaccine to protect boys and girls from HPV-related cancers and infections.
- Tdap vaccine to help prevent tetanus, diphtheria, and whooping cough. **All incoming 7th graders need proof of a Tdap vaccine and two doses of chickenpox vaccine before starting school.**
- Meningococcal vaccine (MenACWY) to protect against certain serious types of bacterial meningitis and other related infections.
- A seasonal flu vaccine to protect against serious illness caused by the flu.

Preteens may also need to catch up on other immunizations, including chickenpox (many don’t have their 2nd dose), MMR (measles, mumps, rubella), and hepatitis B. Two shots of chickenpox vaccine are now required before 7th grade in California.
Human Papillomavirus (HPV)

Human papillomavirus (HPV) infections are common and can cause cancer. HPV is so common that most sexually-active men and women will get infected with HPV in their lives, most often during their teens or early 20’s. About 79 million Americans are currently infected with HPV, and about 14 million more get infected each year. Every 20 minutes someone in the United States is diagnosed with an HPV-associated cancer.

Each year in the United States, there are about 19,000 women and 12,000 men that develop HPV-related cancers. HPV causes cancers of the cervix, vulva, and vagina in women; and cancer of the penis in men.

HPV also causes most throat and mouth cancers in men and women and is a bigger risk than smoking for such cancers. HPV also causes anal cancer.

Pap tests can detect most cases of cervical cancer in women. Unfortunately, there are no routine screening methods for other HPV-related cancers in women or men, and these cancers can cause pain, suffering and even death. That is why the HPV vaccine now, which prevents most of these HPV related-cancers, is so important for the future.

The HPV vaccine protects against:
- cancers of the cervix, vagina, and vulva in women;
- penile cancer in males; and
- anal, mouth, and throat cancers and genital warts in females and males.

HPV vaccine is given as a series of shots. The best way to remember to get your child all of the shots is to make appointments for the next dose(s) before you leave the doctor’s office after getting the first shot.

The vaccine is highly effective at preventing common types of HPV that can lead to cancer. The HPV vaccine also has a very good safety record, and the benefits of HPV vaccination far outweigh any potential risk of side effects.

Even though HPV immunization rates are lower among adolescents in comparison to other recommended immunizations, medical experts have already seen a drop in the proportion of teenage girls infected with the HPV types prevented by the vaccine. A study shows that the infections prevented by HPV vaccine have dropped by 56% since the HPV vaccine was introduced in 2006. This drop is higher than medical experts expected.

The HPV vaccine is recommended for both boys and girls at age 11 or 12, because the vaccine works best before infection with the virus. The vaccine prevents HPV infection, it does not cure it. Studies also show that the HPV vaccine is most effective when given by the preteen years. In fact, teens who wait until age 15 or later to get the HPV vaccine need three doses instead of two to be protected. That’s why it’s better not to wait to vaccinate.

Older adolescents and young adults are also recommended to receive the HPV vaccine if they haven’t yet received it.

Watch Matthew’s Story of a teen who witnessed his father go through treatment for HPV-related oral cancer. He makes the connection that his own vaccination is working to protect him from what’s happening to his dad. Other HPV stories available at www.shotbyshot.org/story-gallery/
El virus del papiloma humano (VPH)

El virus del papiloma humano (VPH) es un virus común y puede causar cáncer. El VPH es tan común que casi todos los hombres y las mujeres sexualmente activos contraerán el VPH en algún momento de su vida, por lo general en la adolescencia o alrededor de los 20 años de edad. En la actualidad, unos 79 millones de estadounidenses están infectados y todos los años se infectan cerca de 14 millones más. Cada 20 minutos se diagnostica un nuevo caso de cáncer relacionado con el VPH en los EE.UU.

Cada año en los EE.UU., alrededor de 19,000 mujeres y 12,000 hombres desarrollan tipos de cáncer relacionados con el VPH. El VPH puede causar cáncer cervical (también conocido como cáncer de cérvix, cáncer de cuello del útero o cáncer de cuello uterino), cáncer de la vulva y la vagina en mujeres y el cáncer de pene en hombres.

El VPH causa la mayoría de los casos de cáncer de boca y garganta tanto en mujeres como en hombres. De hecho, el VPH es mayor amenaza para el desarrollo de cáncer de garganta y boca que el fumar. El VPH también puede causar el cáncer anal.

Para las mujeres, la mayoría de los casos de cáncer cervical se pueden detectar con la prueba de Papanicolaou. Desafortunadamente, no existe un examen de rutina para otros tipos de cáncer relacionados con el VPH para las mujeres o los hombres, y estos tipos de cáncer pueden causar dolor, sufrimiento e incluso la muerte. Por esa razón es tan importante ponerles la vacuna contra el VPH ahora, la vacuna que previene la mayoría de estos tipos de cáncer, para proteger su futuro.

La vacuna contra el VPH protege contra:
- el cáncer cervical, de la vagina y la vulva en mujeres;
- el cáncer de pene en los hombres;
- el cáncer anal, de la boca y garganta y verrugas genitales en mujeres y hombres.

La vacuna se da en una serie de dosis. La mejor manera de recordar las inyecciones para su hijo(a) es haciendo las citas para la(s) siguiente(s) dosis antes de salir del consultorio médico, justo después de que reciba la primera inyección.

La vacuna es muy efectiva en la prevención de tipos comunes de VPH que pueden conducir al cáncer. La vacuna contra el VPH tiene muy buenos antecedentes de seguridad y los beneficios sobrepasan las probabilidades de se produzca cualquier efecto secundario.

A pesar de que las tasas de vacunación contra el VPH son más bajas en los adolescentes en comparación con otras vacunas recomendadas, los expertos médicos ya han visto una caída en la proporción de adolescentes infectados con los tipos de VPH que previene la vacuna. Un estudio reciente muestra que las infecciones de VPH prevenibles por la vacuna se han reducido un 56% desde que la vacuna contra el VPH se introdujo en el 2006. Esta caída es más de lo que los expertos médicos esperaban.

La vacuna contra el VPH se recomienda a los 11 y 12 años de edad porque funciona mejor antes de que la persona se infecte con el virus. La vacuna contra el VPH previene la infección del VPH. No la cura. Además, hay estudios que indican que la vacuna es más eficaz cuando se pone durante los años de la preadolescencia. De hecho, los adolescentes que esperan hasta cumplir los 15 años de edad para vacunarse necesitan tres dosis de la vacuna en vez de dos. Por eso es mejor no esperar.

