

Preteen Vaccine Week 2024



Campaign Kit

March 4–8, 2024

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INTRODUCTION

Overview

The Preteen Vaccine Week (PVW) 2024 Campaign Kit is a collection of resources that you can modify according to the needs of your local health department and community. It includes information on the background and purpose of PVW and the important role that local health jurisdictions, coalitions, health plans, provider associations, and other partners play in making it a success. It also contains tools, templates, and announcements that may be helpful in your promotion of PVW and preteen immunizations. See below for a brief description of contents.

Description of Contents

- 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 **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 2024** 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 **Template Script** can be used for radio public service announcements or social media videos.
- 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 and thinking about back-to-school vaccination ahead of time.
- 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 immunization 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.

INTRODUCTION

To Local Health Department Staff and Partners – Thank you!

Thank you for your support of Preteen Vaccine Week 2023. Over 114 participants from local health jurisdictions and other partners across the state participated in the campaign through social media messaging, collaborations with community organizations, distribution of educational materials, trainings, and more.

Preteen Vaccine Week, March 4 – 8, 2024

PVW is an annual California observance and a rallying point for families, providers, coalitions supporting children's health, and local health departments (LHDs) to get the message out about preventative health care and immunizations for preteens. 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. PVW is also scheduled to coincide with [International HPV Awareness Day](#), an observance dedicated to increasing worldwide understanding of human papillomavirus (HPV) and how it affects us all.

The goals of PVW 2024 are to distribute information and materials through multiple avenues such as schools, providers, and the media to raise awareness about Tdap (tetanus, diphtheria, pertussis), HPV, meningococcal, COVID-19 and other vaccines (like flu and varicella) 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 requires [incoming 7th grade students](#) to have two chickenpox shots. The federal Advisory Committee on Immunization Practices (ACIP) currently recommends that 11- and 12-year-olds receive Tdap, two doses of HPV vaccine, meningococcal vaccine, COVID-19 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), or hepatitis B vaccine.

Useful tools for parents and preteens are included in this kit and at <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/Campaigns.aspx>. Information and communication tools about immunization requirements for 7th grade entry can be found at: www.ShotsForSchool.org.

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. The CDC also offers preteen immunization resources at <https://www.cdc.gov/vaccines/partners/teens/index.html>.

Contact Information

If you have any questions concerning PVW or any of the materials included in this kit, feel free to contact Jane Grey at Jane.Grey@cdph.ca.gov.

PRETEEN VACCINE WEEK ACTION PLAN

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.

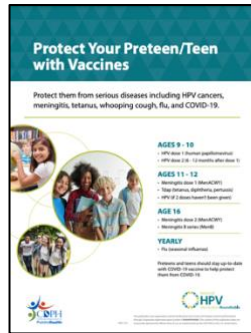
Preteen Vaccine Week Action Plan

| Step | Details/Comments | Start/Finish Dates |
|---|--|---|
| Join Statewide PVW planning calls | Keep an eye out for emails from the Immunization Branch with more information about the calls and additional resources. | TBD |
| Use PVW Order Form to order promotional materials in print | Materials with quantities needed: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ | Email to Mario Gutierrez Mario.Gutierrez@cdph.ca.gov by Friday, February 2 |
| List ways to inform providers | Information to providers via: 1. Mailing to _____ 2. Email/e-newsletter _____ 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. Organize iz clinic at _____ 5. Web content on _____ 6. Send brochures to _____ 7. Send parent flyers to _____ 8. Coalition _____ 9. Health Plans _____ 10. 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. Agencies _____ 5. Other _____ | |

PVW ORDER FORM TEMPLATE



IMM-1054
Vaccines for Your Preteen flyer



IMM-1447ES
Protect Your Preteen poster



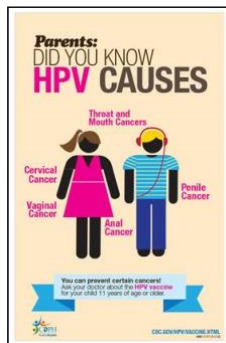
IMM-1039ES
Ready for 7th Grade flyer



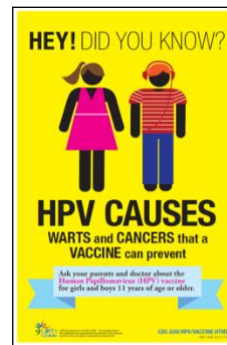
IMM-1049
HPV Fotonovela



IMM-1124
How Important is HPV Vaccine? flyer
(Spanish IMM-1124S)



IMM-1117ES
Parents: Did You Know? poster



IMM-1205ES
Hey! Did You Know? poster



IMM-1129 HPV
Vaccine Appointment Reminder card
(Spanish IMM-1129S)



IMM-1048
One Shot Heroes

Send to: **[insert name]** by **[insert date]**
 Fax: **[insert fax number]** Email: **[insert email address]**

| IMM# | Item Name | Total Quantity |
|----------------------------|---|----------------|
| IMM-1054ES | Vaccines for Your Preteen flyer (2-sided English/Spanish) | |
| IMM-1447ES | Protect Your Preteen poster, 11"x17" (2-sided English/Spanish) | |
| IMM-1039ES | Ready for 7th Grade? flyer (2-sided English/Spanish) | |
| IMM-1049 | HPV Bilingual Fotonovela (English/Spanish) | |
| IMM-1124 | How Important is HPV Vaccine? flyer | |
| IMM-1124S | How Important is HPV Vaccine? flyer (Spanish) | |
| IMM-1117ES | Parents: Did You Know? poster, 11"x17" (2-sided English/Spanish) | |
| IMM-1205ES | Hey! Did You Know? poster, 11"x17" (2-sided English/Spanish) | |
| IMM-1129 | HPV Vaccine Appointment Reminder Card | |
| IMM-1129S | HPV Vaccine Appointment Reminder Card (Spanish) | |
| IMM-1048 | One Shot Heroes DVD: short fictional movie about importance of preteen shots (may be used in schools or other youth settings) | |

Requester's Name: _____

Clinic/Practice: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Email Address: _____

Supplies of some items are limited. Orders may be adjusted accordingly.

