

# DON'T WAIT—

# VACCINATE!

## California Campaign Kit



Getting patients back in during COVID-19



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Additional messages and tools, including other languages, will continue to be added to the toolkit, so check the [campaign webpage](#) regularly.

# INTRODUCTION

Dear Colleagues,

The California Immunization Coalition (CIC), American Academy of Pediatrics-CA and California Department of Healthcare Services (DHCS) and others have partnered to develop a communication toolkit with assistance from the California Department of Public Health, Immunization Branch to help address the concerning drop in immunization rates among California children and adults during the COVID-19 pandemic era.

## The goal of the campaign is to remind parents and adults: #DontWaitVaccinate

This toolkit is designed to help health care professionals, health plans, public health information officers, immunization program managers, coalitions, school administrators, advocates and partner organizations work together to support providers and urge patients to keep and schedule routine checkups and immunization visits.

If routine vaccinations continue to be delayed, it puts families and communities at risk for infection with vaccine preventable diseases. It's essential to ensure our infants and toddlers are safe and our school-aged students are ready for the school year ahead. It's also important that adults continue to receive recommended vaccines. And in the fall, everyone 6 months and older should get influenza vaccine.

This toolkit includes a variety of messaging to share with your networks to encourage patients to reconnect with their providers. You are encouraged to tailor these messages to meet the needs of your local community.

Highlights of the campaign kit include:

- Sample social media posts for multiple audiences
- Talking points
- Template provider letter to patients
- Template robocall script to patients
- Tips on how to maximize social media messages
- Social media calendar (if you're interested in coordinating outreach efforts)

Please come back to the [campaign webpage](#) occasionally, as we will continue to update the kit with additional social media messages and tools.

**Help us all spread the word by sharing this information, resources and social media messages from this campaign – Don't Wait, Vaccinate!**

Thank you for all you are doing to keep our communities safe.

The California Immunization Coalition (CIC)  
American Academy of Pediatrics–California  
California Academy of Family Physicians

California Department of Healthcare Services (DHCS)  
California School Nurses Organization (CSNO)  
California Primary Care Association



# #DONTWAITVACCINATE CAMPAIGN TALKING POINTS

FOR DRAFTING SOCIAL MEDIA MESSAGES, PRESS RELEASES, ARTICLES AND OTHER COMMUNICATIONS:

## **Don't wait—vaccinate.**

- Getting immunized is important now and as shelter-in-place orders are lifted to prevent spread of vaccine-preventable diseases.
- Even while California is responding to COVID-19, it's essential that parents make sure their children continue to be protected from serious vaccine-preventable diseases.
- While staying at home during the COVID-19 outbreak has helped to slow the spread of the virus, it also has resulted in delays and decreases in the number of children and adults getting their recommended vaccines.
- California and US data from 2020 show troubling decreases in administration of childhood and adult vaccines during the COVID-19 pandemic, indicating that communities may be vulnerable to serious disease.
- Each wave of COVID-19 and associated restrictions might add to the number of children and adults with delayed immunizations.
- Postponing routine vaccinations puts you, families and communities at risk for infection with preventable deadly diseases.
- When social distancing begins to ease up, infants and children who are not protected by vaccines could be vulnerable to diseases like measles and whooping cough.
- Similarly, adults who aren't vaccinated now may be more vulnerable to diseases like shingles and pneumonia.

## **It's safe to come in.**

- We understand you may feel a little uneasy about coming into the doctor's office these days. Hospitals, clinics and other healthcare settings across the state have taken extra care to ensure patients are safe when visiting.
- Additional safety measures may include separating times for sick and healthy patients, masking requirements, additional disinfecting between appointments, physical distancing in waiting rooms and many other precautionary measures to make sure patients stay safe. Some clinics offer drive-through clinics, where you can get care without leaving your car.
- Parents should talk to their children's doctor and work together to make sure their children are up-to-date on all their vaccines.

