Preteen Vaccine Week 2020

Campaign Kit
March 1–7, 2020
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Section 1 – Introduction

Overview

The Preteen Vaccine Week (PVW) 2020 Campaign Kit contains three sections. All sections are in Microsoft™ Word so that you can customize materials according to the needs of your local health department and community.

Section 1 explains the background and purpose of PVW 2020 and the important role that the Immunization Coordinator and Immunization Program staff play in making it a success.

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

Section 3 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.

To the Immunization Program Staff and Partners – Thank you!

Preteen Vaccine Week 2019 promoted HPV vaccine for boys and girls, the pertussis and chickenpox school immunization requirements for incoming 7th graders, and other recommended vaccines. Thanks to the PVW initiatives of LHDs, 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. The campaign had a special focus on social media, offering expanded social media messaging options, including daily themes and new PSAs. A report with a summary of 2019 activities is available on the IZ Coordinators page.

Preteen Vaccine Week, March 1-7, 2020

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 preteens starting as early as 9 years of age. 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 2020 are to distribute information and materials through multiple avenues such as schools, providers, and the media to raise awareness about HPV, Tdap, meningococcal, and varicella vaccines for boys and girls, as well as 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 LHDs 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 2020 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 2 – Preteen Vaccine Week Action Plan

Description of Contents

This section contains tools, templates, and announcements that may be helpful in your promotion of PVW 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 campaign planning and promotional activities. Take a moment to note your ideas for implementing PVW and you will have a plan with steps to take.

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

- **Talking Points** contains concise information to promote PVW and the importance of preteens being up to date on their immunizations. You can use this content to develop emails, website information, and more.

- Use **Suggested Activities for PVW 2020** to help you identify fun, easy-to-implement outreach activities.

- Use **Social Media Messages** to promote PVW and engage your community through social media.

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

- The **Healthcare Provider e-Blast** can be used to promote PVW and remind healthcare providers of the importance of preteen vaccines.

- Use the **School Staff e-Blast** to inform teachers and school nurses of things they can do to promote PVW 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.

- The **Template Proclamation** can be customized to make a formal announcement in your jurisdiction to raise awareness about the importance of preteen vaccines.
This PVW Campaign Kit contains all the information and tools you need to plan for and conduct a fun and informative campaign. Review the materials in this Kit to get an idea of what you would like to do for PVW. Then, use the 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>
</table>
| **Join Statewide PVW planning calls** | Keep an eye out for emails from the Immunization Branch with more information about the calls | • December 11th, 2019  
• TBD |
| **Order materials on Fax Back form** | Materials with quantities needed:  
1.  
2.  
3.  
4.  
5.  
6.  | Email to Mario Gutierrez  
Mario.Gutierrez@cdph.ca.gov |
| **List ways to inform providers** | Information to providers via:  
1. Mailing to  
2. Registry  
3. Promote online webinars/trainings:  
4. Host meeting on  
5. Other  | |
| **List ways you want to promote PVW to parents and preteens** | Promotional activities:  
1. Media event at  
2. Post social media messages on  
3. Send radio PSAs to  
4. Web content on  
5. Send brochures to  
6. Send parent flyers to  
7. Coalition  
8. Health Plans  
9. Other  | |
| **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.** | Send educational materials to:  
1. Schools  
2. Libraries  
3. Youth organizations  
4.  
5.  | |
Section 2 – PVW Fax Back Order Form Template

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

<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 Bilingual 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?</td>
<td></td>
</tr>
<tr>
<td>IMM-1124S</td>
<td>How Important is HPV Vaccine? (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-1129</td>
<td>HPV Vaccine Appointment Reminder Card</td>
<td></td>
</tr>
<tr>
<td>IMM-1129S</td>
<td>HPV Vaccine Appointment Reminder Card (Spanish)</td>
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</tr>
<tr>
<td>IMM-1205ES</td>
<td>School-friendly poster (11”x17”) 2-sided Eng/Sp</td>
<td></td>
</tr>
</tbody>
</table>

Requester’s Name: ____________________________  Clinic/Practice: ____________________________
Address: ____________________________  City/State/Zip: ____________________________
Phone Number: ____________________________  Email Address: ____________________________
Date Order Submitted: ____________________________

Supplies of some items are limited. Orders may be adjusted accordingly.
Preteen Vaccine Week is a statewide observance, celebrated March 1-7, 2020.