TALKING POINTS FOR PRETEEN VACCINE WEEK

Preteen Vaccine Week Campaign Information

Preteen Vaccine Week is a statewide observance, celebrated March 4 – 8 in 2024. 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 4 hasta el 8 de marzo de 2024. 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: Missing a shot may not seem like a bad thing. But there are good reasons to get shots. One little “ouch” moment protects you from some major health problems! And vaccinations are about protecting you in the future, not just as a kid. Vaccines could even save your life!

Shots not only help you – they help those close to you, too. 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: Like eating healthy foods, being active, and getting regular checkups, vaccines play a vital role in keeping all of us health, including preteens. Immunizations are one of the safest and most convenient preventive care measures available. Many preteens missed out on important vaccines during the pandemic – make sure your child isn’t one of them!

The federal [Advisory Committee on Immunization Practices](#) (ACIP) currently [recommends that 11- and 12-year-olds receive](#) COVID-19, Tdap (tetanus, diphtheria, pertussis), human papillomavirus (HPV), meningococcal, and seasonal flu vaccines. (The HPV vaccine can be given starting at age 9 years.) 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. Even now, with the COVID-19 pandemic behind us, some kids are still behind on their immunizations. Make sure yours isn’t one of them! Check with your health care provider to make sure your child is up to date.

For those who are out of work or without health insurance, your child can still get vaccinated. The Vaccines for Children (VFC) program offers free vaccines to children up to age 18 years without insurance or whose insurance does not cover the cost of 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 area](#).

TALKING POINTS FOR PRETEEN VACCINE WEEK

Las vacunas protegen su salud y la de sus seres queridos

Para los preadolescentes: Puede ser que perder la oportunidad de recibir una vacuna no te parezca como algo malo. Pero hay buenas razones para vacunarse. ¡Un pequeño momento de "ay" te protege de algunos problemas de salud graves! Y las vacunas son para protegerte en el futuro, no solo en tu adolescencia. ¡Las vacunas podrían salvarte la vida!

Las vacunas no solamente te ayudan a ti—también ayudan a las personas cerca de ti. Puedes contagiar a otros, aun antes de sentirte enfermo. Si te vacunas, también ayudarías a mantener a tus amigos, familia y escuela saludables.

Para los padres: Al igual que comer alimentos saludables, mantenerse activo y hacerse chequeos regulares, las vacunas juegan un papel vital para mantener la salud de todos nosotros, incluyendo los preadolescentes. Las vacunas son una de las medidas de cuidado preventivo más seguras y convenientes disponibles. Muchos preadolescentes no recibieron vacunas importantes durante la pandemia. ¡Asegúrese de que su hijo(a) no sea uno de ellos!

El Comité Asesor federal sobre Prácticas de Inmunización (ACIP, en inglés) recomienda que los preadolescentes de 11 y 12 años reciban la vacuna contra el COVID-19, la vacuna Tdap (vacuna contra el tétanos, difteria y tosferina), la vacuna contra el virus del papiloma humano (VPH), la vacuna contra la enfermedad meningocócica y la vacuna anual contra la influenza. (La vacuna contra el VPH que se puede aplicar empezando a los 9 años.) Algunos preadolescentes también necesitan 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 7º grado. Consulte con su doctor o enfermera para asegurar que su hijo(a) está al día.

Aún aquellos sin trabajo o seguro médico pueden vacunar a sus hijos. El programa Vacunas para Niños (VFC, en inglés) ofrece vacunas gratuitas para niños hasta los 18 años de edad que no tienen seguro médico o 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. Encuentre doctores participantes en VFC [en su área](#). Para más información, visite <https://www.cdc.gov/spanish/especialescdc/programavacunas/index.html>.

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 these vaccines for your child: Tdap, HPV, meningitis, COVID-19, and a yearly flu vaccine. These five vaccines help keep your children safe as they grow up. Use this handy [preteen vaccine checklist](#) to learn more.

TALKING POINTS FOR PRETEEN VACCINE WEEK

Los chequeos para preadolescentes

[Los Centros para el Control y la Prevención de Enfermedades](#) (CDC, en inglés), [la Academia Americana de Pediatría](#) (AAP, en inglés) y [la Sociedad Americana de Medicina del Adolescente](#) (SAM, en inglés) recomiendan que todos los preadolescentes de 11 y 12 años de edad se hagan un chequeo médico cada año. Los chequeos le dan la oportunidad a su doctor de evaluar todos los aspectos del crecimiento y salud de su hijo(a), incluyendo las vacunas.

Si su hijo(a) aún no ha tenido un chequeo médico, ¡dele un comienzo sano a su adolescencia, y haga una cita hoy mismo! Cuando lleve a su preadolescente a su chequeo médico, consulte con su doctor acerca estas vacunas para su hijo(a): la vacuna Tdap y la vacunas contra el VPH, la meningitis, el COVID-19 y la vacuna anual contra la influenza (gripe o “flu”). Estas cinco vacunas ayudan a mantener a su hijo(a) sano(a) mientras crece. Para más información, consulte esta [lista de vacunas](#).

Immunizations Recommended for Preteens

[11-and 12-year-olds](#) need five vaccines to protect them against serious diseases:

- ✓ **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.**
- ✓ **Two doses of human papillomavirus (HPV) vaccine** to protect against HPV-related cancers and infections.
- ✓ **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.
- ✓ **COVID-19 vaccine** to protect against severe COVID-19 outcomes.

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 required before 7th grade in California.

Las recomendaciones de vacunación

Los jóvenes de 11 y 12 años necesitan cinco vacunas para protegerlos contra enfermedades graves:

- 1) **La vacuna Tdap** para prevenir el tétanos, la difteria y la tosferina. **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.**
- 2) **Dos dosis de la vacuna contra el virus del papiloma humano (VPH)** para proteger contra infecciones y tipos de cáncer relacionados al VPH.
- 3) **La vacuna contra la enfermedad meningocócica (MenACWY)** para proteger contra ciertos tipos de meningitis bacterianas y otras infecciones relacionadas.
- 4) **Una vacuna anual contra la influenza** (también conocida como la gripe) para proteger contra enfermedades graves que causa la influenza.
- 5) **La vacuna contra el COVID-19** para proteger contra condiciones graves por COVID-19.

