



Don't Wait–Vaccinate Campaign

In collaboration with numerous California partners, the California Immunization Coalition, has developed a communication campaign with assistance from the California Department of Public Health, Immunization Branch to help address the concerning [drop in immunization rates](#) during the COVID-19 pandemic. The goal of the campaign is to remind parents and adults: **#DontWaitVaccinate**.

The [campaign toolkit](#) includes a library of social media messages, talking points, template letters and other tools that encourage patients to reconnect with their providers. Feel free to tailor the messages to meet the needs of your local community. Help us spread the word by sharing resources and social media messages from this campaign: **#DontWaitVaccinate**.

Social Media Messages:

Visit the [campaign webpage](#) for a variety of messages targeting parents and adults. They are all free to use. Additional social media messages and tools will be added periodically. These are samples of the many messages that can be used to reassure patients: **#ItsSafeToComeIn**



We understand you may feel a little uneasy about coming into the doctor's office these days. Know that your healthcare team has



It's OK to see the doctor during COVID-19. Doctors are taking extra steps to protect your children during their visit, such as separating

taken extra steps to keep patients safe during visits.

<https://www.cdc.gov/vaccines/parents/visit/vaccination-during-COVID-19.html>

#DontWaitVaccinate

sick and well patients. Some clinics even offer curbside appointments, where you get care without leaving the car.

<https://www.cdc.gov/vaccines/parents/visit/vaccination-during-COVID-19.html>

#DontWaitVaccinate

Monthly Messages

Use the [campaign calendar](#) to join us in sharing monthly messages to specific audiences. July features "back-to-school" messages for different ages.



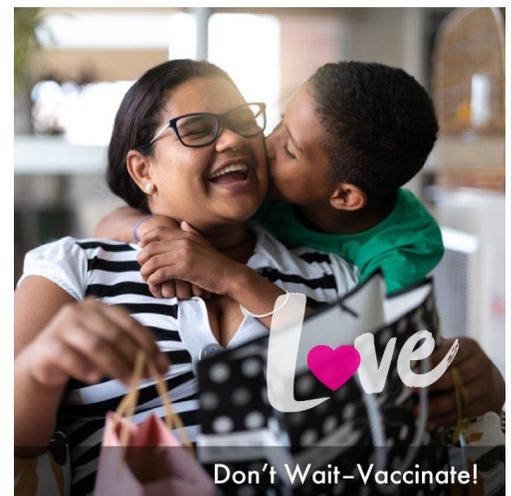
Is your child ready for school? Make an appointment now. As California 'reopens,' there may be many children who need to catch up on immunizations.

www.shotsforschool.org

#BackToSchool

#ShotsforSchool

#DontWaitVaccinate



Love him even when he drives me crazy! Gonna get his shots to protect against meningitis, HPV-related cancers, and whooping cough.

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