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.

**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](https://www.cdc.gov/vaccines/acip/) (ACIP) currently recommends that 11 and 12 year olds receive Tdap, meningococcal, and seasonal flu vaccines. HPV vaccine can be given starting at age 9. 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.

From 2018-19, there were multiple large measles outbreaks in the U.S., spreading quickly among those not immunized. Several of those cases were in California. 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)](https://www.cdc.gov/vaccines/programs/vfc/). To learn more about VFC, visit: [www.cdc.gov/vaccines/programs/vfc/parents/index.html](https://www.cdc.gov/vaccines/programs/vfc/parents/index.html). Find doctors participating in VFC in your area.
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 four vaccines for your child: Tdap, HPV, meningitis, and a yearly flu vaccine. These four vaccines help keep your children safe as they grow up. Use this handy preteen vaccine checklist to learn more.
Section 2 – Talking Points for Preteen Vaccine Week

Immunizations Recommended for Preteens

11-and 12-year-olds need four vaccines to protect them against serious diseases:

- 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.

Las recomendaciones de vacunación

Las vacunas recomendadas para los jóvenes de 11 y 12 años de edad incluyen:

- Dos dosis de la contra el virus del papiloma humano (VPH) para proteger a todos los preadolescentes contra infecciones y tipos de cáncer relacionados al VPH.
- La vacuna Tdap para prevenir el tétanos, la difteria y la tos ferina. Todos los estudiantes que ingresan al 7º grado necesitan un comprobante de que recibieron la vacuna Tdap y dos dosis de la vacuna contra la varicela antes de comenzar la escuela.
- La vacuna contra la enfermedad meningocócica (MenACWY) para proteger contra ciertos tipos de meningitis bacterianas y otras infecciones relacionadas.
- Una vacuna anual contra la influenza (también conocida la gripe) para proteger contra enfermedades graves que causa la influenza.

Es posible que los preadolescentes también necesiten ponerse al día con otras vacunas, incluyendo la vacuna contra la varicela (muchos no tienen la 2° dosis), MMR (vacuna contra el sarampión, las papera y la rubéola) y hepatitis B. Ahora se requieren dos dosis de la vacuna contra la varicela para ingresar al 7º grado en 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 20,000 women and 14,000 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.

While cervical cancer is the most common HPV-associated cancer among women in the United States, throat (oropharyngeal) cancers are the most common HPV-related cancer among men.

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 and young women infected with the HPV types prevented by the vaccine. Infections prevented by HPV vaccine have dropped by 86% among teenage girls since the HPV vaccine has been in use. This drop is higher than medical experts expected.

The HPV vaccine is recommended for both boys and girls starting as early as 9 years old, 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 sus vidas, por lo general en la adolescencia o alrededor de los 20 años. En la actualidad, unos 79 millones de estadounidenses están infectados con VPH 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 20,000 mujeres y 14,000 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.

Además, 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 esta razón es tan importante vacunarlos contra el VPH ahora. La vacuna previene la mayoría de estos tipos de cáncer y ayuda a protegerlos en el 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 y mujeres jóvenes infectadas con los tipos de VPH que previene la vacuna. Las infecciones de VPH prevenibles por la vacuna han bajado un 86% entre las niñas adolescentes desde que se administra la vacuna contra el VPH. Esta caída es más de lo que los expertos médicos esperaban.

La vacuna contra el VPH se recomienda empezando a los 9 años porque funciona mejor antes de que la persona se infecte con el virus. La vacuna 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 o más años 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.
**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 MenB vaccine is recommended for your child or teen.

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**La enfermedad meningocócica**

La enfermedad meningocócica es una infección rara pero grave de la sangre o de las áreas alrededor del cerebro y la médula espinal. Aproximadamente un 10% de los jóvenes que la contraen mueren, y otro 15% sufre alguna discapacidad a largo plazo por causa de la enfermedad, tales como la pérdida de una extremidad, sordera, problemas del sistema nervioso o daño cerebral.