TALKING POINTS FOR PRETEEN VACCINE WEEK

Es posible que los preadolescentes también necesiten ponerse al día con otras vacunas, incluyendo la vacuna contra la varicela (muchos no tienen la 2ª dosis), MMR (vacuna contra el sarampión, las paperas y la rubéola) y hepatitis B. 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 42 million Americans are currently infected with HPV, and about 13 million more get infected each year.

Each year in the United States, there are about 37,000 men and women who develop [HPV-related cancers](#). That's the same as the average attendance for a major league baseball game! 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](#) and anal cancer in men and women.

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. In fact, the HPV vaccine can prevent 90% of HPV caused cancers.

The [HPV vaccine](#) provides long-lasting protection 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.

The HPV vaccine is recommended for all genders starting at 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. 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 is also [very safe](#), 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.

TALKING POINTS FOR PRETEEN VACCINE WEEK



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 42 millones de estadounidenses están infectados con VPH y todos los años se infectan aproximadamente unos 13 millones más.

Cada año en los EE. UU., alrededor de 37,000 hombres y mujeres desarrollan [tipos de cáncer relacionados al VPH](#). ¡Eso es lo mismo que el promedio de asistencia a un partido de béisbol de las grandes ligas! 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 y cáncer anal en hombres y en mujeres.

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 al 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. De hecho, la vacuna contra el VPH previene más del 90% de los casos de cáncer por el VPH.

[La vacuna contra el VPH](#) provee protección de largo plazo 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 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 para vacunarse. La mejor manera de recordar las dosis de la vacuna que necesita su hijo(a) es haciendo las citas para la(s) siguiente(s) dosis antes de salir del consultorio médico, justo después de recibir la primera dosis.

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 que la proporción de adolescentes y mujeres jóvenes infectadas con los tipos de VPH que previene la vacuna ha disminuido.

TALKING POINTS FOR PRETEEN VACCINE WEEK

Las infecciones de VPH prevenibles por la vacuna han bajado un 86% entre las adolescentes desde que se empezó a administrar la vacuna contra el VPH. Esta caída es más de lo que los expertos médicos esperaban.

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. Adolescents may also receive one vaccine (MenABCWY) when both MenACWY and MenB vaccines are recommended at the same visit. Ask your doctor if MenB vaccine is recommended for your child or teen.



Share [David's Story](#) as told by his mom. David died from bacterial meningitis at age 13. His mom wants other families to learn to protect their kids. Find other meningitis stories at www.shotbyshot.org/story-gallery/.

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.

Los adolescentes y adultos jóvenes de 16-23 años de edad pueden recibir la vacuna contra la meningitis B, otro tipo de la enfermedad meningocócica. Los adolescentes también pueden recibir una vacuna (MenABCWY) cuando se recomiendan ambas vacunas MenACWY y MenB en la misma cita. Consulte a su doctor sobre la vacuna contra la meningitis B para su hijo(a) o adolescente.

TALKING POINTS FOR PRETEEN VACCINE WEEK

Tetanus, Diphtheria, and Pertussis

Pertussis (whooping cough) is widespread in California and other states. Many school outbreaks have been reported in recent 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.

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/.

TALKING POINTS FOR PRETEEN VACCINE WEEK

El tétanos, difteria y tosferina

[La tosferina](#) (pertussis) se ha propagado mucho en California y en otros estados. En años recientes, se han reportado muchos brotes escolares. El Departamento de Salud Pública de California recomienda que todos los preadolescentes californianos reciban una vacuna de refuerzo contra la tosferina (también conocida como “Tdap”). Además, la ley de California requiere que los estudiantes ingresando al 7º grado se pongan la vacuna Tdap y la vacuna contra la varicela antes de comenzar la escuela.

La tosferina 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 tosferina pueden terminar en el hospital y perder semanas de clases.

Con el fin de prevenir la tosferina 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 tosferina y contagiar a otros. Las vacunas contra la tosferina 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 tosferina son importantes para los preadolescentes. La vacuna de refuerzo 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 tosferina 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 Centers for Disease Control reported [181 deaths](#) in children due to flu during the 2022-2023 flu season.

The best way to prevent flu is by getting an annual [flu vaccine](#). 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.

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.



Read [Abbie's Story](#), a healthy 14 year old who catches flu, begins to feel ill, and then soon succumbs to myocarditis, a severed complication of flu. Her story underscores the bewildering unpredictability of flu – even for a healthy, young person. Find other flu stories at www.shotbyshot.org/story-gallery/.

TALKING POINTS FOR PRETEEN VACCINE WEEK

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. Los Centros para el Control y Prevención de Enfermedades (CDC, en inglés) reportaron 181 muertes en niños por influenza durante la temporada de gripe 2022-2023.

La mejor manera de prevenir la influenza es vacunándose todos los años. [La vacuna](#) es especialmente importante para personas con enfermedades crónicas como el asma y la diabetes. La vacuna disminuye las probabilidades de tener complicaciones graves por la enfermedad. Hasta los niños sanos pueden terminar en el hospital después de contraer la influenza.

Se recomienda una vacuna anual contra la influenza para todas las personas 6 meses de edad en adelante. Los preadolescentes deben vacunarse contra la influenza para finales de octubre antes de que la influenza se propague en su comunidad. Para aquellos que perdieron la oportunidad, el vacunarse más tarde siempre es buena idea.

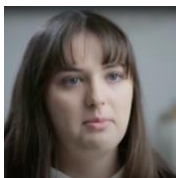
Anime a los preadolescentes a que también tomen algunas medidas básicas para evitar contraer la influenza y otras infecciones respiratorias, como lavarse las manos a menudo, cubrirse la boca al toser y estornudar sobre la manga de la camisa o un pañuelo desechable y quedarse en casa cuando estén enfermos.