## **Call your doctor.**

- Make a vaccine appointment today to keep you and your family protected during and after the pandemic.
- As California 'reopens,' there may be many children who need to catch up on immunizations, increasing wait times for appointments.
- While waiting to get vaccinated, children could be exposed to dangerous vaccine-preventable diseases circulating in the community.
- For those who are out of work or without health insurance, it's important to know you can still get your child vaccinated. The Vaccines for Children (VFC) program offers free vaccines to families who cannot afford to pay for their children's vaccines (through 19 years of age). Similarly, the Vaccines for Adults (VFA) program offers free vaccines for eligible adults. Talk to your healthcare provider to find out if they are a VFC or VFA provider.

# TEMPLATE LETTER TO PATIENTS (PEDIATRICS)

CUSTOMIZE THIS LETTER TO SEND TO FAMILIES ENCOURAGING THEM TO RETURN TO THE OFFICE FOR WELL-CHILD VISITS AND VACCINATIONS.

Dear Parents,

During these challenging times, know that we are here for you. Your child's health and safety are our top priority, and we are making it safe for you to come in for routine checkups and shots.

We are taking extra steps to help protect you and our staff during COVID-19, including: [Please omit the ones that do not apply]

- Wearing masks at all times.
- Cleaning exam rooms between patients.
- Spacing out well and sick visits.
- Checking everyone's temperature before they enter.
- Limiting visits to one caregiver per child.
- Asking parents or caregivers to check in from their car.
- Addressing your questions over the phone or computer before the visit, so we can lessen your time at the clinic.
- Offering curbside visits in our parking lot! Please park and call our office upon arrival. We'll come out to see you!

## Tips for keeping your child safe during their visit:

- Is your child 2 years of age and older? Please have them wear a mask before entering our clinic (do not use if your child is having trouble breathing). Parents and caregivers also need to wear a mask.
- Use hand sanitizer before entering and after leaving our clinic. We have some available by the front door!
- Please call us upon arrival and wait in your car. We'll let you know when we are ready to see you.

Please call our office at (XXX) XXX-XXXX to schedule your child's checkup, follow-up appointment or shot visit. Staying on track with needed checkups and shots, especially during COVID-19, is very important to your child's health.

With you in health,

Dr. [your name here]

# TEMPLATE LETTER TO PATIENTS (SPANISH)

CUSTOMIZE THIS LETTER TO SEND TO FAMILIES ENCOURAGING THEM TO RETURN TO THE OFFICE FOR WELL-CHILD VISITS AND VACCINATIONS.

Estimados padres,

Durante estos tiempos tan difíciles, le queremos informar que estamos aquí para servirle. La salud y seguridad de su hijo son nuestra máxima prioridad y estamos tomando medidas para que sea seguro visitarnos para los chequeos médicos y vacunas de rutina.

Deseamos asegurarle que estamos tomando pasos adicionales para protegerlo y proteger al personal, incluyendo:  
[Please omit the ones that do not apply]

- Usar mascarillas en todo momento.
- Limpieza profunda de salas de exámenes entre pacientes.
- Separar las visitas de niños sanos y enfermos.
- Verificar la temperatura de todos antes de entrar.
- Poner límites de un padre o cuidador por niño.
- Pedir a los padres o cuidadores que se registren para la cita desde su automóvil.
- Responder a sus preguntas por teléfono o computadora antes de la cita, para que podamos reducir su tiempo en la clínica.
- ¡Ofrecemos citas al aire libre en nuestro estacionamiento! Por favor, estacione y llame a nuestra oficina cuando llega. ¡Saldremos a verlos!

## Consejos para mantener a su hijo seguro durante su visita:

- ¿Su hijo tiene 2 años de edad o más? Asegúrese que se ponga una mascarilla antes de ingresar a nuestra clínica (no la use si su hijo/a tiene problemas para respirar). Los padres y cuidadores también deben usar una mascarilla.
- Use desinfectante para manos antes de entrar y después de salir de nuestra clínica. ¡Tenemos desinfectante disponible por la puerta principal!
- Por favor llámenos cuando llega y espere en su automóvil. Le avisaremos cuando estemos listos para verlos.