El riesgo de contraer la enfermedad meningocócica aumenta durante los años de la adolescencia y juventud. La bacteria que causa esta enfermedad se transmite por el contacto cercano, como el besar, toser y compartir bebidas. El vivir en lugares con muchas personas y fumar puede aumentar el riesgo de contraer esta enfermedad.

Se recomienda la vacuna meningocócica (MenACWY) para todos los jóvenes de 11 y 12 años. También se recomienda una dosis de refuerzo a los 16 años.

La vacuna contra la meningitis B (MenB) protege contra otro tipo de la enfermedad meningocócica, y los jóvenes de 16-23 años la pueden recibir. Pregunte a su doctor si recomienda la vacuna MenB para su hijo(a).

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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 on to 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 at the earliest opportunity during the third trimester (27 to 36 weeks) 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. En los últimos 3-4 años, se reportaron muchos brotes escolares. 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, la ley de California requiere que los estudiantes ingresando al 7° grado se pongan la vacuna Tdap y la vacuna contra la varicela antes de comenzar la escuela.

La tos ferina es una enfermedad respiratoria común entre adolescentes. Puede causar ataques de tos severos que pueden conducir al vómito y hasta romper 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 tos ferina y cumplir con los requisitos escolares, los preadolescentes deben ponerse la vacuna Tdap. La inmunidad contra esta enfermedad ya sea obtenida por vacunas o por haber sufrido la enfermedad, no es duradera. Por lo tanto, es posible contraer la tos ferina y contagiar a otros. Las vacunas contra la tos ferina son efectivas, pero no son perfectas. Por lo general, ofrecen niveles altos de protección dentro de los primeros 2 años después de la vacunación, pero la protección disminuye con el tiempo. Esto se conoce como inmunidad disminuida. Por eso, las vacunas de refuerzo contra la tos ferina son importantes para los preadolescentes. La Tdap también protege a los estudiantes contra el tétanos y la difteria.

Se recomienda que las mujeres embarazadas también se pongan la vacuna contra la tos ferina lo antes posible durante el tercer trimestre (semanas 27 a 36) de embarazo. El vacunarse protege a su bebé en los primeros meses de vida hasta que él/ella tenga la edad suficiente para recibir sus propias vacunas.
**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. The Centers for Disease Control estimates that during 2018-19, between 36,400-61,000 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 the longest in a decade; at least 116 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 by the end of October, before flu begins spreading in your community. For those who missed the opportunity, getting vaccinated later is still a good idea.

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 who dies from flu within 24 hours. She was not vaccinated. Find other flu stories at www.shotbyshot.org/story-gallery/.
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. All incoming 7th graders 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 varicella-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, neumonía, daño cerebral y hasta la muerte. Todos los estudiantes ingresando al 7º grado necesitan dos dosis de la vacuna antes de comenzar la escuela.
Use the following pages of suggested activities to help you come up with ideas about how to promote PVW in your community. Activities are organized by type, including social and traditional media, engaging providers, engaging schools, and working with other partners. Note the color-coded boxes to indicate the level of resources required to implement.

☐ 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

SOCIAL MEDIA AND TRADITIONAL MEDIA ACTIVITIES

☐ Update your website! Post PVW information, list facilities offering Tdap and chickenpox vaccines, and link to www.ShotsforSchool.org on your website. Use the Ready for 7th Grade or other PVW web banners. Consider creating a special page for this information. LHDs that have tried this: Butte, Fresno, Glenn, Los Angeles, Napa, San Mateo, Santa Barbara, Santa Clara

☐ Use social media such as Facebook and Twitter to promote key preteen immunization messages, especially HPV vaccine and the 7th grade school entry requirements. Tailor and post Suggested Social Media Messages (page 24). Promote a ShotByShot story about HPV, whooping cough, flu or meningococcal disease. LHDs that have tried this: Fresno, Marin, San Diego, San Luis Obispo, Orange, Humboldt, Los Angeles

☐ Share PVW materials electronically. Email PVW 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. LHDs that have tried this: Butte, Fresno, Kern, Lassen, Los Angeles, Mariposa, Napa, San Diego, San Mateo, Santa Barbara