COVID-19

[COVID-19](#) is a contagious respiratory illness caused by the virus SARS-CoV-2. While most people infected with COVID-19 may have mild illness, COVID-19 can cause severe illness and death. [The Centers for Disease Control estimated that COVID-19 was the fourth leading cause of death in 2022 in the United States, with nearly 245,000 deaths.](#)

Adolescents are recommended to receive an updated (2023-2024) [COVID-19](#) vaccine to protect against serious illness from COVID-19. People who are moderately or severely immunocompromised may get additional doses. The current vaccine more closely targets the currently circulating strains. Just like our phones and computers need to be updated to avoid viruses, our immune systems need updating, too! Billions of COVID-19 vaccine doses have been given with significant benefits and limited risks. Most side effects are mild and last a couple of days. Getting vaccinated is a safer choice.

Catching COVID-19 can mean disruption of school activities, worsening mental health, and decreased physical activity, or even serious illness for kids. Infected kids may also infect a parent or other vulnerable family member.



Watch [Katelyn’s Story](#), a 20-year-old woman who suffers from persistent COVID-19 symptoms. She went from being a varsity soccer player to getting winded just from walking. Find other COVID-19 stories at <http://www.shotbyshot.org/story-gallery/>.

TALKING POINTS FOR PRETEEN VACCINE WEEK

El COVID-19

[El COVID-19](#) es una enfermedad respiratoria contagiosa causada por el virus SARS-CoV-2. Mientras que la mayoría de las personas infectadas con COVID-19 pueden tener una enfermedad leve, el COVID-19 puede causar una enfermedad grave y la muerte. **Los Centros para el Control y Prevención de Enfermedades estimaron que el COVID-19 fue la cuarta causa principal de muerte en el 2022 en los Estados Unidos, con casi 245,000 muertes.**

Se recomienda que los adolescentes reciban la vacuna actualizada (2023-2024) contra el [COVID-19](#) para protegerse contra la enfermedad grave que causa el COVID-19. Las personas con inmunodeficiencia moderada o grave pueden recibir dosis adicionales. La vacuna actual se dirige más estrechamente a las cepas que circulan actualmente. Así como nuestros teléfonos y computadoras deben actualizarse para evitar virus, ¡nuestro sistema inmune también necesita actualizarse! Se han administrado miles de millones de dosis de la vacuna contra el COVID-19 con beneficios significativos y riesgos limitados. La mayoría de los efectos secundarios son leves y duran un par de días. Vacunarse es la opción más segura.

Contagiarse de COVID-19 puede significar la interrupción de las actividades escolares, el empeoramiento de la salud mental y la disminución de la actividad física, o incluso una enfermedad grave para los niños. Los niños infectados también pueden infectar a un padre u otro miembro vulnerable de la familia.

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 chickenpox 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, neumonía, daño cerebral y hasta la muerte. Todos los estudiantes ingresando al 7° grado necesitan dos dosis de la vacuna antes de comenzar la escuela.

SUGGESTED ACTIVITIES TO PROMOTE PRETEEN VACCINE WEEK

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. **An asterisk (*) denotes a county that conducted that activity in the prior campaign year.**

- 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, Colusa, 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 21) or use messages from CDPH's [Don't Wait–Vaccinate](#) campaign. Promote a [ShotByShot story](#) about HPV, whooping cough, flu or meningococcal disease. Invite staff and partners to like, comment, and share your posts. *LHDs that have tried this:* Del Norte, Fresno, Marin, San Diego, San Luis Obispo, Orange, Humboldt, Los Angeles, City of Pasadena*, Colusa*, Del Norte*, El Dorado*, Fresno*, Glenn*, Kern*, Mariposa*, Napa*, San Diego*, San Luis Obispo*, Santa Barbara*, Santa Clara*, Siskiyou*, Stanislaus*

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, San Diego*

Ask immunization staff and coalition members to change their email signatures to include PVW information. Consider using the [PVW infographic](#) listing recommended vaccines. *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, Glenn*

Order PVW materials and distribute them to schools, clinics, local providers, community agencies. (LHJs order directly from CDPH.) Partners may be more willing to post and share already printed materials. *LHDs that have tried this:* Fresno, Lassen, Placer, Riverside, San Diego, San Joaquin

Reach out to the media or local magazine. Send a press release (see template on page 28). Inform media about PVW and provide information about your clinics, extended hours, etc. in your articles. *LHDs that have tried this:* Fresno, Glenn, Kern, Lassen, Los Angeles, San Diego, San Mateo, Santa Barbara, Ventura

SUGGESTED ACTIVITIES TO PROMOTE PRETEEN VACCINE WEEK

□ **Promote radio or TV PSAs about** preteen immunizations. See the Template PSA Script (page 27) approved by CDPH Office of Communications. CDC has [numerous PSAs](#) on the importance of preteen immunizations. There are also adolescent vaccine PSAs on [ShotByShot](#). Alternatively, you can create your own. *LHDs that have tried this:* Contra Costa, Lassen, Tehama, Nevada, Fresno, Imperial, Kern, Ventura, Napa*

□ **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

Activities to Engage Providers

□ **Encourage providers to use reminder postcards or phone calls for their 11- to 12-year-old patients who are missing doses.** (Reminder postcards are available to order for LHDs in the [Branch Store](#).) 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

□ **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, Del Norte*, El Dorado*, Santa Barbara*, Santa Clara*

□ **Seek permission to include an article (see Healthcare Provider e-blast on page 29) 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

□ **Encourage providers to vaccinate against HPV starting at age 9.** Consider partnering with a local Medi-Cal Managed Care plan as part of your effort to share this best practice with providers. Present on the importance of HPV disease prevention. Incorporate reminders through EHR system. Send e-blasts to participating providers. Check out available resources on the American Cancer Society's National HPV Vaccination Roundtable [website](#). *LHDs that have tried this:* Contra Costa, San Diego*

□ **Partner with dental hygienists to promote or offer HPV vaccination.** Share resources to support their efforts, including this National HPV Vaccination Roundtable [Action Guide for Dental Health Care Providers](#), [Q&A Guide for Dental Professionals](#), and [5 key points on oropharyngeal cancer for dentists](#). *LHDs that have tried this:* San Benito County

□ **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.

