

YOUR RECOMMENDATION MATTERS SO MUCH.



National Immunization Awareness Month & Back to School 2022

Illinois Chapter

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



OUTREACH RESOURCES

SOCIAL MEDIA IMAGES

Social media is a powerful tool for searching and gathering health-related information, thus becoming a new place where health authorities need to be present to disseminate information of preventive measures like vaccines against COVID-19, as well as try to block information against these public health measures.*

- National Immunization Awareness Month - 20 images available [here](#).
- Back to School - 15 images available [here](#).

Use images with sample social media messaging.

PATIENT HANDOUTS

- **NEW** How to hold your little one during vaccination

[English](#) and [Spanish](#)

- **NEW** Making vaccines easier for babies/toddlers

[English](#) and [Spanish](#)

- Making vaccines easier for school-aged children

[English](#) and [Spanish](#)

*Herrera-Peco I, Jiménez-Gómez B, Peña Deudero JJ, Benítez De Gracia E, Ruiz-Núñez C. Healthcare Professionals' Role in Social Media Public Health Campaigns: Analysis of Spanish Pro Vaccination Campaign on Twitter. *Healthcare (Basel)*. 2021;9(6):662. Published 2021 Jun 2. doi:10.3390/healthcare9060662

OUTREACH RESOURCES



SAMPLE SOCIAL MEDIA MESSAGES:

- Vaccines save lives.
 - You're not sure about getting more than one vaccine at a time - but, schedules are thought out and designed to protect children as soon as possible.
 - Vaccines are one of the safest and best ways to protect people from dangerous and preventable illnesses.
 - Make sure your little one is up to date with all routine immunizations!
 - Immunizations keep our little ones at camp and in school where they can have fun with friends.
 - Call your pediatrician today to make sure your child has gotten all of their routine immunizations.
 - Help protect children by making sure you and your family are on schedule with recommended vaccines.
 - We vaccinate to keep children and families safe from vaccine preventable illnesses.
 - We vaccinate to keep children healthy and in school.
 - We vaccine to protect newborns and grandparents, who are more likely to get seriously ill from certain viruses.
 - Parents choose to vaccinate to help ensure their children avoid viruses like whooping cough and measles.
 - Protect your family today.
 - It's never too late to catch up on vaccines. Call your pediatrician today!
 - Get your family up to date with all recommended vaccines.
 - Vaccines work with our immune systems to provide protection.
 - Vaccines are like a personal trainer for our immune systems.
 - Vaccines are like the dress rehearsal in case our body comes into contact with a virus.
- Polio:
- Until recently, thanks to enough people being vaccinated, the US eliminated Polio in this country for more than 30 years.
 - This is a real life example of why it's so important to stay up to date on vaccines.

How to Hold Your Little One During a Vaccination

A comforting hold when getting your child vaccinated can help by giving them a feeling of safety and keeping them from being scared (you'll be holding them rather than having to overpower them). These holds allow the vaccine to be given carefully. You can coach, talk to, or distract your child during their vaccination too - this can help them to focus on something else. Make sure you check in with your own feelings. Children feel calmer when you are calm.



SWADDLE (FOR BABIES)

1. Swaddle your baby
2. Take out the leg that the vaccine will be given in

Breastfeeding during vaccination is great to do too!



CHEST-TO-CHEST

1. Have your child sit on your lap facing you
2. Wrap their legs around your waist
3. Their arm can go under or over your arm



BACK-TO-CHEST

1. Hold your child on your lap facing out
2. Place your arms over theirs for a hug-like hold



SIDEWAYS LAP SIT

1. Have your child sit on your lap facing sideways
2. Secure the child's arm with your own arm
3. Secure their legs with yours



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Cómo Sostener a tu Pequeño Durante la Vacunación

Un abrazo confortable al vacunar a tu hijo puede ayudar a darle una sensación de seguridad y evitar que se asuste (le estarás sujetando en lugar de tener que dominar). Estas posiciones permiten administrar la vacuna con cuidado. También puede entrenar, hablar o distraer a su hijo durante la vacunación; esto puede ayudarle a enfocar en otra cosa. Asegúrate de controlar tus propios sentimientos. Los niños se sienten más tranquilos cuando usted está tranquilo.



