




IMPROVING CHILD IMMUNIZATIONS (PART 1)

Routine vaccination is an essential preventive care service for children, adolescents, and adults (including pregnant women) that should not be delayed because of the COVID-19 pandemic.

[Centers for Disease Control and Prevention \(CDC\)](#)

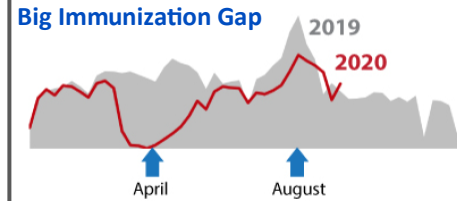
A REMINDER OF RESOURCES TO INCREASE ADULT IMMUNIZATION



Immunization rates in California have dropped precipitously during the COVID-19 pandemic, raising alarm bells for the health and safety of our children, patients and family.

[California Immunization Coalition](#)

MMR Doses Recorded in CAIR in 2020 vs. 2019, Children Age 4-6 Years



Health Plans and Providers: Engaging Parents



- ▶ Watch case [testimonials](#) by parents on how vaccination can impact lives (e.g., [Rory's story](#), [Hailey's story](#); [the story of three families](#), etc.); use information snippets as voice mail message script.
- ▶ Watch [featured videos](#) by CDC on effective strategies for recommending childhood immunizations to parents of young children. Use [resources](#) that can be shared with parents.
- ▶ Use [communication tips](#) in addressing vaccination questions from parents that come in printable handouts including [scripts](#) on structuring effective [communication strategies](#) around vaccines.

Providers: Mobilizing Vaccination Efforts



- ▶ Ensure health workers in other areas (e.g., prenatal, post-natal, primary care) check vaccination status at any clinical service and vaccinate or refer to immunization clinic.
- ▶ [Allow catch-up immunization visits](#) and implement the [WHO guidance](#) that outlines considerations for prioritizing strategies for restarting immunization and vaccine catch-up strategies.
- ▶ Use CAIR status reports at each essential childhood clinic visit. Use reminder/recall systems to bring back patients that may have deferred routine visits during COVID-19.

Health Plans and Providers: Messaging for Targeted Member Groups



- ▶ Use the San Diego [Pediatric Provider Toolkit](#) and the California [#DontWaitVaccinate Campaign \(Toolkit\)](#) for various [messaging approaches](#) to parents, adolescents, adults and pregnant women.
- ▶ Adapt [sample media/twitter posts](#) on [social media](#) platforms regarding the benefits of vaccination for children and adolescents.
- ▶ Mail the childhood immunization schedule to members who are in their third trimester of pregnancy.



IMPROVING ADULT IMMUNIZATIONS (PART 2)

Routine vaccination is an essential preventive care service for children, adolescents, and adults (including pregnant women) that should not be delayed because of the COVID-19 pandemic.

[Centers for Disease Control and Prevention \(CDC\)](https://www.cdc.gov/)

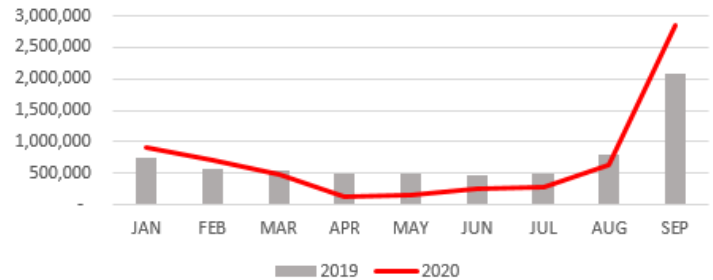
A REMINDER OF RESOURCES TO INCREASE ADULT IMMUNIZATION



A moderately severe influenza season in the presence of circulating SARS-CoV-2 would significantly amplify cases of acute respiratory illness. [Less than half](#) of US adults received influenza vaccine in 2018-2019.

Vaccine Doses, Patients 19 years and older, Submitted to the California Immunization Registry January-September 2019 & January-September 2020

California Department of Public Health



Providers:
Addressing Flu Vaccine Hesitancy



- ▶ See [#HowIRecommend](#) videos for strategies to make effective recommendation and address immunization questions including flu vaccine hesitancy. [Infographics](#) in multiple languages.
- ▶ Refer to CDC [study](#), published August 25, 2020, linking sudden heart complications called “acute cardiac events”, common in adults hospitalized with flu ([infographic](#)).
- ▶ Watch case [testimonials](#) on the importance of immunizations (e.g., [Influenza](#), [pneumococcal](#), etc.).
- ▶ Be a role model and take the vaccine ([infographic](#)). Use top [flu strategies](#) gathered from providers.

Providers:
Mobilizing Vaccination Efforts



- ▶ Partner with [pharmacists](#) as essential access points for vaccination services in the community.
- ▶ Utilize mobile vaccination vans out in the community and/or pop-up tent clinics in parking lots.
- ▶ Use on-hold flu messages when the member calls the provider’s office.
- ▶ Use [standing order](#) templates to streamline practice workflows in clinics.

Health Plans and Providers:
Messaging for Targeted Member Groups



- ▶ Use targeted [communication campaigns](#) for different segments and hard to reach populations (e.g., [elderly](#), [pregnant women](#), [special health conditions](#), etc.).
- ▶ Essential key messages regarding the importance of [immunizations to pregnant women](#).
- ▶ Engage key community influencers regarding the benefits of vaccination. Adapt [sample media/twitter posts](#) on [social media](#) platforms.
- ▶ Pop-up announcements on [immunization campaigns](#) via the health plan website.