Por favor llame a nuestro consultorio al (XXX) XXX-XXXX para programar un chequeo médico para su hijo, hacer una cita de seguimiento, o si hijo necesita vacunarse. Mantenerse al día con los chequeos médicos y las vacunas, especialmente durante COVID-19, es importante para la salud de su hijo.

Con usted en salud,

Dr. [your name here]

# TEMPLATE ROBOCALL MESSAGES TO PATIENTS

PROVIDERS CAN MODIFY THESE MESSAGES TO RECALL PEDIATRIC PATIENTS BACK TO THE OFFICE FOR NEEDED IMMUNIZATIONS AND CHECKUPS



“Hi there! My name is [your name] and I am calling from [your doctor/clinic name]. I am calling to let you know that your child is due for some routine shots. We are committed to keeping your family healthy, especially during a pandemic, so we are taking extra precautions to make it safe to come in! Please call us back at [your number] to schedule a visit.”



“Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and ready to continue with checkups and shots for your child. We want to reassure you that we are taking every precaution to keep your family safe while visiting our office. Please call us at [your number] to schedule a visit as soon as possible. Thank you.”



“Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and taking extra precautions to keep your family safe during visits. Our records show that [child's name] is due for a checkup and routine shots! Don't wait to vaccinate. Please call us at [your number] to schedule a visit as soon as possible. Thank you.”





# SOCIAL MEDIA

Campaign images and messages are free to use. Customize and share via your social media platforms, websites, patient portals, emails and other ways to reach your audiences/patients. We also encourage posting pictures from your own clinic and community. A variety of images and messages can be downloaded at the [campaign webpage](#). See the campaign “social media calendar” if you would like to send your messages during the same period with other partners across California.

## SAMPLE POSTS:

### IT'S SAFE TO COME IN

#### WE'RE MAKING CHECKUPS SAFE FOR YOU:



- requiring masks
- screening and separating patients
- disinfecting rooms

Don't Wait-Vaccinate!

You may be a little worried, but know that doctors and nurses are taking every precaution to keep patients safe.

### BABIES



It's time to go back to the doctor! Checking your baby's milestones and staying up to date on immunizations are an important part of your child's health, even during #covid19. Schedule a checkup today.

### SCHOOL

#### READY FOR SCHOOL?



Don't wait-Vaccinate!

School will look different in the fall, but immunizations are still needed to help keep students safe. Make sure your child is ready to go to kindergarten. #BackToSchool #ShotsforSchool [www.shotsforschool.org](http://www.shotsforschool.org)

### PREGNANCY



Expecting? Make sure to talk with your doctor or nurse about ways to keep your baby healthy and safe during #covid19, including flu and whooping cough (Tdap) shots. #pregnancy

### ADULTS



At [practice name], our first priority is your health—always. You might feel nervous about coming in for well-care and other important health issues. Contact us to learn about how we are keeping patients safe during visits.

### HASHTAGS

- #DontWaitVaccinate
- #ItsSafeToComeIn
- #CallYourDoctor
- #VaccinesSaveLives
- #VaccinesWork
- #CallYourPediatrician
- #covid19
- #covid19CAfamilies
- #vaccines
- #immunizations

Link to: <https://bit.ly/safetocomein>



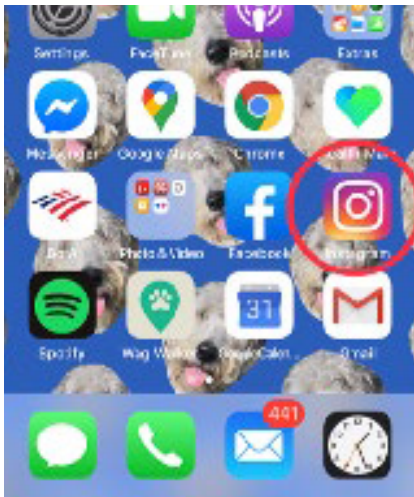
# SOCIAL MEDIA CALENDAR

IF YOU WOULD LIKE TO SEND OUT YOUR SOCIAL MEDIA MESSAGES AT THE SAME TIME AS OTHER PARTNERS ACROSS THE STATE, USE THE CALENDAR BELOW TO COORDINATE WEEKLY MESSAGING WITH SPECIFIC AUDIENCES. SEE THE [TEMPLATE SOCIAL MEDIA POSTS](#) FOR CUSTOMIZABLE MESSAGES FOR EACH THEME AND AUDIENCE.