☐ Ask immunization staff and coalition members to change their email signatures to include PVW information. LHDs that have tried this: San Diego

☐ Create a preteen immunization display in your lobby to reach families that visit your health department. Offer flyers for parents to take home and review. LHDs that have tried this: Fresno, Orange, San Diego

☐ Distribute printed PVW materials to schools, clinics, local providers, community agencies. Partners may be more willing to post and share already printed materials. LHDs that have tried this: Fresno, Lassen, Placer, Riverside, San Diego

☐ 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. LHDs that have tried this: Fresno, Glenn, Kern (newspaper), Lassen (newspaper), Los Angeles, San Diego, San Mateo, Ventura

☐ Promote radio or TV PSAs about preteen immunizations. See the section of the toolkit with Suggested Social Media Messages for some developed just for use in California! CDC has numerous PSAs on the importance of preteen immunizations. There are also some HPV vaccine PSAs on ShotbyShot.org. Alternatively, you can create your own. LHDs that have tried this: Contra Costa, Lassen, Tehama, Nevada, Fresno, Imperial, Kern, Ventura

☐ Seek qualified multilingual staff for radio and TV interviews or shows. Contact media and ask them if they’d be interested in covering your 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. LHDs that have tried this: San Luis Obispo, Santa Barbara, Siskiyou
Section 2 – Suggested Activities for Preteen Vaccine Week

☐ Host a screening of the Invisible Threat documentary about immunizations at schools, youth groups, or other venues. LHDs that have tried this: City of Berkeley

ACTIVITIES TO ENGAGE PROVIDERS

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

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

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

☐ Send letters to providers encouraging them to order promotional materials from you and include the materials fax-back form (page 6) from this kit; or share resources directly, perhaps targeting those with low immunization or series completion rates. LHDs that have tried this: Butte, Glenn, Inyo, Los Angeles, San Diego, Santa Barbara, Santa Clara, Yuba

☐ 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. LHDs that have tried this: Butte, Fresno, San Diego

☐ 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.

☐ 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. LHDs that have tried this: Riverside, San Bernardino, Santa Clara

☐ 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. LHDs that have tried this: Los Angeles

☐ 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. LHDs that have tried this: Fresno, San Luis Obispo, Riverside

ACTIVITIES TO ENGAGE SCHOOLS

☐ 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 schools. LHDs that have tried this: Butte, Kern
Section 2 – Suggested Activities for Preteen Vaccine Week

- Encourage schools to promote preteen vaccines through one or more of the following methods: use their robo-call system or email listerv to alert parents of incoming 7th graders about the immunization requirements, attach the parent flyer to report cards or an important mailing, and/or place PVW information in their school newspaper/on school website. Schools can also use the PVW web banners and link to pertinent information about the immunization requirements. LHDs that have tried this: San Luis Obispo, Lassen, City of Berkeley, Modoc

- 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. LHDs that have tried this: Butte, Fresno, Madera, Tehama

- Invite school nurses to use CAIR. Teach school nurses how to train secretaries to access and use CAIR. LHDs that have tried this: Alameda, Humboldt

- Promote/use classroom activities. (See Campaign Kit Supplement.) Contact principals, school nurses, or teachers to plan activities at school, after-school clubs, or during assemblies. LHDs that have tried this: Imperial, San Diego

- Co-host school-based Tdap, varicella and/or flu immunization clinics with school nurses/school staff. Promote clinics and remind students and parents that 7th graders need to get their Tdap and chickenpox shots using school information boards and marquees. Even better, hold clinics to vaccinate with all ACIP recommended vaccines, including HPV! LHDs that have tried this: Kern, Kings, Sacramento, Stanislaus, Lassen, Santa Clara, Alpine, Tuolumne, Marin, Lake, Placer

**ACTIVITIES TO ENGAGE OTHER PARTNERS**

- 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. LHDs that have tried this: Glenn, Riverside

- Invite (school) librarians to display PVW materials. Libraries (or 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. LHDs that have tried this: Orange, San Diego, Los Angeles, Santa Clara

**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
Section 2 – Suggested Activities for Preteen Vaccine Week

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

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 – 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 “#PreteenVaxCA”, 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.

