

Preteen Vaccine Week 2023



Campaign Kit
February 26 – March 4, 2023

Table of Contents

SECTION 1: PRETEEN VACCINE WEEK 2023.....	2
INTRODUCTION.....	2
SECTION 2: PLANNING, PROMOTION, AND OUTREACH	4
SECTION 2 - DESCRIPTION OF CONTENTS	4
ACTION PLAN.....	5
PRETEEN VACCINE WEEK ORDER FORM TEMPLATE.....	6
TALKING POINTS FOR PRETEEN VACCINE WEEK.....	7
SUGGESTED ACTIVITIES FOR PRETEEN VACCINE WEEK	17
SOCIAL MEDIA MESSAGES	21
SUGGESTED PRESS RELEASE	25
HEALTHCARE PROVIDER E-BLAST	26
SCHOOL STAFF E-BLAST	27
LETTER FROM SCHOOL NURSE TO PARENTS	28
TEMPLATE PROCLAMATION.....	29
APPENDIX: RESOURCES AND WEBLINKS	30
SECTION 3: EDUCATIONAL ACTIVITIES.....	SEE CAMPAIGN KIT SUPPLEMENT

Section 1 – Introduction

Overview

The Preteen Vaccine Week (PVW) 2023 Campaign Kit contains two sections. All sections are in Microsoft™ Word so that you can customize materials according to the needs of your local health department and community.

Section 1 explains the **background and purpose of PVW 2023** and the important role that local health jurisdictions, coalitions, health plans, provider associations, and other partners play in making it a success.

Section 2 contains **tools, templates, and announcements** that may be helpful in your promotion of PVW and preteen immunizations. It includes pages dedicated to **social media messaging**, a campaign strategy of importance as social media has become an integral part of how we in public health engage our audience.

To the Immunization Program Staff and Partners – Thank you!

Thank you for your support of Preteen Vaccine Week 2022. Over 40 local health jurisdictions and other partners across the state participated in the campaign through social media messaging, collaborations with community organizations, distribution of educational materials, trainings, and more.

Preteen Vaccine Week, February 26 - March 4, 2023

PVW is an annual California observance. First started in 1999 to create awareness about the Hepatitis B vaccination school law requirement, the observance has evolved to promote the concept of preteen doctor visits and draw attention to the importance of immunizations for preteens. PVW is also scheduled to coincide with [International HPV Awareness Day](#), an observance initiated by the International Papillomavirus Society to increase worldwide understanding of human papillomavirus (HPV) and how it affects us all.

The **goals of PVW 2023** are to distribute information and materials through multiple avenues such as schools, providers, and the media to **raise awareness about Tdap (tetanus, diphtheria, pertussis), HPV, meningococcal, COVID-19 and other vaccines (like flu and varicella) for boys and girls**, as well as to **promote the preteen doctor visit**.

California has more than one million 11- and 12-year-old boys and girls. Along with the continuing requirement to receive the pertussis booster vaccine (Tdap), State law requires [incoming 7th grade students](#) to have two chickenpox shots. The federal Advisory Committee on Immunization Practices (ACIP) currently recommends that 11- and 12-year-olds receive COVID-19 vaccine (two doses and an updated [bivalent] booster), Tdap, two doses of HPV vaccine, meningococcal vaccine, and an annual flu vaccine. Some preteens may also need to catch up on chickenpox vaccine (many don't have the 2nd dose), MMR (measles, mumps, rubella), or hepatitis B vaccine.

Useful tools for parents and preteens are included in this kit and at [www.GetImmunizedCA.org](#). Information and communication tools about immunization requirements for 7th grade entry can be found at: [www.ShotsForSchool.org](#).

PVW is the rallying point for families, providers, coalitions supporting children's health, and local health departments (LHDs) to get the message out about preventative health care and immunizations for preteens.

Section 1 – Introduction

Order Your Preteen Vaccine Week Promotional Items Now!

Several [promotional materials](#) such as flyers and posters are available to help you promote PVW. Use the fax-back form to order your materials and get a head-start on PVW planning. Materials targeting parents and providers are also available on the CDC website at www.cdc.gov/vaccines/partners/teens/index.html.