Month	Theme	Audience(s)
July 2020	Back-to-school immunizations	Week 2: Incoming Kindergartners/Childcare Week 3: Incoming 7th graders Week 4: College students
August 2020	Promoting immunizations among special populations	Week 1: Adolescents Week 2: Birth to age 2 Week 3: Pregnant women Week 4: Adults with chronic conditions Week 5: Vaccines for Children (VFC) Program
September 2020	Seasonal influenza	Week 1: Everyone 6 months and up Week 2: Healthcare providers Week 3: Aging adults Week 4: <a href="#">Critical infrastructure workers</a>
October 2020	Seasonal influenza	Week 1: People with heart disease Week 2: People with diabetes Week 3: People with asthma Week 4: Pregnant women
November 2020	It's safe to come in	All month: Everyone
December 2020	Late season influenza	All month: Everyone 6 months and up
January 2021	TBD (Possibly COVID-19 vaccine if available)	TBD
February 2021	Adolescent immunizations (HPV, meningococcal, Tdap)	All month: Adolescents

# INSTAGRAM STORIES

The majority of parents are on Instagram. Posting Instagram stories may be seen more than a typical post since they appear at the top of the app. Here are step-by-step instructions on how to add photos to an Instagram story and customize it by adding GIFs and hashtags.



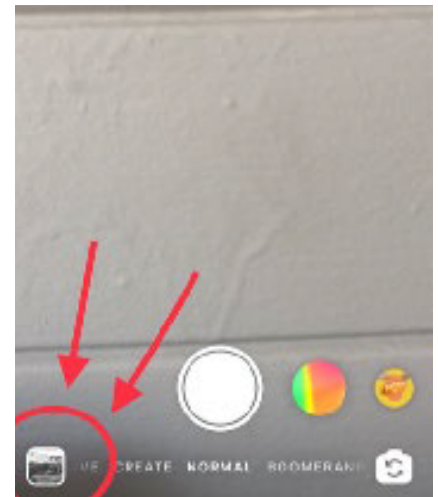
1

Find the Instagram App on your phone and click on it.



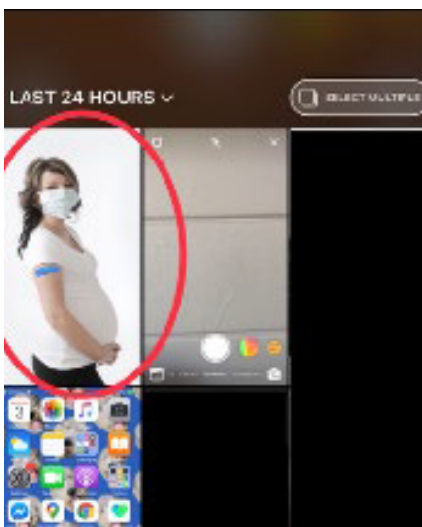
2

When you open the app you will see a feed of other accounts' posts, and stories are all at the top of the app. To add your own story, click on the camera icon in the top left



3

You will be brought to a page where you could take a picture using the camera on your phone or add a photo from the photos saved on your phone. To add a photo, click on the bottom left icon, this will take you to your saved photos.