SUGGESTED ACTIVITIES TO PROMOTE PRETEEN VACCINE WEEK

- **Host an adolescent immunization seminar/webinar** to share information about adolescent immunizations, the 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, San Diego*
- **Reach out to a local hospital and ask them to co-host an adolescent immunization clinic.** Alternatively, you can ask hospitals for help promoting your special Tdap, chickenpox or COVID-19 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 (and possibly COVID-19) immunization requirements. *LHDs that have tried this:* Fresno, San Luis Obispo, Riverside, Glenn*, Siskiyou*

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
- **Send the School Staff e-Blast (page 30) to school staff, including nurses.** You can also provide the Template Letter from School Nurse to Parents, page 31.
- **Encourage schools to promote preteen vaccines through one or more of the following methods:** use their robo-call, SMS system, or email listserv 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. You can also encourage school nurses to use the Template Letter from School Nurse to Parents (page 31). 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, Colusa*, El Dorado*, Glenn*, San Francisco*, Santa Clara*, Siskiyou*
- **Encourage schools to share information about HPV vaccination with parents** as outlined in AB659 Cancer Prevention Act. Share the template communications to help them meet the requirements.
- **Attend meetings for school nurses, LHD/community providers, and the PTA, to share information and distribute relevant materials.** Discuss the [immunization requirements for 7th graders](#) and share up-to-date information about [AB659](#) Cancer Prevention Act and the HPV immunization education requirement. *LHDs that have tried this:* Butte, Fresno, Madera, Tehama, Santa Clara
- **Invite school nurses to use the new [School and Childcare Roster Lookup \(SCRL\) tool](#) in CAIR Hub.** Teach school nurses how to train administrative staff to access and use SCRL to generate immunization reports. Be sure to direct them to CDPH's new [online training modules](#) on implementing school immunization requirements, too!
- **Co-host school-located or community vaccination events to immunize students, staff, and possibly families or community members.** Resource a vaccination partner from your community and consider

SUGGESTED ACTIVITIES TO PROMOTE PRETEEN VACCINE WEEK

offering all ACIP recommended vaccines for your event. Visit the CDPH [School Located Vaccination Events page](#) and CDC [flu vaccination events page](#) for more resources. Promote clinics through social media, parent-teacher organizations, PSAs, and school information boards and marquees. If events are open to the community, bring in community-based organizations such as youth programs, recreation centers, and after-school programs to participate and spread the word. *LHDs that have tried this:* Kern, Kings, Sacramento, Stanislaus, Lassen, Santa Clara, Alpine, Tuolumne, Marin, Lake, Placer, San Diego, Calaveras*, City of Pasadena*, Colusa*, Humboldt*, Lake*, San Diego*, San Francisco*, Sierra*

Activities to Engage Other Partners

□ **Reach out to your local WIC offices.** WIC may be a great venue to educate parents on the [7th grade immunization 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 libraries and/or local businesses 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, San Joaquin, City of Pasadena*, Colusa*, San Benito*, San Joaquin*

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 and few influencers are science-based. If you're looking for a few good recommendations, we suggest:

- [The Vaccine Blog](#)
- [Voices for Vaccines](#)
- [The Vaccine Page](#) (Facebook)
- [VaccinateYourfamily.org](#) (Preteens and teens section)

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

Media Images

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

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/Preteen.aspx>.

- Images of real people that you are able to use can be found at: <https://phil.cdc.gov/> and <https://www.aap.org/en/news-room/campaigns-and-toolkits/immunizations/gallery/>
- 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](#).

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 "#PreteenVaxCA," and tag your partners using @PartnerName (e.g., @CAPublicHealth).

Themed Days:

Monday: HPV Vaccination

Tuesday: General Awareness / PVW

Wednesday: General Awareness / Checkup

Thursday: Pertussis Vaccination (Tdap)

Friday: Meningococcal Vaccination (MenACWY)


SUGGESTED SOCIAL MEDIA MESSAGES

1. MONDAY – HPV Vaccination


Recommended CDPH Post:

Go to infographic link at <https://www.cdph.ca.gov/Programs/OPA/Pages/Communications-Toolkits/Don%E2%80%99t-Wait-Vaccinate.aspx> and save to your computer. (Available in English and Spanish.) Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption.



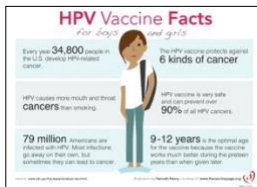
-  Parents: ask for the #HPVvaccine at your child’s back-to-school doctor visit. The HPV vaccine is most effective when given between 9–12-years-old and protects against HPV infections that can cause cancer later in life. Learn more: [go.cdph.ca.gov/preteen-vaccine](https://www.cdph.ca.gov/preteen-vaccine) #CaliforniaHPVFree #PreteenVaxCA



-  Padres: pregunten acerca de #LaVacunaContraElVPH durante el chequeo médico de regreso a la escuela de su hij@. La vacuna contra el VPH es más eficaz cuando se administra entre los 9 y los 12 años. Protege contra las infecciones de VPH que pueden causar cáncer en el futuro. Obtenga más información: [go.cdph.ca.gov/preteen-vaccine](https://www.cdph.ca.gov/preteen-vaccine) #CaliforniaLibreDeVPH

Additional Post:

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



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



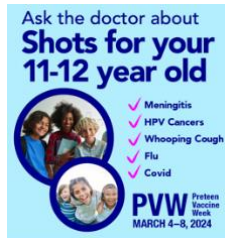
- Se recomienda la vacuna contra el VPH empezando a los 9 años para proteger contra ciertos tipos de cáncer relacionados al VPH. ¡No pierda la oportunidad! Haga una cita para vacunar a su preadolescente hoy mismo.

SUGGESTED SOCIAL MEDIA MESSAGES

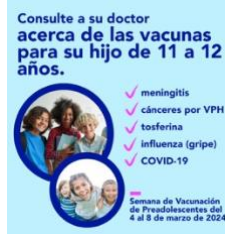
2. Tuesday – General Awareness (multiple vaccines)

Recommended Post:

Go to infographic link at https://eziz.org/assets/docs/PVW/PVW_infograph.jpg (or https://eziz.org/assets/docs/PVW/PVW_infograph_SP.jpg for Spanish) and save to your computer. Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



Help keep your preteen safe and immune system strong! 🗣️📢 Let's give them the best defense against preventable diseases and keep them on the path to a healthy future. ❤️ #PreteenVaxCA #HealthyKids #StayUpToDate



¡Ayude a mantener a su preadolescente san@ y su sistema inmune fuerte! 🗣️📢 Démosle la mejor defensa contra enfermedades prevenibles y mantengámosl@ en el camino hacia un futuro saludable.