Contact Information

If you have any questions concerning PVW 2023 or any of the materials included in this kit, feel free to contact Jane Grey at Jane.Grey@cdph.ca.gov.

Section 2 – Preteen Vaccine Week Action Plan

Description of Contents

This section contains tools, templates, and announcements that may be helpful in your promotion of PVW and preteen immunizations in your community.

Text in [red] is for you to replace with information specific to your own health department or event.

- The **Action Plan** is a tool to help you organize your campaign planning and promotional activities. Take a moment to note your ideas for implementing PVW and you will have a plan with steps to take.
- Use the **Order Form Template** to allow community partners and agencies to order PVW posters, brochures, and other promotional materials from your stock of preteen materials from CDPH.
- **Talking Points** contains concise information to promote PVW and the importance of preteens being up to date on their immunizations. You can use this content to develop emails, website information, and more.
- Use **Suggested Activities for PVW 2023** to help you identify fun, easy-to-implement outreach activities.
- Use **Social Media Messages** to promote PVW and engage your community through social media.
- The **Press Release** is an easy-to-customize template you can email, fax, or mail to newspapers, radio, and television stations to publicize your PVW event(s).
- The **Healthcare Provider e-Blast** can be used to promote PVW and remind healthcare providers of the importance of preteen vaccines.
- Use the **School Staff e-Blast** to inform teachers and school nurses of things they can do to promote PVW and available resources to remind students about the 7th grade immunization requirements.
- The customizable **Template Letter from School Nurse to Parents** can be provided to schools and school-based health centers to send to parents of preteen students to remind them of recommended and required immunizations.
- The **Template Proclamation** can be customized to make a formal announcement in your jurisdiction to raise awareness about the importance of preteen vaccines.

Section 2 – Preteen Vaccine Week Action Plan

This PVW Campaign Kit contains all the information and tools you need to plan for and conduct a fun and informative campaign. Review the materials in this Kit to get an idea of what you would like to do for PVW. Then, use the Action Plan below to help you plan and organize your campaign.

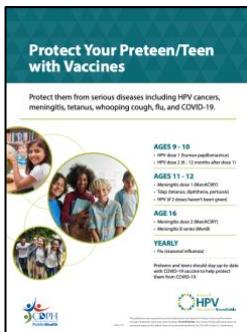
Preteen Vaccine Week Action Plan

Step	Details/Comments	Start/Finish Dates
Join Statewide PVW planning call	Keep an eye out for emails from the Immunization Branch with more information about the calls and additional resources.	Wednesday, January 18, at 9:00 AM
Use PVW Order Form to order promotional materials in print	Materials with quantities needed: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____	Email to Mario Gutierrez Mario.Gutierrez@cdph.ca.gov by Friday, February 3
List ways to inform providers	Information to providers via: 1. Mailing to _____ 2. Email/e-newsletter _____ 3. Promote online webinars/trainings: _____ 4. Host meeting on _____ 5. Other _____ _____	
List ways you want to promote PVW to parents and preteens	Promotional activities: 1. Media event at _____ 2. Post social media messages on _____ 3. Send radio PSAs to _____ _____ 4. Web content on _____ 5. Send brochures to _____ 6. Send parent flyers to _____ 7. Coalition _____ 8. Health Plans _____ 9. Other _____	
Give educational materials to teachers, school nurses, and others you think may want to use them, or use them to conduct your own activities at schools, health fairs, etc.	Send educational materials to: 1. Schools _____ 2. Libraries _____ 3. Youth organizations _____ 4. _____ 5. _____	