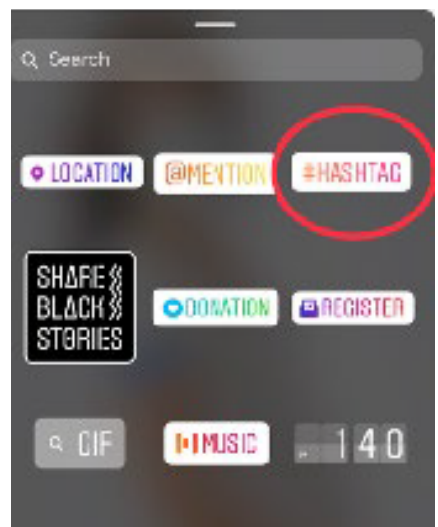
4

You can then scroll through your photos and select the campaign photo you would like to add to your story by clicking on it.



5

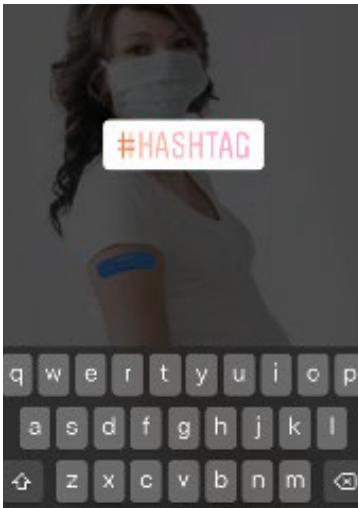
Now that you have added your photo, you can add hashtags and gifs in order to make the post more appealing to viewers. Click the square smile at the top of the post to do this.



6

A list will pop up with a selection of things you can add to the post. You can add a hashtag by clicking the #HASHTAG option.

# INSTAGRAM STORIES CONT'D



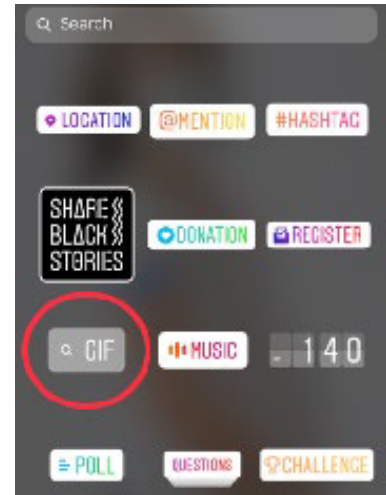
7

A box will pop up and you can add a hashtag by typing it in. If there is a hashtag that already exists, it will show up at the top of the keyboard and you can click on it. Otherwise, finish your hashtag and click "Done" on your keyboard or on the top right of the screen.



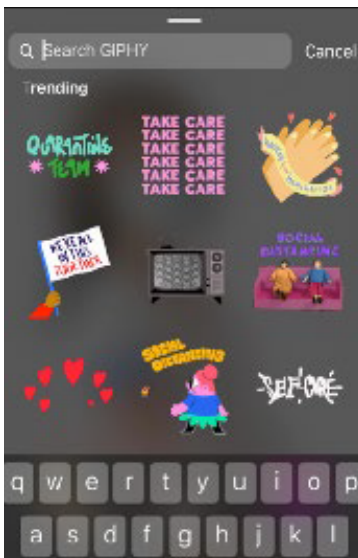
8

The hashtag will be added to the photo and can be moved anywhere on it by dragging it around the image with your finger. You can also click on it and it will change between several different font color options.



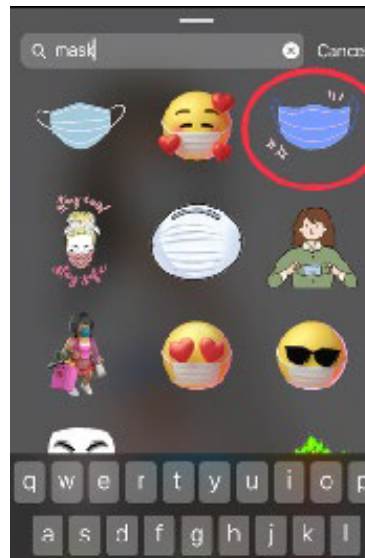
9

You can also add a GIF (moving picture) by clicking the smiling square again at the top of the picture and then selecting the GIF icon from the list that pops up.