Themed Days:

- **Monday**: General Awareness / PVW
- **Tuesday**: Meningococal Vaccination (MenACWY)
- **Wednesday**: HPV Vaccination
- **Thursday**: Chickenpox Vaccination
- **Friday**: Pertussis Vaccination (Tdap)
Section 2 – Social Media Messages

1. MONDAY - General Awareness (multiple vaccines)

Recommended Infographic Post:
Go to infographic link at http://eziz.org/assets/docs/PVW/PVW_infograph.png and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

☐ 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. #PreteenVaxCA

☐ 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 vacunárlos contra la meningitis, el virus VPH que causa ciertos tipos de cáncer, la tos ferina y más.

2. TUESDAY – Meningococcal Vaccination (MenACWY)

Recommended ShotByShot Post (David):
Go to story link at 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. Protect your preteen with the vaccine against meningitis. #PreteenVaxCA

☐ David presentó síntomas similar a la influenza a los 13 años. Perdió su vida en cuestión de 24 horas por la meningitis bacteriana. Proteja a su preadolescente con la vacuna contra la meningitis.

PSA Post (preteen chore avoidance):

☐ There’s not a vaccine for chore avoidance, but saving your child’s life from meningitis – there’s a vaccine for that. #PreteenVaxCA

☐ No hay vacuna contra la evitación de quehaceres, pero si hay vacuna para salvar a su hij@ de la meningitis.
Section 2 – Social Media Messages

3. WEDNESDAY - HPV Vaccination

Recommended ShotByShot Infographic Post (Matthew):

Go to infographic link at https://eziz.org/assets/docs/PVW/HPVfacts_infographic.jpg and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. You can also go directly to the post on ShotByShot’s Instagram account at https://www.instagram.com/p/B2CtzQjgoVW/. Click on the icon and select whether you want to share to Facebook or Twitter. If adding a caption, you may add the suggested one below in the window provided. (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. #PreteenVaxCA #HPVAwarenessDay

Matthew preferiría recibir 100 inyecciones a sufrir el cáncer de garganta como su padre. La vacuna contra el VPH sólo son 2 dosis.

Additional Post:

Go to infographic link at http://eziz.org/assets/docs/PVW/HPVfacts_infographic.jpg and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with caption below. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

HPV vaccine is recommended as early as age 9 to protect against cancers caused by HPV. Don’t miss your chance! Make an appointment to vaccinate your preteen today. #PreteenVaxCA #HPVAwarenessDay

Se recomienda la vacuna contra el VPH empezando a los 9 años para proteger de ciertos tipos de cáncer relacionados al VPH. ¡No pierda la oportunidad! Haga una cita para vacunar a su preadolescente hoy mismo.

PSA Post (preteen drama):

Video available on YouTube at https://youtu.be/19hQ1l5g6O0 (Spanish at https://youtu.be/1Ni365eC5Zs), or download file at http://eziz.org/assets/docs/PSA_drama.mp4 (Spanish at http://eziz.org/assets/docs/PSA_drama_Sp.mp4). Upload video file and add suggested caption below.

There’s no vaccine for preteen drama, but luckily there is one to protect boys and girls against HPV cancers. #PreteenVaxCA #HPVAwarenessDay

No existe una vacuna contra el drama de la preadolescencia, pero afortunadamente hay una para proteger a los preadolescentes contra el virus VPH que causa ciertos tipos de cáncer.
4. THURSDAY – Chickenpox Vaccination

**Recommended ShotByShot Infographic Post (Jesse):**

Go to infographic link at [http://eziz.org/assets/docs/PVW/Jesse_Varicella_IG.jpg](http://eziz.org/assets/docs/PVW/Jesse_Varicella_IG.jpg) and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with caption below. You can also go directly to the post on ShotByShot’s Instagram account at [https://www.instagram.com/p/B1g0BMyncPZ/](https://www.instagram.com/p/B1g0BMyncPZ/). Click on the icon and select whether you want to share to Facebook or Twitter. If adding a caption, you may add the suggested one below in the window provided. (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. #PreteenVaxCA
- Aunque usualmente leve, la varicela puede tener consecuencias muy graves. Asegúrese de que su hij@ está protegido con la vacuna contra la varicela.

