



Recharging Routine Immunizations Campaign Spring 2021

By CDPH Vaccines for Children Program

How can I start a Spring “Recharge routine immunization” campaign at my clinic during the pandemic?

Start by quickly implementing some or all of the following steps:

- ✓ Use your clinic’s EHR patient portal, email, phone calls, reminder/recall letters, or texts to **target outreach**. **Identify patients due for well-child visits** by running an “Immunization Due” report in I-CARE.
- ✓ **Reassure parents** by including information about COVID-19 safety measures your clinic is taking.
- ✓ Run your **clinic’s coverage rates** in I-CARE and re-establish team huddles at the beginning of the day to remind the clinic staff of the “recharge routine immunization” campaign.
- ✓ Include information on your **website and in social media** about the importance of routine immunizations during the COVID-19 pandemic. Check CDC, CDPH, and ICAAP websites for ready-to-go social media ads.
- ✓ Offer nurse-only **quick shot visits**. Consider hosting **drive-thru or pop-up** vaccine clinics on site. Consider **weekend vaccine clinics** to help busy families.
- ✓ Educate patients who recently lost insurance about **Medicaid options** and no-cost vaccines through **VFC**.
- ✓ Promote COVID-19 Vaccine along with the **Recharge Routine Immunization Campaign**:
 - As COVID-19 vaccine supplies allow, consider incentivizing catch-up vaccination visits with an offer of COVID-19 vaccine to adult caregivers, especially those over the age of 65 and essential workers. With only one dose, J&J vaccine could be useful for this purpose and promote stronger relationships for families in their pediatric medical homes. If you stock Pfizer vaccine, also consider vaccinating siblings 16-18 years old as well.
 - VFC providers should also take the opportunity to promote COVID-19 vaccination with education and discuss any vaccine hesitancy with caregivers at appointments with their children.
 - If there is limited supply of vaccine or your office is not enrolled as a COVID-19 provider, refer your patient’s families to [chi.gov/covidvax](https://www.chicago.gov/covidvax) for more information on where to get vaccinated including:
 - Chicago Vaccine Finder (<https://www.chicago.gov/city/en/sites/covid19-vaccine/home/vaccine-finder.html>)
 - ZocDoc: [zocdoc.com/vaccine](https://www.zocdoc.com/vaccine)
 - Encourage Chicago pediatric colleagues who are not yet enrolled into the VFC program to do so. Contact Chicago VFC at: chicagovfc@cityofchicago.org and ask for a Provider Enrollment Package to be sent to you. Or contact the CDC directly for more information on the vaccines program.
 - <https://www.cdc.gov/vaccines/programs/vfc/contacts-state.html>