Section 2 – PVW Fax Back Order Form Template



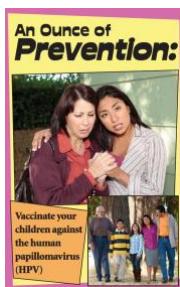
IMM-1054
Parent Preteen IZ Flyer



IMM-1447ES
Protect Your Preteen poster



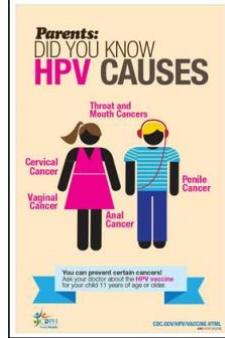
IMM-1039ES
Ready for 7th Grade flyer



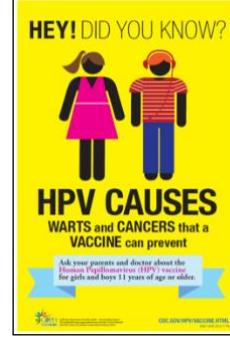
IMM-1049
HPV Fotonovela



IMM-1124
How Important is HPV Vaccine?
And Spanish! IMM-1124S



IMM-1117ES
Parents: Did You Know? poster



IMM-1205ES
School-friendly poster



IMM-1129
HPV Vaccine Appt
Reminder Card
And Spanish! IMM-1129S



IMM-1048
One Shot Heroes

Send to: [insert name] by [insert date]
Fax: [insert fax number] Email: [insert email address]

IMM#	Item Name	Total Quantity
IMM-1054ES	Parent Preteen Immunization flyer (2-sided English/Spanish)	
IMM-1447ES	Protect Your Preteen poster, 11"x17" (2-sided English/Spanish)	
IMM-1039ES	Ready for 7th Grade? flyer (2-sided English/Spanish)	
IMM-1049	HPV Bilingual Fotonovela (English/Spanish)	
IMM-1124	How Important is HPV Vaccine? flyer	
IMM-1124S	How Important is HPV Vaccine? flyer (Spanish)	
IMM-1117ES	Parents: Did You Know? poster, 11"x17" (2-sided English/Spanish)	
IMM-1205ES	HEY! Did You Know? poster, 11"x17" (2-sided English/Spanish)	
IMM-1129	HPV Vaccine Appointment Reminder Card	
IMM-1129S	HPV Vaccine Appointment Reminder Card (Spanish)	
IMM-1048	One Shot Heroes DVD: short fictional movie about importance of preteen shots (may be used in schools or other youth settings)	

Requester's Name: _____

Clinic/Practice: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Email Address: _____

Supplies of some items are limited. Orders may be adjusted accordingly.

Section 2 – Talking Points for Preteen Vaccine Week

Preteen Vaccine Week Campaign Information

Preteen Vaccine Week is a statewide observance, celebrated February 26-March 4 in 2023.

Preteen Vaccine Week promotes the importance of immunizing preteens and highlights the preteen doctor visit as an opportunity for preteens to receive vaccines that can protect them from very serious, yet preventable diseases.

Información acerca la campaña de la Semana de Vacunación de Preadolescentes

La Semana de Vacunación de Preadolescentes se celebra por todo el estado del 26 de febrero hasta el 4 de marzo de 2023.

La Semana de Vacunación de Preadolescentes promueve la importancia de vacunar a los preadolescentes y destaca la gran oportunidad que presenta el chequeo médico durante la preadolescencia para vacunar a los preadolescentes y protegerlos de enfermedades graves, pero prevenibles.

Immunizations Protect Your Health and the Health of Those You Care For

For preteens: Missing a shot may not seem like a bad thing. But there are good reasons to get shots. One little “ouch” moment protects you from some major health problems! And vaccinations are about protecting you in the future, not just as a kid. Vaccines could even save your life!

Shots not only help you – they help those close to you, too. You can spread diseases to others, even before you feel sick. If you get your shots, you will also help keep your friends, family, and school healthy.

For parents: Like eating healthy foods, being active, and getting regular checkups, vaccines play a vital role in keeping all of us healthy, including preteens. Immunizations are one of the safest and most convenient preventive care measures available. Many preteens missed out on important vaccines during the pandemic – make sure your child isn’t one of them!

The federal [Advisory Committee on Immunization Practices](#) (ACIP) currently [recommends that 11- and 12-year-olds receive](#) COVID-19, Tdap (tetanus, diphtheria, pertussis), human papillomavirus (HPV), meningococcal, and seasonal flu vaccines. (The HPV vaccine can be given starting at age 9 years.) Some preteens may also need to catch-up on other immunizations, including chickenpox (many don’t have their 2nd dose), MMR (measles, mumps, rubella), and hepatitis B. In California, a Tdap booster shot and two shots of chickenpox vaccine are now required before 7th grade. Check with your health care provider to make sure your child is up to date.