ENVOLVER (PARA BEBÉS)

1. Envuelva a su bebé
2. Saque la pierna en la que se administrará la vacuna

La lactancia materna durante la vacunación también es estupenda!



PECHO A PECHO

1. El niño se sienta en su regazo frente a usted
2. Envuelva las piernas alrededor de su cintura
3. El brazo de ellos puede pasar por debajo o de encima de su brazo



ESPALDA A PECHO

1. Sostenga al niño en su regazo de espaldas a usted
2. Coloca tus brazos sobre los suyos para sostenerlos como un abrazo



SENTADO DE LADO

1. El niño se sienta de lado en su regazo
2. Sujeta el brazo del niño con el tuyo
3. Sujeta sus piernas con las tuyas



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2022/2023 SCHOOL GUIDANCE

ILLINOIS SCHOOLS:

- Considerations for Persons with Systemic Signs and Symptoms Pre- and Post- COVID-19 Vaccination
- Decision Tree Recommendations for Evaluating Symptomatic Individuals from Pre-K, K-12 Schools and Day Care Programs
- IDPH 2021-2022 Minimum Immunization Requirements

CHICAGO PUBLIC SCHOOLS:

- COVID-19 Safety Guidance and Updates
- CPS 2022-2023 Minimum Health and Immunization Requirements





5 TIPS FOR VACCINE OUTREACH

REPEAT

Ask about vaccine status at every visit. In hospital settings, offer vaccines before discharge when appropriate.

TRAIN

Make sure staff throughout your clinical space are trained on how to communicate about vaccines.

COMMUNICATE

Think about what outreach strategies are most used by your patient population.

Make messages personal with a clear call to action.

Provide reassurance.

Thank patients and families for choosing the safety of vaccines.

IDENTIFY

Identify unvaccinated patients in your practice by reconciling your EMR with I-CARE.

Make sure your patient is scheduled for their next doses, new series and well-visits.

Reach out to those who are behind.

PREPARE

Have a robust check-out process that includes next appointment scheduling and contact preference.

Tell patients and caregivers about the vaccines and explain why they are important in a simple way.

Tell them what to expect after vaccination.

UPCOMING WEBINARS

Friday, August 5 at 12pm

**Your Local Epidemiologist Explains Pediatric
COVID-19 Vaccine Trials & Data**

Register [here](#)

Tuesday, August 16 at 12pm

Back to School Immunizations Webinar

Register [here](#)