5. FRIDAY - Pertussis Vaccination (Tdap)

**Recommended 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! #PreteenVaxCA
- 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 list@ para la escuela, y haga una cita para vacunarl@ 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. #PreteenVaxCA
- 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.
## Section 2 – 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.” |
Section 2 – Suggested Press Release

Date: March X, 2020
For Release: Immediate
[local contact info here]

Protect Preteens from Serious Diseases, Vaccinate on Time!

[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 1-7 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 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 is March 1-7, 2020. 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/parentresources/pubs/vacc-factsheet-basics-2017.htm) (page 2).

- **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 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 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 2018-19, 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!*
Please join us in celebrating Preteen Vaccine Week, March 1-7, 2020 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.

**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 as early as 9 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.

Under **state law**, all incoming 7th grade students need proof before starting school of a whooping cough booster shot (Tdap) and two doses of vaccine against chickenpox, which can cause severe disease in unimmunized teens and adults. For more information please visit [www.GetImmunizedCa.org](http://www.GetImmunizedCa.org) and [www.ShotsForSchool.org](http://www.ShotsForSchool.org).

**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**. For the latest resources to share with school staff, visit: [https://www.shotsforschool.org/7th-grade/](https://www.shotsforschool.org/7th-grade/)

- **Promote the 7th grade entry immunization requirements** in your marqueses 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. (See Template Letter from School Nurse to Parents, page 28.)

- **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](http://example.com) (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 30) at PTA meetings, teacher-parent nights and other school events.

Thank you for helping California’s preteens stay healthy and for supporting Preteen Vaccine Week!
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 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 starting at 9 years of age 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 wwwShootsForSchool.org to learn more about school immunization requirements.

Sincerely,

[INSERT NAME OF SCHOOL NURSE]

Your School Nurse
Section 2 – Template Proclamation

March 1-7, 2020, as “Preteen Vaccine Week”

PROCLAMATION by the [Board of Supervisors of City/County Name]

Immunizations have had an enormous impact on improving the health of children in the United States. Most parents today have never seen first-hand the devastating consequences that vaccine-preventable diseases have on a child, a family, or community. While these diseases are not common in the U.S., they persist around the world. It is important that we continue to protect our children with vaccines because outbreaks of vaccine-preventable diseases like pertussis, mumps, and measles can and do occur in this country.

As parents or guardians, we need to do everything we can to protect our children’s health, including making sure they receive all of their shots. Protection from certain vaccines also wears off overtime, so it’s important that parents immunize their children again as preteens. The Centers for Diseases Control and Prevention (CDC), the American Academy of Pediatrics (AAP), and the Society for Adolescent Health and Medicine (SAHM) recommend that every 11- and 12-year-old child gets a preteen medical checkup. At this visit, parents and preteens can talk with their health care provider about recommended immunizations and discuss the challenges of growing up.

The federal Centers for Disease Control and Prevention’s (CDC) Advisory Committee on Immunization Practices (ACIP) recommends the following vaccines for 11- and 12-year-olds: a shot that protects against tetanus, diphtheria, and pertussis (Tdap); the HPV (human papillomavirus) vaccine series; a meningococcal shot; and an annual flu vaccine. In addition to 1 dose of Tdap, preteens starting 7th grade must show proof of 2 doses of chickenpox vaccine.

All of these diseases can have serious complications and can even result in death. When you follow these recommendations, you help guarantee that our children receive the screenings and care they need to stay healthy and safe as they approach their teenage years. You also contribute to a lifetime of health for your children, as well as healthier homes, schools, and communities.

NOW, THEREFORE, I, [City/County official], do hereby proclaim March 1-7, 2020, as “Preteen Vaccine Week.”

IN WITNESS WHEREOF [I have here unto set my hand and caused the Great Seal of City/County to be affixed this ___th day of (month) 2020.]

[signature line for Chairman/Mayor]

[Chairman/Mayor’s name]
[name of City/County Board of Supervisors]
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:** 2019 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#.ViU1fGcQWpo

**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