The COVID-19 pandemic resulted in changes of our behaviors, like physical distancing and mask wearing, that temporarily prevented the spread of worrisome infectious diseases like whooping cough and measles. Yet as we return to routine activities, the risk for these diseases returns. Kids also missed out on their usual wellness visits at the doctor because of the pandemic, so many are behind on their immunizations. These effects of the pandemic are why it’s especially important this year to get preteens caught up on their routine vaccines!

For those who are out of work or without health insurance, your child can still get vaccinated. The Vaccines for Children (VFC) program offers free vaccines to children up to age 18 years without insurance or whose insurance does not cover the cost of vaccines. Ask your doctor or [local health department](#) about the Vaccines for Children Program (VFC). To learn more about VFC, visit: www.cdc.gov/vaccines/programs/vfc/parents/index.html. Find doctors participating in VFC [in your area](#).

Section 2 – Talking Points for Preteen Vaccine Week

Las vacunas protegen su salud y la de sus seres queridos

Para los preadolescentes: Puede ser que perder la oportunidad de recibir una vacuna no te parezca como algo malo. Pero hay buenas razones para vacunarse. ¡Un pequeño momento de "ay" te protege de algunos problemas de salud graves! Y las vacunas son para protegerte en el futuro, no solo en tu niñez. ¡Las vacunas podrían salvarle la vida!

Las vacunas no solamente te ayudan a ti—también ayudan a las personas cerca de ti. Puedes contagiar a otros, aun antes de sentirte enfermo. Si te vacunas, también ayudarías a mantener a tus amigos, familia y escuela saludables.

Para los padres: Al igual que comer alimentos saludables, mantenerse activo y hacerse chequeos regulares, las vacunas juegan un papel vital para mantener la salud de todos nosotros, incluyendo los preadolescentes. Las vacunas son una de las medidas de cuidado preventivo más seguras y convenientes disponibles. Muchos preadolescentes no recibieron vacunas importantes durante la pandemia. ¡Asegúrese de que su hijo(a) no sea uno de ellos!

El Comité Asesor federal sobre Prácticas de Inmunización (ACIP, en inglés) recomienda que los preadolescentes de 11 y 12 años reciban la vacuna contra el COVID-19, la vacuna Tdap (vacuna contra el tétanos, difteria y tosferina), la vacuna contra el virus del papiloma humano (VPH), la vacuna contra la enfermedad meningocócica y la vacuna anual contra la influenza. (La vacuna contra el VPH que se puede aplicar empezando a los 9 años.) Algunos preadolescentes también necesitan que ponerse al día con otras vacunas, como la vacuna contra la varicela (muchos no tienen su 2^a dosis), MMR (vacuna contra el sarampión, las paperas y la rubéola) y la vacuna contra la hepatitis B. En California, se requiere que los estudiantes reciban una vacuna de refuerzo Tdap y dos dosis de la vacuna contra la varicela antes de ingresar al 7^º grado. Consulte con su doctor o enfermera para asegurar que su hijo(a) está al día.

La pandemia de COVID-19 dio lugar a cambios en nuestros comportamientos, como el distanciamiento físico y el uso de mascarillas, que impidieron temporalmente la propagación de enfermedades infecciosas preocupantes como la tosferina y el sarampión. Sin embargo, a medida que volvemos a las actividades rutinarias, el riesgo de estas enfermedades regresa. Los niños también faltaron a chequeos médicos habituales debido a la pandemia, por lo que muchos están atrasados con sus vacunas. ¡Estos efectos de la pandemia son la razón por la cual es especialmente importante este año lograr que los preadolescentes se pongan al día con sus vacunas de rutina!