También es recomendable que los adolescentes mayores y jóvenes adultos se pongan la vacuna contra el VPH si aún no la han recibido.
Section 2 – Talking Points for Preteen Vaccine Week

**Meningococcal Disease**

Meningococcal (meh-ninja-CAH-cal) disease is a rare but serious infection in the blood or areas around the brain and spinal cord. About 10% of teens who get the disease die from it, and another 15% will have long-term disability from it, such as loss of limb(s), deafness, nervous system problems, or brain damage.

The risk of meningococcal disease increases in the preteen through teen and young adult years. The bacteria that cause this infection can spread through close contact, such as kissing, coughing, and sharing drinks. Living in crowded conditions and smoking can increase the risk of getting this disease.

One dose of meningococcal vaccine (MenACWY) is recommended for all 11 and 12 year olds. A booster dose is also recommended at age 16.

A meningococcal vaccine (MenB) that protects against another type of meningococcal disease may be administered to adolescents and young adults 16-23 years of age. Ask your doctor if Men B vaccine is recommended for your child or teen.

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**Tetanus, Diphtheria, and Whooping Cough**

Whooping cough (pertussis) is widespread in California and other states. Many school outbreaks have been reported in the past 3-4 years. The California Department of Public Health recommends that all California preteens receive a booster shot against whooping cough (also known as "Tdap"). Moreover, California law requires that 7th grade students are immunized with Tdap and chickenpox vaccine before starting school.
Section 2 – Talking Points for Preteen Vaccine Week

Whooping cough is a common respiratory disease in adolescents. It can cause severe coughing spells that lead to vomiting or broken ribs. Preteens suffering from whooping cough can be hospitalized and miss weeks of school.

To help prevent whooping cough and meet school entry requirements, preteens should get the Tdap vaccine. Getting sick with whooping cough or getting whooping cough vaccines doesn’t provide lifelong protection, which means you can still get whooping cough and pass it onto others. Whooping cough vaccines are effective but not perfect. They typically offer high levels of protection during the first 2 years after getting vaccinated, but then protection fades over time. This is known as waning immunity. This is why booster shots are important for preteens. The Tdap booster shot also protects students from tetanus and diphtheria.

Pregnant women are also advised to get a whooping cough shot during the third trimester of every pregnancy. This protects her newborn until he/she is old enough to get his/her own shots.

Watch Emily and Zack’s Story about high school twins who got whooping cough as they talk about their experience with their mom. Find other pertussis stories at www.shotbyshot.org/story-gallery/.

El tétanos, difteria y tos ferina

La tos ferina (pertussis) se ha propagado mucho en California y otros estados. Se han reportado muchos brotes escolares en el 2014 y 2015. El Departamento de Salud Pública de California recomienda que todos los preadolescentes californianos reciban una vacuna de refuerzo contra la tos ferina (también conocida como “Tdap”). Además, el Proyecto de Ley 354 requiere que los estudiantes ingresando al 7° grado se pongan la vacuna antes de comenzar la escuela.

La tos ferina es una enfermedad respiratoria común entre adolescentes. Los ataques de tos por la tos ferina pueden causar vómito y hasta rompen las costillas. Los preadolescentes que sufren de tos ferina pueden terminar en el hospital y perder semanas de clases.

Con el fin de prevenir la transmisión de esta enfermedad y cumplir con el requisito escolar, los preadolescentes deben ponerse la vacuna Tdap.

Influenza (flu)

Flu (influenza) is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness, and at times can lead to death. The best way to prevent flu is by getting an annual flu vaccine. During 2017-18, 80,000 Americans died from flu. Influenza and pneumonia combined are the 8th leading cause of death in the United States.

Flu vaccine is especially important for people with chronic conditions, like asthma or diabetes. Getting a flu shot lowers their chances of having serious complications from the flu. Flu can send even healthy kids to the hospital. Last flu season was quite a bad year; at least 181 children died from flu in the United States and 80% of those had not been vaccinated against flu.

A yearly flu vaccine is recommended for everyone 6 months of age and older. Preteens should get a flu vaccine as soon as it becomes available in their community.
Encourage preteens to also take some basic steps to help prevent catching the flu and other respiratory infections, including washing hands often, covering coughs and sneezes with their sleeves or tissues, and staying home when sick.

Watch Brittney's Story, a healthy cheerleader dies from flu within 24 hours. She was not vaccinated. Find other flu stories at www.shotbyshot.org/story-gallery/.

La influenza

La influenza (la gripe o “flu”) es una enfermedad contagiosa respiratoria causada por los virus de influenza. Puede causar una enfermedad leve o severa y a veces puede causar la muerte. La mejor manera de prevenir la influenza es vacunándose todos los años.

Cada año, más de 200,000 personas son hospitalizadas a causa de sus complicaciones y hasta 49,000 personas mueren por la influenza. Por lo tanto, la influenza y la neumonía son la octava causa principal de muerte en los EE.UU.

La vacuna es especialmente importante para personas con enfermedades crónicas como el asma y la diabetes. La vacuna disminuye las probabilidades de que tengan complicaciones graves por la enfermedad. Sin embargo, aun los niños sanos pueden terminar en el hospital después de contraer la influenza. Durante la última temporada de influenza, 101 niños murieron por causa de la influenza en EE.UU.

Se recomienda una vacuna anual contra la influenza para todas las personas mayores de 6 meses de edad. Los preadolescentes deben vacunarse contra la influenza apenas la vacuna esté disponible en sus comunidades.

Anime a los preadolescentes a que también tomen algunas medidas básicas para evitar contraer la enfermedad y otras infecciones respiratorias, como lavarse las manos a menudo, cubrirse la boca al toser y estornudar con la manga de la camisa o un pañuelo desechable y quedarse en casa cuando estén enfermos.

Chickenpox (Varicella)

Chickenpox is a very contagious disease caused by the varicella-zoster virus. The virus spreads easily from people with chickenpox to others who have never had the disease or received the chickenpox vaccine. Chickenpox is especially dangerous for adolescents and adults. It can lead to severe skin infections, scars, pneumonia, brain damage, and even death. Starting in the 2019-20 school year, all incoming 7th graders will also need to show proof that they have received two doses of the vaccine before starting school.