Friday, September 23, 8am to 12:15pm

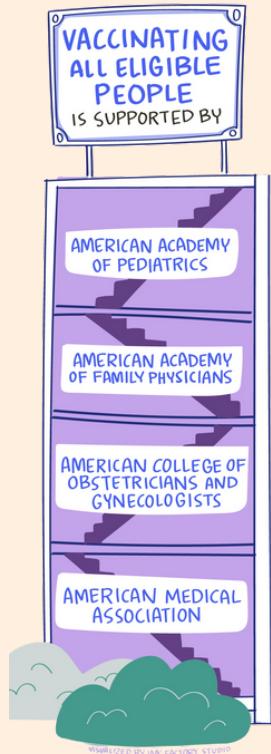
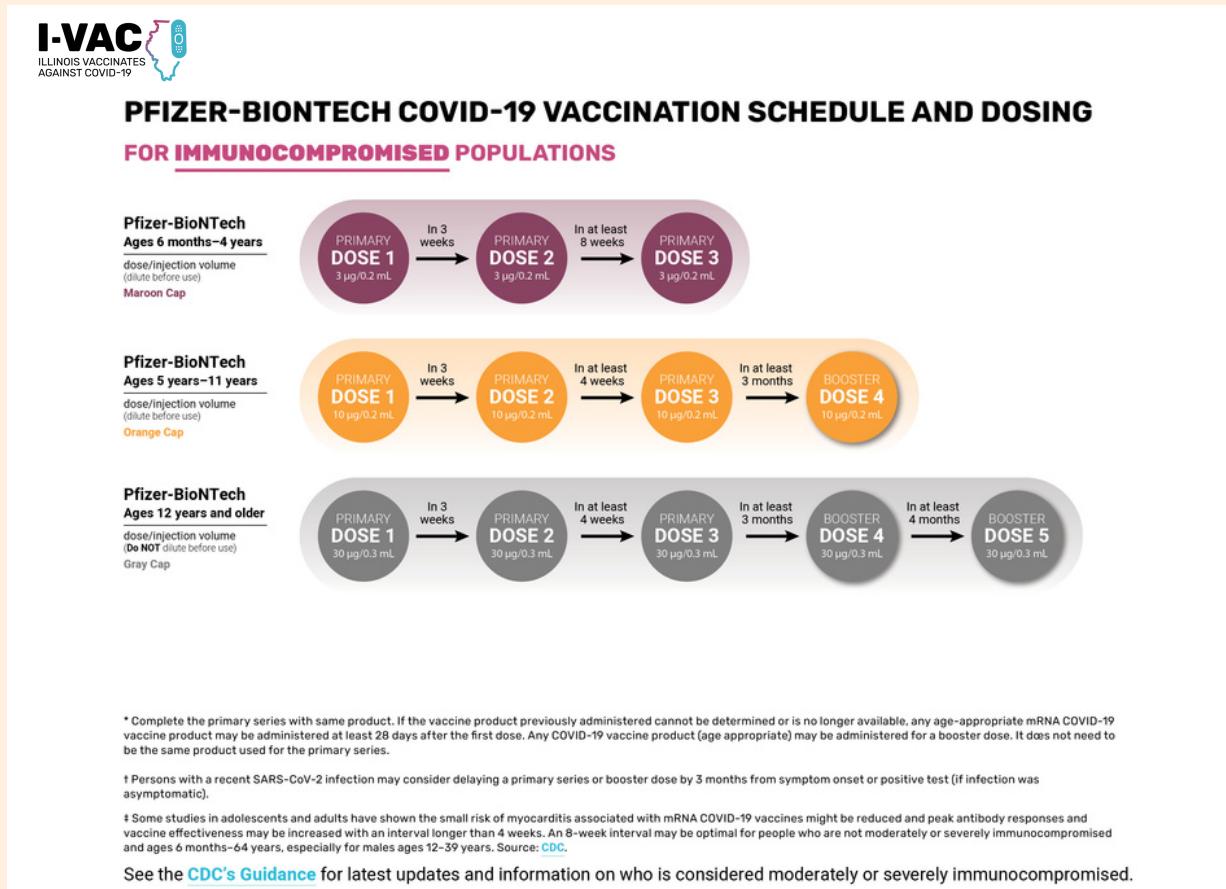
Illinois Vaccinates Against COVID-19

Half Day Bootcamp

Register [here](#)

NEW: I-VAC COVID-19 DOSING AND SCHEDULING CHARTS

Available [here](#). Sample chart:

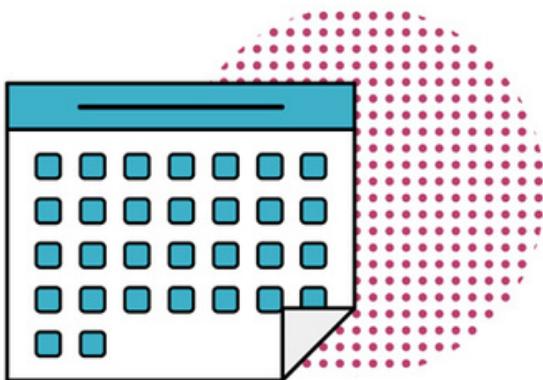


AAP guidance on
COVID-19 vaccines is
available [here](#).

ADVISOR OFFICE HOURS

Drop in hours for questions and solutions
to COVID-19 vaccine implementation.

AUGUST DATES



AUGUST 5

1 pm–2 pm

AUGUST 25

12 pm–1 pm

AUGUST 9

12 pm–1 pm

AUGUST 31

12 pm–1 pm

AUGUST 19

12 pm–1 pm

SEPTEMBER DATES



SEPTEMBER 6 SEPTEMBER 22

12 pm–1 pm

12 pm–1 pm

SEPTEMBER 13 SEPTEMBER 27

12 pm–1 pm

12 pm–1 pm