Aún aquellos sin trabajo o seguro médico pueden vacunar a sus hijos. El programa Vacunas para Niños (VFC, en inglés) ofrece vacunas gratuitas para niños hasta los 18 años de edad que no tienen seguro médico o su seguro médico no cubre el costo de las vacunas. Consulte a su doctor o departamento de salud local sobre el programa Vacunas para Niños. Encuentre doctores participantes en VFC en su área. Para más información, visite <https://www.cdc.gov/spanish/especialescdc/programavacunas/index.html>.

Preteen Doctor Visits

The [Centers for Disease Control and Prevention](#), the [American Academy of Pediatrics](#), and the [Society for Adolescent Health and Medicine](#) recommend that all 11-and 12-year-olds get a check-up each year. Check-ups give your child's doctor the opportunity to evaluate all aspects of your child's growth and health, including immunizations.

If your child has not yet had a preteen check-up, give them a healthy start as an adolescent and make an appointment today! When you bring your preteen to their doctor visit, make sure to ask about getting these vaccines for your child: Tdap, HPV, meningitis, COVID-19, and a yearly flu vaccine. These five vaccines help keep your children safe as they grow up. Use this handy [preteen vaccine checklist](#) to learn more.

Section 2 – Talking Points for Preteen Vaccine Week

Los chequeos para preadolescentes

[Los Centros para el Control y la Prevención de Enfermedades](#) (CDC, en inglés), [la Academia Americana de Pediatría](#) (AAP, en inglés) y [la Sociedad Americana de Medicina del Adolescente](#) (SAM, en inglés) recomiendan que todos los preadolescentes de 11 y 12 años de edad se hagan un chequeo médico cada año. Los chequeos le dan la oportunidad a su doctor de evaluar todos los aspectos del crecimiento y salud de su hijo(a), incluyendo las vacunas.

Si su hijo(a) aún no ha tenido un chequeo médico, ¡dele un comienzo sano a su adolescencia, y haga una cita hoy mismo! Cuando lleve a su preadolescente a su chequeo médico, consulte con su doctor acerca estas vacunas para su hijo(a): la vacuna Tdap y las vacunas contra el VPH, la meningitis, el COVID-19 y la vacuna anual contra la influenza (gripe o “flu”). Estas cinco vacunas ayudan a mantener a su hijo(a) sano(a) mientras crece. Para más información, consulte esta [lista de vacunas](#).

Immunizations Recommended for Preteens

[11-and 12-year-olds](#) need five vaccines to protect them against serious diseases:

- ✓ **Two doses of COVID-19 vaccine and an updated (bivalent) booster** to protect against severe COVID-19 outcomes.
- ✓ **Tdap vaccine** to help prevent tetanus, diphtheria, and whooping cough. **All incoming 7th graders need proof of a Tdap vaccine and two doses of chickenpox vaccine before starting school.**
- ✓ **Two doses of human papillomavirus (HPV) vaccine** to protect against HPV-related cancers and infections.
- ✓ **Meningococcal vaccine (MenACWY)** to protect against certain serious types of bacterial meningitis and other related infections.
- ✓ **A seasonal flu vaccine** to protect against serious illness caused by the flu.

Preteens may also need to catch up on other immunizations, including chickenpox (many don't have their 2nd dose), MMR (measles, mumps, rubella), and hepatitis B. Two shots of chickenpox vaccine are required before 7th grade in California.

Las recomendaciones de vacunación

Los jóvenes de 11 y 12 años necesitan cinco vacunas para protegerlos contra enfermedades graves:

- 1) **Dos dosis de la vacuna contra el COVID-19 y el refuerzo actualizado (bivalente)** para proteger contra resultados graves por COVID-19.
- 2) **La vacuna Tdap** para prevenir el tétanos, la difteria y la tosferina. **Todos los estudiantes que ingresan al 7º grado necesitan un comprobante de que recibieron la vacuna Tdap y dos dosis de la vacuna contra la varicela antes de comenzar la escuela.**
- 3) **Dos dosis de la contra el virus del papiloma humano (VPH)** para proteger contra infecciones y tipos de cáncer relacionados al VPH.
- 4) **La vacuna contra la enfermedad meningocócica (MenACWY)** para proteger contra ciertos tipos de meningitis bacterianas y otras infecciones relacionadas.
- 5) **Una vacuna anual contra la influenza** (también conocida la gripe) para proteger contra enfermedades graves que causa la influenza.