Watch Jesse’s Story, as chickenpox led him to the hospital and ICU. His family is forced to say goodbye before his 10th birthday.
Find other chicken pox stories at www.shotbyshot.org/story-gallery/.
La varicela

La varicela es una enfermedad muy contagiosa causada por el virus varicela-zoster. El virus se transmite fácilmente de las personas con varicela a otros que nunca han tenido la enfermedad o recibido la vacuna contra la varicela.

La varicela es especialmente peligrosa para los adolescentes y adultos. Puede conducir a infecciones graves de la piel, cicatrices, daño cerebral y hasta la muerte. Se recomienda un total de dos dosis de la vacuna contra la varicela para los que nunca han contraído la varicela.
Section 2 – Suggested Activities for Preteen Vaccine Week

☐ Activities that are the least time-consuming and can be implemented with little or no resources
☐ Activities that require some time and/or resources
☐ Activities that require a considerable amount of time and/or resources

**LEAST TIME-CONSUMING ACTIVITIES**

☐ 1. **Update your website!** Post Preteen Vaccine Week information on your website, list facilities offering Tdap and chickenpox vaccines, and link to [www.ShotsforSchool.org](http://www.ShotsforSchool.org). Use the [Ready for 7th Grade](http://www.preteenplug.org) or other PVW web banners. Consider creating a special page for this information. **Local health departments that have tried this:** Butte, Fresno, Glenn, Los Angeles, Napa, San Mateo, Santa Barbara, Santa Clara

☐ 2. **Share PVW materials with your community.** Email Preteen Vaccine Week resources/materials and links to school nurses, administrators, principals, LHD staff, local VFC providers, coalition members, and community organizations that serve youth. Be sure to introduce PVW and share relevant resources/materials. **Local health departments that have tried this:** Butte, Fresno, Kern, Lassen, Los Angeles, Mariposa, Napa, San Diego, San Mateo, Santa Barbara

☐ 3. **Create a preteen immunization display in your local health department lobby.** This is an easy way to reach families that visit your health department. Include copies of [flyers](http://www.preteenplug.org) with information parents can take home and review. **Local health departments that have tried this:** Fresno, Orange, San Diego

☐ 4. **Use social media** to promote key preteen immunization messages, especially HPV vaccine and the 7th grade school entry requirements. Facebook and Twitter are popular. See Suggested Social Media Messages (page 24) or promote a [ShotByShot story](http://www.preteenplug.org) about HPV, whooping cough, flu or meningococcal disease. **Local health departments that have tried this:** Fresno, Marin, San Diego, San Luis Obispo, Orange, Humboldt, Los Angeles

☐ 5. **Encourage providers to use reminder postcards** or phone calls for their 11- to 12-year-old patients. Use them at your clinic also! **Local health departments that have tried this:** Kern County

☐ 6. **Encourage your Health Officer to send school superintendents a letter** highlighting the school law, promoting the preteen doctor visit, and outlining the LHD’s role in supporting the schools. **Local health departments that have tried this:** Butte, Kern

☐ 7. **Ask immunization staff and coalition members to change their email signatures** to include Preteen Vaccine Week information. **Local health departments that have tried this:** San Diego

☐ 8. **Remind providers to use every visit,** including CHDP well-child check-ups and sports physicals as an opportunity to vaccinate. **Local health departments that have tried this:** Kern, San Bernardino, Lassen, Pasadena, Inyo

☐ 9. **Encourage schools to use their robo-call system** to alert parents of 7th graders about the Tdap and chickenpox immunization requirements and the importance of a preteen doctor visit. Alternatively, email blasts or a telephone tree can be used. **Local health departments that have tried this:** San Luis Obispo, Lassen, City of Berkeley
Section 2 – Suggested Activities for Preteen Vaccine Week

☐ 10. Reach out to your local WIC offices. WIC may be a great venue to educate parents on the Tdap and chickenpox requirements, especially those in outlying communities. Ask WIC to help you promote your special Tdap clinics or extended clinic hours, or ask them to distribute or display health education materials aimed at parents of adolescents in their lobby. Local health departments that have tried this: Glenn, Riverside

☐ 11. Promote stocking ample Tdap and chickenpox vaccines; vaccinate at every opportunity. Local health departments that have tried this: Kern, Glenn, San Bernardino, Lassen, Pasadena

ACTIVITIES THAT REQUIRE SOME TIME/RESOURCES

☐ 1. Host a screening of the Invisible Threat documentary about immunizations at a school, local youth group, or other venue. Local health departments that have tried this: City of Berkeley

☐ 2. Perform outreach directly to providers by sharing educational materials and other resources, perhaps even targeting those with low immunization or series completion rates. Local health departments that have tried this: Butte, Glenn, Inyo, Los Angeles, Santa Barbara, Santa Clara, Yuba

☐ 3. Distribute printed Preteen Vaccine Week materials to schools, clinics, local providers, community agencies. Community members may be more willing to post and share already printed materials. Local health departments that have tried this: Fresno, Lassen, Placer, Riverside, San Diego

☐ 4. Attend meetings for school nurses, LHD/community providers, and the PTA, to share information and distribute relevant materials. Discuss the chickenpox and Tdap requirements for 7th graders, and share up-to-date information about HPV vaccine. Local health departments that have tried this: Butte, Fresno, Madera, Tehama

☐ 5. Invite school librarians or bookstores to display PVW materials. Libraries and bookstores can display the parent flyer and the poster to promote adolescent immunizations. They can also have a list of adolescent health books available for those who need more information. Local health departments that have tried this: Orange, San Diego, Los Angeles, Santa Clara

☐ 6. Reach out to the media or local magazine. Send a press release [see sample page to local newspapers. Inform media about PVW and provide information about your clinics, extended hours, etc. in your articles. Local health departments that have tried this: Fresno, Glenn, Kern (newspaper), Lassen (newspaper), Los Angeles San Diego, San Mateo, Ventura

☐ 7. Seek qualified multilingual staff for radio and TV interviews or shows. Contact media and ask them if they’d be interested in covering your local story. Consider recruiting your local health officer to inform parents of 7th grade students about the Tdap and chickenpox school immunization requirements on the radio. Local health departments that have tried this: San Luis Obispo, Santa Barbara, Siskiyou

☐ 8. Invite schools to attach the parent flyer to report cards or an important mailing. Remember to include information on the Tdap and chickenpox vaccine requirements for incoming 7th graders. Local health departments that have tried this: Lassen
Section 2 – Suggested Activities for Preteen Vaccine Week