3. WEDNESDAY – General Awareness (Checkup)

Recommended CDPH Post:

Go to infographic link at <https://www.cdph.ca.gov/Programs/OPA/Pages/Communications-Toolkits/Don%E2%80%99t-Wait-Vaccinate.aspx> and save to your computer. (Available in English and Spanish.) Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption.



Vaccines can help keep your preteen and teen stay healthy, so they can continue going to school and hanging out with friends. Get some peace of mind by immunizing your preteen against diseases like whooping cough and COVID-19. www.shotsforschool.org #BackToSchool #ShotsforSchool #DontWaitVaccinate #PreteenVaxCA



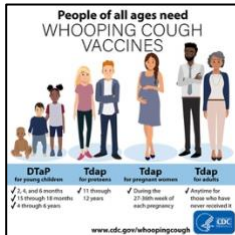
Las vacunas pueden ayudar a tu preadolescente y adolescente a mantenerse sanos, seguir yendo a la escuela y divertirse con amigos. Gana tranquilidad vacunando a tu preadolescente contra enfermedades como la tosferina y el COVID-19. www.shotsforschool.org #DeRegresoALaEscuela #VacunasParaLaEscuela #NoEsperesVacúnalos

SUGGESTED SOCIAL MEDIA MESSAGES

4. THURSDAY – Pertussis Vaccination (Tdap)

Recommended CDC Post:

Go to infographic link at <https://www.cdc.gov/pertussis/about/prevention/index.html> and save to your computer. Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



People of all ages need whooping cough vaccines – including preteens! Whooping cough can make those sick with it cough for weeks or even months, sometimes coughing so hard they vomit. Getting vaccinated is the best way to prevent it. Schedule your preteen’s vaccine appointment today! #PreteenVax

Personas de todas las edades necesitan vacunarse contra la tosferina– ¡incluyendo los preadolescentes! La tosferina puede causar tos por semanas o hasta meses y a veces las personas infectadas tosen tan fuerte que vomitan. Vacunarse es la mejor manera de prevenirla. ¡Haga la cita de vacunación para su hij@ hoy mismo!

Additional Post:

Go to infographic link at <https://eziz.org/assets/docs/PVW/InfoWhoopingCough.png> (or https://eziz.org/assets/docs/PVW/InfoWhoopingCough_SP.png for Spanish) and save to your computer. Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



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



Todos los estudiantes de 7º 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!

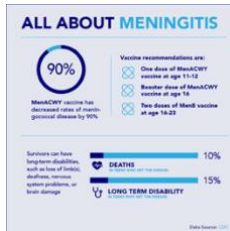
SUGGESTED SOCIAL MEDIA MESSAGES

5. FRIDAY – Meningococcal Vaccination (MenACWY)

Recommended Post:

Go to infographic link at <https://eziz.org/assets/docs/PVW/InfoMeningitis.png> (or https://eziz.org/assets/docs/PVW/InfoMeningitis_SP.png for Spanish) and save to your computer.

Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.










A lot of parents never find out where their children picked up bacterial meningitis; just sharing a soda might bring infection. Shield your precious preteen with the MenACWY vaccine. #PreteenVaxCA



Muchos padres nunca descubren dónde sus hijos se contagiaron con la meningitis bacteriana; el solo hecho de compartir un refresco puede provocar una infección. Proteja a su precioso preadolescente con la vacuna MenACWY.

SUGGESTED SOCIAL MEDIA MESSAGES

Instructions for Uploading Image/Video Content to Social Media Platforms

| Social Media Platform | Steps to Upload an Image or Video |
|---|---|
| Facebook  | <ol style="list-style-type: none"> 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. <ol style="list-style-type: none"> a. On a web browser, tap “Share” |
| X (Twitter)  | <ol style="list-style-type: none"> 1. First download and save to your computer the image or video you wish to use. (You can also “Share” directly from YouTube to X, but quality will be better if you first download files with EZIZ hyperlinks provided.) 2. After logging into X, 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 is happening?” box if desired. (See recommended captions in Suggested Social Media Messages.) 7. Tap “Post” when finished. |
| Instagram  | <ol style="list-style-type: none"> 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. <ol style="list-style-type: none"> a. If uploading multiple images or videos, first tap “Select Multiple” then tap the pictures/videos in the desired order. 4. Tap “Next” <ol style="list-style-type: none"> 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.” |

TEMPLATE PUBLIC SERVICE ANNOUNCEMENT SCRIPT

This CDPH Office of Communication's approved 30-second script can be used for radio public service announcements (PSAs) or social media videos (also known as reels). Feel free to modify to suit the needs of your community. The featured person should be a trusted messenger from your community, such as a physician or community health worker. You can direct people to go.cdph.ca.gov/preteen-vaccine in the recording or accompanying caption, if applicable.

[Scene: Person speaking directly to the camera with a warm and friendly demeanor]

As a [pediatrician/health worker/etc.] and parent, I know how important three preteen vaccines are in protecting the health of our children, families and communities.

1. The Tdap vaccine guards against whooping cough, a contagious illness that can harm our kids and can be deadly for babies.
2. The HPV vaccine is a powerful tool in preventing future cancers, such as cervical and throat.
3. And lastly, the bacterial meningitis vaccine protects against a dangerous infection that can lead to brain damage or even death.

These vaccines are recommended for preteens ages 11 to 12 years old. They have all been thoroughly tested and proven to be safe.

I vaccinated my own children when they were preteens to protect them from serious diseases now and in the future. Talk to your child's doctor and visit our website for more information.