Es posible que los preadolescentes también necesiten ponerse al día con otras vacunas, incluyendo la vacuna contra la varicela (muchos no tienen la 2^a dosis), MMR (vacuna contra el sarampión, las paperas y la rubéola) y hepatitis B. Se requieren dos dosis de la vacuna contra la varicela para ingresar al 7º grado en California.

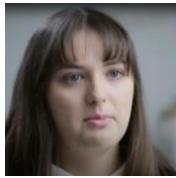
Section 2 – Talking Points for Preteen Vaccine Week

COVID-19

[COVID-19](#) is a contagious respiratory illness caused by the virus SARS-CoV-2. While most people infected with COVID-19 may have mild illness, COVID-19 can cause severe illness and death. [The Centers for Disease Control estimated that COVID-19 was the third leading cause of death in 2021 in the United States, with over 460,000 deaths.](#)

Adolescents are recommended to receive a 2-dose [COVID-19](#) primary vaccine series followed by an updated (bivalent) booster dose, even if they have had COVID-19 infection previously. Highly contagious variants continue to spread. In June through July 2021, hospitalizations were 10X higher among unvaccinated adolescents vs. those fully vaccinated, according to CDC. Billions of COVID-19 vaccine doses have been given with significant benefits and limited risks. Most side effects are mild and last a couple of days. Getting vaccinated is a safer choice.

Catching COVID-19 can mean disruption of school activities, worsening mental health, and decreased physical activity, or even serious illness for kids. Infected kids may also infect a parent or other vulnerable family member.



Watch [Katelyn's Story](#), a 20-year-old woman who suffers from persistent COVID-19 symptoms. She went from being a varsity soccer player to getting winded just from walking. Find other COVID-19 stories at <http://www.shotbyshot.org/story-gallery/>.

El COVID-19

[El COVID-19](#) es una enfermedad respiratoria contagiosa causada por el virus SARS-CoV-2. Mientras que la mayoría de las personas infectadas con COVID-19 pueden tener una enfermedad leve, el COVID-19 puede causar una enfermedad grave y la muerte. **Los Centros para el Control de Enfermedades estimaron que el COVID-19 fue la tercera causa principal de muerte en el 2021 en los Estados Unidos, con más de 460,000 muertes.**

Se recomienda que los adolescentes reciban 2 dosis de la serie principal de la vacuna contra el [COVID-19](#) para protegerse seguida por una dosis del refuerzo actualizado (bivalente), incluso si han contraído el COVID-19 anteriormente. Las variantes altamente contagiosas continúan propagándose. De junio a julio de 2021, las hospitalizaciones fueron 10 veces más altas entre los adolescentes no vacunados en comparación con los que recibieron todas las vacunas, según los CDC. Miles de millones de dosis de la vacuna contra el COVID-19 se han aplicado con beneficios significativos y riesgos limitados. La mayoría de los efectos secundarios son leves y duran un par de días. El vacunarse es la opción más segura.

Contagiarse de COVID-19 puede significar la interrupción de las actividades escolares, el empeoramiento de la salud mental y la disminución de la actividad física, o incluso una enfermedad grave para los niños. Los niños infectados también pueden infectar a un parent o otro miembro vulnerable de la familia.

Human Papillomavirus (HPV)

[Human papillomavirus \(HPV\)](#) infections are common and can cause cancer. HPV is so common that most sexually-active men and women will get infected with HPV in their lives, most often during their teens or early 20's. About 79 million Americans are currently infected with HPV, and about 13 million more get infected each year. Every 20 minutes someone in the United States is diagnosed with an HPV-associated cancer.

Section 2 – Talking Points for Preteen Vaccine Week

Each year in the United States, there are about 22,000 women and 16,000 men that develop [HPV-related cancers](#). That's the same as the average attendance for a major league baseball game! HPV causes cancers of the cervix, vulva, and vagina in women; and cancer of the penis in men.