☐ 9. Seek permission to include an article (see template for physician newsletter) in your local physician newsletter (e.g., CMA, CAFP, AAP, CHDP) or local listserv. Educate providers on the Tdap and chickenpox school immunization requirements for 7th grade and encourage them to schedule preteen doctor visits with their 11- and 12-year-olds. Local health departments that have tried this: Butte, Fresno, San Diego

☐ 10. Promote/use classroom activities. (See Campaign Kit Supplement.) Contact school principals, school nurses, or teachers to see about conducting activities at school, after-school clubs, or during assemblies. Alternatively, you can also conduct activities at a local youth group gathering or a local venue, like a mall. Local health departments that have tried this: Imperial (scavenger hunt), San Diego (comic strip contest, Jeopardy)

☐ 11. Invite school nurses to use CAIR. Teach school nurses how to train secretaries to access and use CAIR. Local health departments that have tried this: Alameda, Humboldt

☐ 12. Mail letters to providers and include the materials fax-back form (page 6) from this Kit. Encourage providers to order promotional materials from you. Local health departments that have tried this: Santa Barbara, San Diego

☐ 13. Invite schools to place PVW information in school newspaper/school website. Schools can post information about the 7th grade Tdap and chickenpox vaccine entry requirements and remind students of the preteen check-up. Ask them to link to the local health department website for clinic information. Schools can also use the PVW web banners and link to pertinent information about the immunization requirements. Local health departments that have tried this: Modoc

☐ 14. Promote radio or TV PSAs about preteen immunizations. CDC has developed numerous PSAs on the importance of preteen immunizations. We also like some HPV vaccine PSAs on shotbyshot.org. Alternatively, you can create your own. Local health departments that have tried this: Contra Costa, Lassen, Tehama, Nevada, Fresno, Imperial, Kern, Ventura

MOST TIME-CONSUMING ACTIVITIES

☐ 1. Host a speaker on adolescent immunizations at a sponsored event for providers and staff. Local health departments that have tried this: Santa Clara

☐ 2. Reach out to your local hospital, and ask them to co-host an adolescent immunization clinic. Alternatively, you can ask hospitals for help promoting your special Tdap and chickenpox clinics or extended clinic hours. Local health departments that have tried this: Los Angeles

☐ 3. Host an immunization update seminar to share information about the adolescent immunization schedule, storage and handling, and immunization best practices. Invite provider office staff, school nurses, and local clinic staff. Local health departments that have tried this: Riverside, San Bernardino, Santa Clara

☐ 4. Attend local health fairs, events, or conferences. Use it as an opportunity to educate providers and the general public on the recommended adolescent immunizations and the Tdap and chickenpox immunization requirements. Local health departments that have tried this: Fresno, San Luis Obispo, Riverside
Section 2 – Suggested Activities for Preteen Vaccine Week

☐ 5. Host a mass-vaccination or a special Tdap and chickenpox vaccine clinic. Publicize it at local schools. *Local health departments that have tried this:* Kern, Ventura

☐ 6. Invite schools to submit comic strip contest or poster entries. Seek funds for prizes. Submit the winning entries to CDPH to feature on www.ShotsForSchool.org. Other prizes might include a certificate and/or a posting on your local health department website. You might also ask different organizations to donate gift certificates or concert tickets. *Local health departments that have tried this:* Imperial, Fresno

☐ 7. Invite school nurses/school staff to co-host immunization clinics. Consult school nurses to see if setting up a school-based Tdap and chickenpox vaccine and/or *flu immunization clinic* for preteens would work at their school. Ask schools to use their information boards and marquees to promote clinics or to remind students and parents that 7th graders need to get their Tdap and chickenpox shots. *Local health departments that have tried this:* Kern, Kings, Sacramento, Stanislaus, Lassen, Santa Clara, Alpine, Tuolumne, Marin, Lake, Placer

☐ 8. Conduct quality improvement (QI) visits with clinics that have low HPV immunization rates to help increase their utilization of HPV vaccine. See American Cancer Society’s *Steps for Increasing HPV Vaccination in Practice* action guide for more details.

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**Join blogs**

Today’s parents are on the internet sharing their experiences from how to take care of a teething baby to how to talk to a teenager about drugs. Not all blogs are science-based. If you’re looking for a few good recommendations, we suggest:

- The Vaccine Blog
- Parents Who Vax
- The Vaccine Page (Facebook)
- VaccinateYourfamily.org (Preteens and teens section)
- The Scientific Parent

Use these sites to refer parents, schools or PTA organizations who want resources for parents to engage online and join the conversation!

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**Clip Art/Photography**

Use the PVW Talking Points (page 7) to generate content for new promotional items, and copy and paste clip art or photos into your own flyers, announcements, and websites. You can also add a web banner on your website that links to your adolescent immunization information or GetImmunizedCA.org.

- Images of real people that you are able to use can be found at: http://www.cdc.gov/media/subtopic/library/people.htm.
- You can also get FREE stock photos at: https://unsplash.com/ or www.pexels.com.
- Images of vaccine-preventable diseases can be found at: http://www.vaccineinformation.org/photos/. Other images, including pictures from the preteen film, *One Shot Heroes*, can also be found on the immunization coordinators’ website.
Section 2 – Suggested Press Release

Date: March X, 2019  
For Release: Immediate  
[local contact info here]

Protect Preteens, Vaccinate Them!

[city/county] – Preventing diseases that can spread in our communities is the foundation of public health. This week, [your local health department name] is joining with the California Department of Public Health in recognizing March 3-9 as “Preteen Vaccine Week,” focusing on protecting kids 11 and 12 against dangerous vaccine-preventable diseases.

[Insert information on any events your LHD is hosting, including immunization clinics (if applicable).]

“Vaccines are our best bet when it comes to giving our children safe and effective protection from infectious diseases. By ensuring our kids stay up-to-date on recommended vaccinations, we are helping protect our children, families, and community from serious, life-threatening illnesses,” said [insert name of local health officer], [your local health department name] Health Director.

Preteens need vaccines against whooping cough (Tdap), HPV, and meningitis (MenACWY), when they are 11-12 years old. Incoming 7th graders must also provide proof of having received the whooping cough shot and, now beginning in the upcoming school year, two doses of chickenpox vaccine before starting school. Additional meningitis vaccines are recommended when teens are 16 years old. Flu vaccine is also recommended for everyone 6 months or older, not just preteens and teens.