10

A new page will pop up where you can search the available GIFs by related terms by typing those terms into the top search box.



11

By searching the term "mask" for example, you are given a list of options of GIFs. You can select one by clicking on it and it will be added to your campaign photo.



12

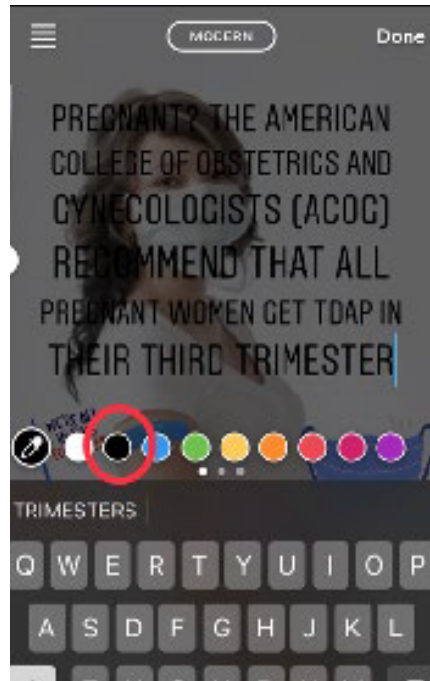
The GIF like the hashtag can be moved to any location on the photo by putting your finger on it and dragging it around the photo.

# INSTAGRAM STORIES CONT'D



13

You can also add any messaging you would like by clicking on the "Aa" symbol in the top right.



14

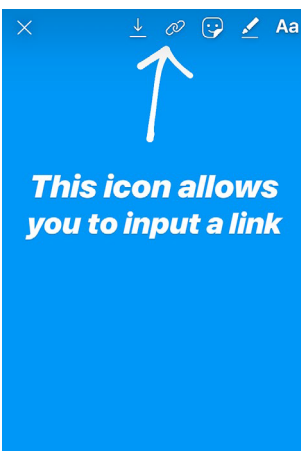
A keyboard will pop up and you can type a message. You can change the color of the text by selecting any of the colors at the top of the keyboard. You can also add more hashtags by using typing # and then your tag.



15

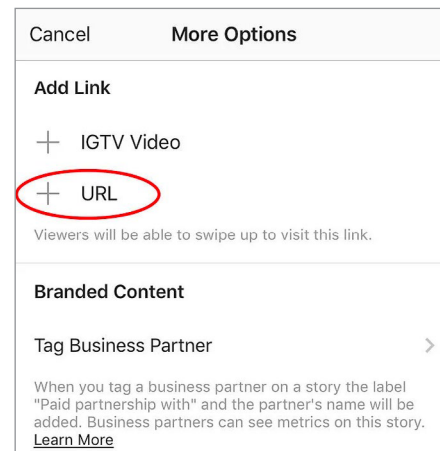
Once you are done with your edits, you can add the story to your account by clicking the icon on the bottom left that has your profile picture and "Your Story" beneath it.

## Add a link to your story:



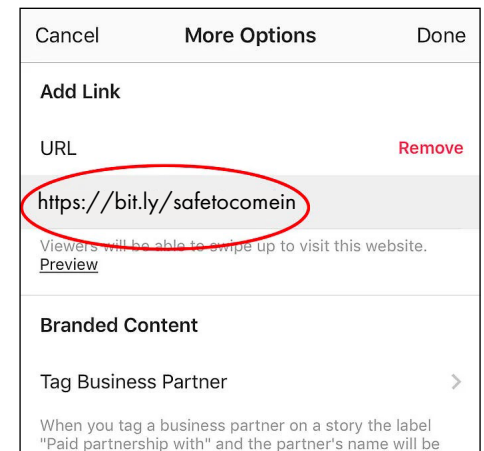
1

Upload a photo to your Instagram Story, and then click the icon at the top right that looks like a chain.



2

Click "+ URL" to add a link to a web page.



3

Type url into the text box. Click "Done" in the top right. Click the "+ Story" button at the bottom right of your Story. Now, your published Story has a "See More" swipe up link.