


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 \(CDC\)](#)



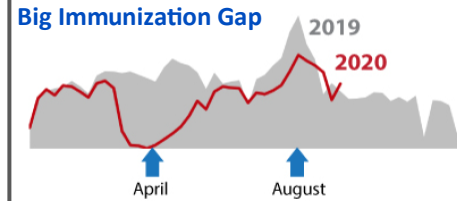
A REMINDER OF RESOURCES TO INCREASE ADULT IMMUNIZATION



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)

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

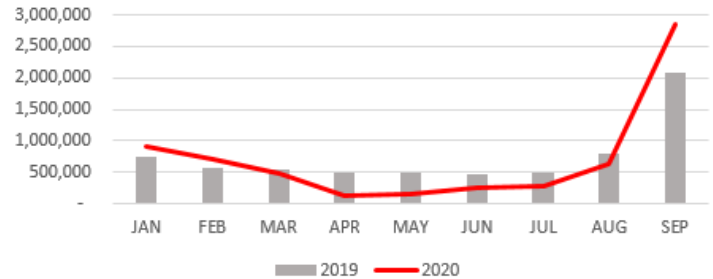
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A moderately severe influenza season in the presence of circulating SARS-CoV-2 would significantly amplify cases of acute respiratory illness. [Less than half](#) of US adults received influenza vaccine in 2018-2019.

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.