Dr. [your local health officer] reminds parents, “If you haven’t done so already, now is the time to ask your doctor about the vaccines recommended for your child at their preteen visit, plus a flu vaccination every year.”

Under the Affordable Care Act, most health plans are required to cover CDC-recommended vaccines at all ages without charging a deductible or copayment. Any child without coverage should be able to get vaccinations without a financial burden. Parents can contact their health care provider or local health department for information about the Vaccines for Children Program (VFC), which provides free vaccines to eligible kids.

For more information, please visit www.ShotsForSchool.org or www.GetImmunizedCA.org. [add Local Health Department contact info if applicable]

###
Vaccines Your Preteen Patients Need

This year’s Preteen Vaccine Week has been set for March 3-9, 2019. By making sure vaccines are up to date, parents can protect children from dangerous diseases. Help remind parents about the vaccines needed at the preteen doctor visit, including:

- **Human Papillomavirus (HPV)**
  - HPV vaccine prevents cancer. Most Americans will catch at least one type of HPV, most often in their teens or early 20’s. HPV vaccine is safe, effective, and can protect against infection with the types of HPV that can cause certain cancers. Preteens need two HPV shots to be fully protected.
  - See [CDC’s tip sheet for talking to parents about HPV vaccine](https://www.cdc.gov/vaccines/hcp/immunization-communication/parents/parents-landing-page.htm).

- **Pertussis**
  - Whooping cough (pertussis) can cause severe coughing spells. Preteens suffering from whooping cough can be hospitalized and miss weeks of school. Protection from the childhood immunization against pertussis fades over time. Infants are most likely to catch whooping cough from an older sibling. **Under state law, all incoming 7th grade students** will need proof of a Tdap booster shot and chickenpox vaccine (see below) before starting school. More information is available at [www.ShotsForSchool.org](http://www.shotsforschool.org).

- **Chickenpox**
  - California law now requires students to have documentation of two doses of chickenpox vaccine before starting 7th grade or kindergarten, in keeping with longstanding recommendations. Make sure your patients have been protected with two doses, and catch up those who haven’t yet.

- **Meningococcal**
  - Bacterial meningitis is a very serious infection that can cause brain damage, arm and leg amputations, kidney damage, and death. That’s why it’s crucial for all preteens to get one shot of quadrivalent meningococcal conjugate vaccine at 11 or 12 years of age and a booster at age 16.
  - Serogroup B meningococcal vaccine may be administered to adolescents and young adults 16-23 years of age to protect them against serogroup B meningococcal disease, the cause of recent outbreaks on college campuses. The preferred age for MenB vaccination is 16-18 years of age.

- **Influenza**
  - Influenza can be very dangerous. Last flu season 2017-18, 80,000 Americans died from flu. Everyone 6 months of age and older needs to be immunized against influenza each year. Influenza can circulate into the springtime – preteens should get immunized as soon as possible if they haven’t already this season.

Please utilize every opportunity, including sports physicals, to provide immunizations to preteens. **Thank you for raising awareness about life-saving vaccines and for supporting Preteen Vaccine Week!**
Section 2 – Suggested School Staff e-Blast

Please join us in celebrating Preteen Vaccine Week, March 3-9, 2019 and take advantage of the opportunity to remind families of your 11- and 12-year-old students that they should schedule a preteen doctor visit and get vaccinated against the following dangerous diseases.

**Whooping cough (pertussis)** can cause severe coughing spells that lead to vomiting or broken ribs. Preteens suffering from whooping cough can be hospitalized and miss weeks of school. Though most children were vaccinated earlier in life, protection from the vaccine fades over time.

Under **state law**, all incoming 7th grade students need proof before starting school of

- a whooping cough booster shot (Tdap),
- and, starting this year, **two doses of vaccine against chickenpox**, which can cause severe disease in unimmunized teens and adults.

**HPV vaccine** is safe, effective, and can protect boys and girls from infection with the types of HPV that can cause certain cancers. The vaccine series is recommended at 11 or 12 years of age.

**Bacterial meningitis** is a very serious infection that can cause brain damage, arm and leg amputations, kidney damage, and death. It’s crucial for all preteens to get one shot of meningitis vaccine at 11 or 12 years of age and a booster at age 16.

Everyone 6 months of age and older needs to be immunized against flu each year – it’s not too late for protection.

**Get a head start on the 7th grade entry immunization requirements:**

- **Remind 6th grade students that they will need proof of immunization with Tdap and two chickenpox shots** before starting the new school year. Send flyers or a letter home with students or record a message for parents.
- **Train school staff on the 7th grade entry immunization requirements and Preteen Vaccine Week.** For the latest resources to share with school staff, visit: https://www.shotsforschool.org/7th-grade/
- **Promote the 7th grade entry immunization requirements** in your marques and websites. Use the web banner in your school website or newspaper.
- **Send notices home** (e.g., with report cards or registration packets) to encourage parents to schedule a preteen doctor visit and get their 6th graders immunized now, ahead of the deadline. Customizable letters for parents have already been created for your convenience. (See Template Letter from School Nurse to Parents, page 23.)
- **Announce Preteen Vaccine Week and the 7th grade entry Tdap and chickenpox immunization requirements over your school's intercom**, encouraging 6th grade students to talk to their parents about the preteen check-up and all recommended immunizations - Play this 60 second preteen vaccine rap (a 30-second version is also available).
- **Distribute flyers about preteen vaccines** (also available in Spanish) or a letter from your school nurse to parents (see page 23) at PTA meetings, teacher-parent nights and other school events.

For more information please visit www.GetImmunizedCa.org and www.ShotsForSchool.org. **Thank you for helping California’s preteens stay healthy and for supporting Preteen Vaccine Week!**
Section 2 – Template Letter from School Nurse to Parents

[INSERT NURSE NAME], School Nurse
[INSERT SCHOOL ADDRESS]

[INSERT CURRENT DATE]

Dear Parent or Guardian:

As your child’s school nurse, I want to remind you of the importance of getting your son or daughter vaccinated. Vaccines are the best way you can protect your child from a number of serious diseases, including cancers. Please schedule your child’s appointment today to ensure they are up to date on the vaccines they need.

Under state law, all incoming 7th grade students need proof before starting school of a whooping cough booster shot (Tdap), and, starting this year, two doses of vaccine against chickenpox.