SUGGESTED PRESS RELEASE

Date: March X, 2024

For Release: Immediate

Local Health Department Encourages Preteen Vaccinations for a Healthy Future

[CITY/COUNTY]— In an effort to promote the health and well-being of our preteen population, the [CITY/COUNTY] Health Department is joining with the California Department of Public Health in recognizing March 4 – 8 as “Preteen Vaccine Week.” Together, they are urging parents and guardians to ensure their children receive the recommended vaccines for preteens. The vaccines in focus include the Tdap (tetanus, diphtheria, and pertussis), HPV (human papillomavirus), and meningococcal vaccines.

Local Health Officer, [NAME], emphasized the importance of vaccinations, stating, “We have a proud tradition of looking out for one another in our community. One way to do this is to make sure we all get the recommended vaccines to help keep our community healthy and protected from disease. For preteens, the Tdap, HPV, and meningococcal vaccines are important for preventing serious diseases, and we strongly encourage parents to ensure their preteens are up to date with their vaccinations.”

The Tdap vaccine helps protect against tetanus, diphtheria, and pertussis, also known as whooping cough. Whooping cough can be particularly severe in adolescents, making it crucial for preteens to receive this booster shot.

The HPV vaccine is essential in preventing certain types of cancer later in life, and two doses are recommended for both boys and girls starting at age 9. Local Health Officer, [NAME], added, “The HPV vaccine is a powerful tool in cancer prevention. It can prevent the transmission of a virus that can lead to cervical, anal, and oropharyngeal cancers. By getting our children vaccinated, we are protecting them from cancers in their future.”

The meningococcal vaccine is crucial in preventing potentially deadly meningitis, which can strike preteens and young adults. It is recommended for 11-to-12-year-olds with a booster dose at age 16.

The [CITY/COUNTY] health department encourages parents and guardians to schedule a visit to their healthcare provider to ensure their preteens are up to date on their vaccinations. Incoming 7th graders must provide proof of having received the whooping cough shot and two doses of chickenpox vaccine before starting school. Flu and COVID vaccines are also recommended for everyone 6 months or older. These vaccines are safe and effective, and by getting them, parents can help protect their children from serious health risks.

For more information about preteen vaccinations, including clinic locations and resources, please visit our website at [WEBSITE] or contact the [CITY/COUNTY] Health Department at [PHONE NUMBER]. [INSERT INFORMATION ON ANY EVENTS YOUR LHD IS HOSTING, INCLUDING IMMUNIZATION CLINICS (IF APPLICABLE).]

Media Contact:

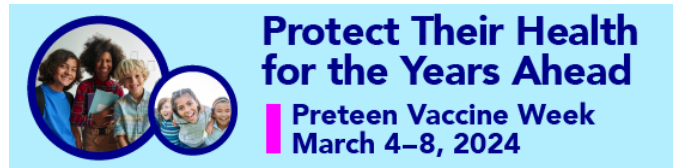
[NAME]

[TITLE]

[CITY/COUNTY] Health Department

[EMAIL ADDRESS]

[PHONE NUMBER]



Plan Ahead Now for Back to School

This year's Preteen Vaccine Week is March 4 – 8, 2024. Help make sure your preteen patients' vaccines are up to date and they're ready for 7th grade by scheduling the preteen doctor visit now. More information about 7th grade vaccine requirements is available at www.ShotsForSchool.org.

Consider using some of these strategies to proactively reach out to patients now and prevent the back-to-school rush for your patients and your staff:

1. **Use the immunization registry and your EHR** to identify children who missed well-child visits and/or recommended vaccinations. (See the CAIR [Reminder/Recall User Guide](#).)
2. **Reach out to schedule in-person appointments** using a [Robocall Script](#), letter, or text.
3. **Plan back-to-school immunization catch-up clinics** at convenient times for working parents, including weekends and evenings.
4. **Administer needed vaccines at ALL visits**, not just well-child checks.
5. **Designate a certain number of "immunization-only" appointments** each day leading up to school entry.
6. **Use effective communication techniques.** Talk openly with parents about vaccine safety and concerns. [Educational materials](#) should supplement, not replace, conversations. Personal accounts are persuasive and memorable; share the reasons why you support vaccines!

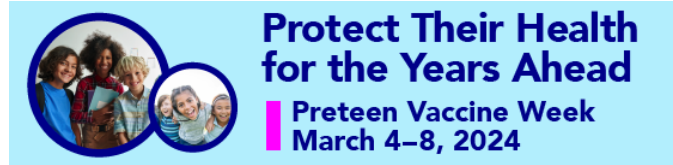
Keep the following vaccines on your [checklist](#) of recommended vaccines for 11-to-12-year-old patients:

- Pertussis – Under [state law](#), all incoming 7th grade students need proof of a Tdap booster shot before starting school.
- Chickenpox – State law requires students to have documentation of two doses of [chickenpox vaccine](#) before starting 7th grade.
- Human Papillomavirus (HPV) – Adolescents starting the series before age 15 need two doses to complete the series. Consider the [benefits of starting the series at age 9](#).
- Meningococcal – Preteens should get a dose of MenACWY at 11 or 12 years and a booster at age 16.
- Influenza
- COVID-19

Save your staff time by reminding patients that they can access their digital vaccination records at <https://myvaccinerecord.cdph.ca.gov/>.

Thank you for raising awareness about life-saving vaccines and for supporting Preteen Vaccine Week!

SUGGESTED SCHOOL STAFF E-BLAST



This year's Preteen Vaccine Week is March 4 – 8, 2023. Just like your school needs to keep the software on its computers up to date and virus free, your students' immune systems are due for an update before they start 7th grade. Help make sure they're ready for 7th grade by encouraging families to schedule the preteen doctor visit now so they can avoid the back-to-school rush. More information about 7th grade vaccine requirements is available at www.ShotsForSchool.org.

The Centers for Disease Control and Prevention recommends that 11-to-12-year-olds get the following vaccines:

- [Tdap \(tetanus, diphtheria, and pertussis\)](#) vaccine to prevent [whooping cough \(pertussis\)](#) which can cause severe coughing spells, possibly leading to rib fractures. Preteens suffering from whooping cough can be hospitalized and miss weeks of school.
- [HPV vaccine](#) is safe, effective, and can protect boys and girls from infection with the types of [HPV](#) that can cause certain cancers, like cervical and mouth/throat. The 2-dose vaccine series is recommended at ages 9-12 years.
- A [meningococcal vaccine](#) called MenACWY protects against [bacterial meningitis](#), a very serious infection that can cause organ 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, ideally during September or October.
- [COVID-19 vaccines](#) are a safe and effective way to protect kids from serious illness caused by the SARS-CoV-2 virus.