I encourage you to make sure your sons and daughters get all these and other vaccines that are recommended at their age.

- **One dose of Tdap** vaccine is recommended for preteens at age 11 or 12 to continue providing protection against tetanus, diphtheria, and pertussis (whooping cough).
- **Chickenpox vaccine** protects against more than just an itchy rash. The disease can cause pneumonia or serious skin infections.
- **HPV vaccine** is recommended for preteens at age 11 or 12 to protect against certain types of cancer caused by HPV infection. Both boys and girls should receive the HPV vaccine series to protect against cancer.
- **Quadrivalent meningococcal conjugate vaccine (MenACWY)** is recommended for preteens at age 11 or 12 for protection against bacteria that cause meningococcal disease, a very serious illness which can lead to death in as little as 48 hours. A MenACWY booster shot is recommended for teens at age 16 to continue providing protection. MenB, a separate vaccine for meningitis, is also available starting at age 16.
- **A yearly flu vaccine** is also recommended for your preteen and the whole family. Students who haven’t yet been immunized in the fall, when it is most helpful, can still benefit from immunization now.

If your child missed these vaccines at age 11 or 12, it’s not too late. I encourage you to talk with your child’s doctor about getting caught up. You may also contact me with any questions. I can be reached at [PHONE NUMBER] and I am in my office [INSERT OFFICE HOURS FOR VISITS]. I can also provide you with additional resources about vaccination and other health topics for the preteen and teen years. To learn more about adolescent vaccines, please visit CDC’s Vaccines for Preteens website at www.cdc.gov/vaccines/parents/protecting-children/years-11-12.html. You may also visit www.ShotsForSchool.org to learn more about school immunization requirements.

Sincerely,

[INSERT NAME OF SCHOOL NURSE]
Your School Nurse
Section 2 – Suggested Social Media Messages

Social Media Overview
The use of Facebook, Twitter, and other social media sites as tools to spread health messages has expanded significantly in recent years and is changing how, where, and when people access and share important health information. Social media plays a vital role in public health and is a strong tool for advocacy, communication, and education.

In the context of the Preteen Vaccine Week Campaign, social media can help you reach more diverse audiences, target particular audiences, and facilitate interactive communication. By taking a unified approach to social media messaging with other Preteen Vaccine Week partners, messages promoting Preteen Vaccine Week are more likely to be liked, retweeted, republished, commented on, etc. This helps raise awareness about Preteen Vaccine Week!

Social Media Messages
Use the accurate, science-based health messages below to spread the word about Preteen Vaccine Week. You can forward them to the person managing your organization’s social media accounts and share them with partners, too. They are organized with themes for every day of the week (M-F) with a variety of options, depending on the type of post your organization prefers, your comfort level with the platforms, and the degree of engagement you wish to have with your audience. Don’t forget to end your social media messages with “#PreteenVax” and “#ProtectOurPreteens”, and tag your partners using @PartnerName (e.g., @CAPublicHealth).

Thank you to a student/professor team at UC Davis that helped with the development of our social media plan and messages for PVW 2019.

Themed Days:
1. Monday: HPV Vaccination
2. Tuesday: General Awareness/PVW
3. Meningococcal Vaccination (MenACWY)
4. Thursday: Chickenpox Vaccination
5. Friday: Pertussis Vaccination (Tdap)
Section 2 – Suggested Social Media Messages

1. MONDAY - HPV Vaccination

Recommended Post:
- HPV vaccine is recommended at 11-12 years to #ProtectOurPreteens against cancers caused by HPV. Don’t miss your chance! Make an appointment to vaccinate your preteen today. #PreteenVax #HPVAwarenessDay
- Se recomienda la vacuna contra el VPH entre los 11 y los 12 años para proteger a nuestros preadolescentes contra el virus VPH que causa ciertos tipos de cáncer. ¡No pierda la oportunidad! Haga una cita para vacunar a su preadolescente hoy mismo.

Additional Post:
- Has your preteen received the HPV vaccine? Make an appointment with the pediatrician to protect your preteen today from HPV cancers tomorrow. #PreteenVax #ProtectOurPreteens #HPVAwarenessDay
- ¿Ha recibido su preadolescente la vacuna contra el VPH? Haga una cita hoy con el pediatra para proteger a su preadolescente contra el virus VPH que puede causar ciertos tipos de cáncer mañana.

PSA Post (preteen drama):
- There’s no vaccine for preteen drama, but luckily there is one to protect boys and girls against HPV cancers. #PreteenVax #ProtectOurPreteens #HPVAwarenessDay
- No existe una vacuna contra el drama de preadolescentes, pero afortunadamente hay una para proteger a los preadolescentes contra el virus VPH que puede causar ciertos tipos de cáncer.

ShotByShot Story Post (Matthew):
Go to story link at http://www.shotbyshot.org/stories/matthews-story/ and click on Facebook or Twitter share button. In the window provided, add the caption below. (On Twitter, insert caption before the story title and link.)
- Matthew would rather get 100 shots than suffer through throat cancer like his dad. HPV vaccine is just two doses. #PreteenVax #ProtectOurPreteens #HPVAwarenessDay

Infographic Post (HPV):
Image file available at: http://eziz.org/assets/docs/PVW/HPV-graphic-CDPH.jpg
- Every 20 minutes, one person is diagnosed with an HPV-associated cancer in the US. HPV vaccine is cancer prevention. #PreteenVax #ProtectOurPreteens #HPVAwarenessDay
- Cada 20 minutos hay un nuevo caso de cáncer asociado al VPH en los EEUU. La vacuna contra el VPH es la prevención del cáncer.
Section 2 – Suggested Social Media Messages

2. TUESDAY - General Awareness (multiple vaccines)

**Recommended Post:**
- Peer pressure, grades, and acne, oh my! Preteens worry about a lot of things, but preventable disease shouldn’t be one of them. Talk with their doctor today about vaccinating them against meningitis, cancers caused by HPV, whooping cough, and more. #PreteenVax
- La presión de los amigos, las notas, el acné... ¡Ay! Los preadolescentes se preocupan por muchas cosas, pero las enfermedades prevenibles no deben ser una de ellas. Hable con su doctor hoy mismo para vacunarlos contra la meningitis, el virus VPH que causa ciertos tipos de cáncer, la tos ferina y más.

**Additional Post:**
- How do you support preteen health? We recommend an active lifestyle, good nutrition, and preteen vaccinations. What about you? @PartnerName @PartnerName #PreteenVax #ProtectOurPreteens
- ¿Cómo apoya usted la salud de los preadolescentes? Nosotros recomendamos un estilo de vida activo, una buena alimentación y las vacunas para preadolescentes. ¿Qué tal usted?

**Infographic:**
Use with either post above. Image file available at: [http://eziz.org/assets/docs/PVW/PVW_infograph.png](http://eziz.org/assets/docs/PVW/PVW_infograph.png)
Section 2 – Suggested Social Media Messages

3. WEDNESDAY - Meningococcal Vaccination (MenACWY)

**Recommended Post:**
- One in 10 people who get meningitis disease will die from it, even if they get treatment. Those who survive may be left with a permanent disability. There’s a way to prevent it. Talk to the doctor about meningitis vaccine for your preteen. #PreteenVax #ProtectOurPreteens
- Una de cada 10 personas que contrae la meningitis se muere, aunque reciban tratamiento. Aquellos que sobreviven pueden terminar con una discapacidad permanente. Hay una manera de prevenirla. Hable con el doctor sobre la vacuna contra la meningitis para su preadolescente.

**PSA Post (preteen chore avoidance):**

Video available on YouTube at [https://youtu.be/UiTuwEr6Fr0](https://youtu.be/UiTuwEr6Fr0)  
(Spanish at [https://youtu.be/f_r9Ur3tmg](https://youtu.be/f_r9Ur3tmg)), or download file at [http://eziz.org/assets/docs/PSA_chores.mp4](http://eziz.org/assets/docs/PSA_chores.mp4)  
(Spanish at [http://eziz.org/assets/docs/PSA_chores_Sp.mp4](http://eziz.org/assets/docs/PSA_chores_Sp.mp4)). Upload video file and add suggested caption below.

- There’s not a vaccine for chore avoidance, but saving your child’s life from meningitis – there’s a vaccine for that. #PreteenVax #ProtectOurPreteens
- No hay vacuna contra los quehaceres, pero salvar a su hijo de la meningitis: hay una vacuna para eso.

**ShotByShot Story Post (David):**

Go to story link at [http://www.shotbyshot.org/stories/davids-story/](http://www.shotbyshot.org/stories/davids-story/) and click on Facebook or Twitter share button. In the window provided, add the caption below. (On Twitter, insert caption before the story title and link.)

- David got sick with flu-like symptoms at age 13. He was gone in 24 hours to bacterial meningitis. #ProtectOurPreteens with the vaccine against meningitis. #PreteenVax

**Infographic Post (Meningitis):**

Image available at [http://eziz.org/assets/docs/PVW/mening_infographic_CDPH.jpg](http://eziz.org/assets/docs/PVW/mening_infographic_CDPH.jpg)

- Meningitis is spread through contact with saliva. Preteens share drinks, food, and kisses. Reduce the risk of meningitis and get your preteen vaccinated. #PreteenVax #ProtectOurPreteens
Section 2 – Suggested Social Media Messages

4. THURSDAY – Chickenpox Vaccination

Recommended Post:
☐ Chickenpox is no party! Before the vaccine, 10,000+ people were hospitalized and 100 died each year in the US. Make sure your preteen has gotten 2 doses of chickenpox vaccine before 7th grade. #PreteenVax #ProtectOurPreteens
☐ ¡La varicela no es una fiesta! Antes de la vacuna, más de 10,000 personas terminaban en el hospital y 100 morían cada año en los Estados Unidos. Asegúrese de que su preadolescente haya recibido 2 dosis de la vacuna contra la varicela antes del 7º grado.

Additional Post:
☐ Did your preteen get 2 doses of chickenpox vaccine when they were younger? Two doses of chickenpox vaccine is more than 90% effective at preventing the disease. Ask your doctor if your preteen is protected. #PreteenVax #ProtectOurPreteens
☐ ¿Recibió su preadolescente 2 dosis de vacuna contra la varicela cuando era más joven? Las dos dosis de la vacuna contra la varicela tienen una efectividad del 90% en la prevención de la enfermedad. Pregúntele a su doctor si su preadolescente está protegido.

Graphic:

ShotByShot Story Post (Jesse):
Go to story link at http://www.shotbyshot.org/stories/jesses-story/ and click on Facebook or Twitter share button. In the window provided, add the caption below. (On Twitter, insert caption before the story title and link.)
☐ Though usually mild, chickenpox can also have very grave consequences. Make sure your child is protected with the chickenpox vaccine. #PreteenVax #ProtectOurPreteens
Section 2 – Suggested Social Media Messages

5. FRIDAY - Pertussis Vaccination (Tdap)

Recommanded Post:
- All incoming 7th graders in California must show proof of Tdap vaccination and 2 doses of chickenpox before entry. Make sure your student is ready for school by scheduling their preteen vaccine appointment today! #PreteenVax #ProtectOurPreteens
- Todos los estudiantes de 7° grado en California deben mostrar prueba de la vacuna Tdap y dos dosis de la vacuna contra la varicela antes de ingresar. ¡Asegúrese que su estudiante está listo(a) para la escuela, y haga una cita para vacunarlo(a) hoy mismo!

Additional Post:
- Don’t be fooled. Whooping cough hasn’t been completely eradicated. In 2014, there were roughly 11,000 cases in CA. Get your preteen vaccinated. #PreteenVax #ProtectOurPreteens
- No se deje engañar. La tos ferina no ha sido completamente erradicada. En 2014, hubo aproximadamente 11,000 casos en California. Vacune a su preadolescente.