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

- **Send [flyers](#) or a letter home with students, [record a message](#) for parents, and post information on your school website.**
- **Send notices home** (e.g., with report cards or registration packets) to encourage parents to get their 6th graders immunized now, ahead of the deadline. [**Provide the Template Letter from School Nurse to Parents, next page.**]
- **Announce Preteen Vaccine Week and the 7th grade entry 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 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!

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 that **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.**

Immunizing our adolescents is one thing we can do to protect their health for years to come. Getting a vaccine is like updating the body's immune system, the same way you might update the software on your phone or computer. When all of us do our part to stay up to date with immunizations, it keeps the entire community network healthy and strong! Please schedule your child's appointment today to beat the back-to-school rush and ensure they are up to date on the vaccines they need.

I encourage you to make sure your preteen gets the vaccines listed below, plus any others that your family healthcare provider recommends.

- A **[Tdap booster shot](#)** protects from three serious diseases— tetanus, diphtheria, and whooping cough (pertussis). Preteens and teens who get whooping cough may cough for 10 weeks or more, possibly leading to rib fractures from severe coughing.
- **[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 and can be started at 9 years to protect against certain types of cancer caused by HPV infection. All genders should receive the HPV vaccine series to protect against cancer.
- **[Meningococcal vaccine \(MenACWY\)](#)** is recommended for protection against bacteria that cause meningitis, a very serious illness. While most people recover, some people with the infection die. Those who do recover can have permanent disabilities, such as brain damage, hearing loss, and learning disabilities.

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 healthcare provider 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.

If your preteen is up to date with required immunizations for 7th grade, please submit a copy of your immunization record to the main office. You may request a copy of your preteen's immunization record at myvaccinerecord.cdph.ca.gov.

To learn more about adolescent vaccines, please visit CDC's Vaccines for Preteens website at <https://www.cdc.gov/vaccines/parents/by-age/years-11-12.html>. You may also visit www.ShotsForSchool.org to learn more about school immunization requirements.

Sincerely,
[INSERT NAME OF SCHOOL NURSE]

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)

Plus additional languages on EZIZ.org

American Cancer Society: HPV Vaccination: Just the Facts

<https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/hpv-vaccination-just-the-facts-for-parents.pdf>

<https://www.cancer.org/content/dam/cancer-org/online-documents/es/pdf/flyers/just-the-facts-of-hpv-vaccine-spanish.pdf> (Spanish)

CDPH: Vaccines for your Preteen

<http://eziz.org/assets/docs/IMM-1054.pdf>

<http://eziz.org/assets/docs/IMM-1054S.pdf> (Spanish)

Plus additional languages on EZIZ.org

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)

CDPH: Vaccine Safety: Answers to Parents' Top Questions

<https://eziz.org/resources/parented/>

CDC: Immunization Schedule for Adolescents

<https://www.cdc.gov/vaccines/schedules/downloads/teen/parent-version-schedule-7-18yrs.pdf>

CDC: Growing Up with Vaccines: What Should Parents Know?

<https://www.cdc.gov/vaccines/growing/images/global/CDC-Growing-Up-with-Vaccines.pdf>

CDC: Preteen and Teen Vaccines

<https://www.cdc.gov/vaccines/parents/by-age/years-11-12.html>

<https://www.cdc.gov/vaccines/parents/by-age/years-11-12-sp.html> (Spanish)

CDC: Print Materials for Preteens and Teens

Includes fact sheets and flyers/posters.

<https://www.cdc.gov/vaccines/partners/teens/print-materials.html>

CDC: Easy-to-Read Immunization Schedule Age 7-18 – English & Spanish

https://www.cdc.gov/vaccines/schedules/easy-to-read/adolescent-easyread.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fvaccines%2Fschedules%2Feasy-to-read%2Fpreteen-teen.html#table-teen

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.

<https://www.cdc.gov/vaccines/acip/recommendations.html>

CDC: Facts for Parents

www.cdc.gov/vaccines/parents/diseases/index.html

Children's Hospital of Philadelphia (CHOP): Vaccine Education Center

https://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: Here's Why Your Preteen Needs the HPV Vaccine

<https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/How-to-Talk-to-Your-Preteen-About-HPV-Vaccine.aspx>

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

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

Vaccinate Your Family: 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: Parent and preteen educational materials

Electronic educational materials available in multiple languages

<https://eziz.org/resources/immunization-promo-materials/>

CDC: Provider Resources for Vaccine Conversations with Parents

<https://www.cdc.gov/vaccines/hcp/conversations/>

CDC: Resources for HCPs to help staff communicate effectively about HPV vaccine

www.cdc.gov/hpv/hcp/index.html

American Cancer Society: HPV Vaccination: Just the Facts

<https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/hpv-vacs-just-the-facts-for-providers.pdf>

Immunization Action Coalition: Handouts about adolescent diseases/vaccines for patients and parents:

<https://www.immunize.org/clinical/topic/adolescent-vaccination/>

Immunization Action Coalition: Need Help Responding to Vaccine Hesitant Parents?

www.immunize.org/catg.d/p2070.pdf

American Academy of Pediatrics: Immunization information pages

<https://publications.aap.org/redbook/pages/Immunization-Schedules>

<https://publications.aap.org/redbook/pages/Vaccine-Implementation-Guidance>

ACOG: Immunization Toolkit

<http://immunizationforwomen.org/>

American Cancer Society: Steps for Increasing HPV Vaccination in Practice

<https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/steps-for-increasing-hpv-vaccination-in-practice.pdf>

University of North Carolina: HPV IQ Immunization Quality Improvement Tools

www.hpviq.org/

Fact Sheets – Adolescent Vaccines, Flu, HPV, MenACWY

CDC: Print Materials for Preteens and Teens

Includes fact sheets and flyers/posters.

<https://www.cdc.gov/vaccines/partners/teens/print-materials.html>