ShotByShot Story Post (Emily & Zack):
Go to story link at http://www.shotbyshot.org/stories/emily-and-zacks-story/ and click on Facebook or Twitter share button. In the window provided, add the caption below. (On Twitter, insert caption before the story title and link.)
- These twins coughed until their ribs hurt, gasped for air, and sometimes threw-up from bouts of coughing from whooping cough. Get your preteens vaccinated with Tdap. #PreteenVax #ProtectOurPreteens
## Section 2 – Suggested Social Media Messages

### Instructions for Uploading Image/Video Content to Social Media Platforms

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Steps to Upload an Image or Video</th>
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</thead>
</table>
| **Facebook**          | 1. First download and save to your computer the image or video you wish to use. (You can also “Share” directly from YouTube to Facebook, but quality will be better if you first download files with EZIZ hyperlinks provided.)  
                          2. After logging into Facebook, click or tap “Photo/Video” (web browser) or “Photo” (mobile app) or at the top of the timeline or News Feed.  
                          3. Select the image or video file to upload.  
                          4. Add a caption in the “Say something about this photo” box if desired. (See recommended captions in Suggested Social Media Messages.)  
                          5. Tap “Done” and then “Share” to confirm the post.  
|                       | a. On a web browser, tap “Share” |
| **Twitter**           | 1. First download and save to your computer the image or video you wish to use. (You can also “Share” directly from YouTube to Twitter, but quality will be better if you first download files with EZIZ hyperlinks provided.)  
                          2. After logging into Twitter, tap or click the “Tweet” button (web browser) or the icon (mobile app).  
                          3. Tap the image icon.  
                          4. Select the videos or photos file to upload.  
                          5. Tap “Add” to view the draft post.  
                          6. Add a caption in the “What’s happening?” box if desired. (See recommended captions in Suggested Social Media Messages.)  
                          7. Tap “Tweet” when finished. |
| **Instagram**         | 1. First download and save to your phone the image or video you wish to use. (You can also “Share” directly from YouTube to Twitter, but quality will be better if you first download files with EZIZ hyperlinks provided.)  
                          2. After logging into Instagram, tap the “+” icon at the bottom of the screen.  
                          3. Select the picture or video to upload.  
                          a. If uploading multiple images or videos, first tap “Select Multiple” then tap the pictures/videos in the desired order.  
                          4. Tap “Next”  
                          a. Edit the photo if desired (e.g. add a filter or adjust the brightness of the photo).  
                          5. Tap “Next” again.  
                          6. Add a caption in the “Write a caption…” box if desired. (See recommended captions in Suggested Social Media Messages.)  
                          7. Tap “Share.” |
Appendix: Resources and Web Links

Resources for Parents

**CDPH:** HPV Bilingual Fotonovela – English & Spanish
http://eziz.org/assets/docs/IMM-1049.pdf

**CDPH:** How Important is HPV Vaccine?
http://eziz.org/assets/docs/IMM-1124.pdf
http://eziz.org/assets/docs/IMM-1124S.pdf (Spanish)

**CDPH:** Vaccines for your Preteen
http://eziz.org/assets/docs/IMM-1054.pdf
http://eziz.org/assets/docs/IMM-1054S.pdf (Spanish)

**CDPH:** Vaccines for Teens and Preteens: Answers to Your Top Questions
http://eziz.org/assets/docs/IMM-1120.pdf
http://eziz.org/assets/docs/IMM-1120S.pdf (Spanish)

**CDC:** 2016 Immunization Schedule for Adolescents

**CDC:** School Starts Soon – Is Your Child Fully Vaccinated?
www.cdc.gov/features/catchupimmunizations/

**CDC:** Preteen and Teen Vaccines
www.cdc.gov/vaccines/parents/diseases/teen/

**CDC:** Parent’s Guide to Childhood Immunizations
This guide can help parents and caregivers learn about the role vaccines play in helping keep children healthy.
www.cdc.gov/vaccines/parents/tools/parents-guide/

**CDC:** Easy-to-Read Immunization Schedule Age 7-18 – English & Spanish
www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html

**CDC:** Who Sets the Immunization Schedule?
Learn in words and pictures about the journey of your child’s vaccine, including how a vaccine is added to the US recommended schedule.
www.cdc.gov/vaccines/parents/vaccine-decision/sets-schedule.html

**CDC:** Facts for Parents
www.cdc.gov/vaccines/parents/diseases/index.html

**CDC:** Preteens and Teens Still Need Vaccines
www.cdc.gov/vaccines/who/teens/

**CDC:** Vaccines Help Protect Travelers of All Ages
www.cdc.gov/features/vaccines-travel/

**World Health Organization:** What are some of the myths – and facts – about vaccination?
www.who.int/features/qa/84/en/

**Children’s Hospital of Philadelphia (CHOP):** Vaccine Education Center
www.chop.edu/centers-programs/vaccine-education-center#.V_VumRuQKpo

**Vaccinate Your Family:** Preteen and Teen Vaccine information
www.vaccinateyourfamily.org

**American Academy of Pediatrics**
www2.aap.org/immunization/index.html
Appendix: Resources and Web Links

Resources for Advocates and Educators

CDPH: Parents: Did You Know HPV Causes...
http://eziz.org/assets/docs/IMM-1117_Letter.pdf
CDPH: Ready for 7th Grade? Tdap vaccine reminder – English & Spanish
http://eziz.org/assets/docs/IMM-863ES.pdf
Children’s Hospital of Philadelphia (CHOP): Vaccine Education Center
www.chop.edu/centers-programs/vaccine-education-center/resources#ViiU1fGcQWpo
ShotbyShot.org: Stories of Vaccine Preventable Diseases
A collection of stories from people who have been touched by vaccine-preventable diseases
www.shotbyshot.org
Every Child By Two (ECBT): Shot of Prevention Blog
News and Views on Vaccine
http://shotofprevention.com/
CDC: Vaccines and Immunizations
For Health care Professionals/Providers
www.cdc.gov/vaccines/hcp/index.html

Resources for Providers

CDPH: Protect Their Health for the Years Ahead – English & Spanish
http://eziz.org/assets/docs/IMM-1108ES.pdf
CDC: Provider Resources for Vaccine Conversations with Parents
www.cdc.gov/vaccines/hcp/conversations/
CDC: HPV: You Are the Key to HPV Cancer Prevention Resources for Providers
www.cdc.gov/hpv/hcp/index.html
Immunization Action Coalition: Handouts about childhood diseases/vaccines for patients and parents:
www.immunize.org/handouts/vaccine-summaries.asp
Immunization Action Coalition: Need Help Responding to Vaccine Hesitant Parents?
www.immunize.org/catg.d/p2070.pdf
American Academy of Pediatrics: Vaccine status website
ACOG: Immunization Toolkit
http://immunizationforwomen.org/
American Cancer Society: Steps for Increasing HPV Vaccination in Practice
University of North Carolina: HPV IQ Immunization Quality Improvement Tools
www.hpviq.org/

Fact Sheets – Adolescent Vaccines, Flu, HPV, MenACWY

CDC: English, Spanish, American Indian/Alaska Natives
www.cdc.gov/vaccines/who/teens/products/print-materials.html