HPV also causes [most throat and mouth cancers](#) in men and women and is a bigger risk than smoking for such cancers. HPV also causes anal cancer.

While cervical cancer is the most common HPV-associated cancer among women in the United States, [throat \(oropharyngeal\) cancers](#) are the most common HPV-related cancer among men.

Pap tests can detect most cases of cervical cancer in women. Unfortunately, there are no routine screening methods for other HPV-related cancers in women or men, and these cancers can cause pain, suffering and even death. That is why the HPV vaccine now, which prevents most of these HPV related-cancers, is so important for the future. In fact, the HPV vaccine can prevent 90% of HPV caused cancers.

The [HPV vaccine](#) provides long-lasting protection against:

- cancers of the cervix, vagina, and vulva in women;
- penile cancer in males; and
- anal, mouth, and throat cancers and genital warts in females and males.

HPV vaccine is given as a series of shots. The best way to remember to get your child all of the shots is to make appointments for the next dose(s) before you leave the doctor's office after getting the first shot.

The vaccine is highly effective at preventing common types of HPV that can lead to cancer. The HPV vaccine is also [very safe](#), and the benefits of HPV vaccination far outweigh any potential risk of side effects.

Even though HPV immunization rates are lower among adolescents in comparison to other recommended immunizations, medical experts have already seen a drop in the proportion of teenage girls and young women infected with the HPV types prevented by the vaccine. [Infections prevented by HPV vaccine](#) have dropped by 86% among teenage girls since the HPV vaccine has been in use. This drop is higher than medical experts expected.

The HPV vaccine is recommended for both boys and girls starting at 9 years old, because the **vaccine works best before infection with the virus**. The vaccine **prevents HPV infection**; it does not cure it. Studies also show that the **HPV vaccine is most effective when given by the preteen years**. In fact, teens who wait until age 15 or later to get the HPV vaccine need three doses instead of two to be protected. That's why it's better not to wait to vaccinate.

Older adolescents and young adults are also recommended to receive the HPV vaccine if they haven't yet received it.



Watch [Matthew's Story](#) of a teen who witnessed his father go through treatment for HPV-related oral cancer. He makes the connection that his own vaccination is working to protect him from what's happening to his dad. Other HPV stories available at www.shotbyshot.org/story-gallery/

Section 2 – Talking Points for Preteen Vaccine Week

El virus del papiloma humano (VPH)

El virus del papiloma humano (VPH) es un virus común y puede causar cáncer. El VPH es tan común que casi todos los hombres y las mujeres sexualmente activos contraerán el VPH en algún momento de sus vidas, por lo general en la adolescencia o alrededor de los 20 años. En la actualidad, unos 79 millones de estadounidenses están infectados con VPH y todos los años se infectan cerca de 13 millones más. Cada 20 minutos se diagnostica un nuevo caso de cáncer relacionado con el VPH en los EE. UU.

Cada año en los EE. UU., alrededor de 22,000 mujeres y 16,000 hombres desarrollan [tipos de cáncer relacionados con el VPH](#). ¡Eso es lo mismo que el promedio de asistencia a un partido de béisbol de las grandes ligas! El VPH puede causar cáncer cervical (también conocido como cáncer de cérvix, cáncer de cuello del útero o cáncer de cuello uterino), cáncer de la vulva y la vagina en mujeres y el cáncer de pene en hombres.

Además, el VPH causa la mayoría de los casos de cáncer de boca y garganta tanto en mujeres como en hombres. De hecho, el VPH es mayor amenaza para el desarrollo de cáncer de garganta y boca que el fumar. El VPH también puede causar el cáncer anal.

Para las mujeres, la mayoría de los casos de cáncer cervical se pueden detectar con la prueba de Papanicolaou. Desafortunadamente, no existe un examen de rutina para otros tipos de cáncer relacionados con el VPH para las mujeres o los hombres, y estos tipos de cáncer pueden causar dolor, sufrimiento e incluso la muerte. Por esta razón es tan importante vacunarlos contra el VPH ahora. La vacuna previene la mayoría de estos tipos de cáncer y ayuda a protegerlos en el futuro. De hecho, la vacuna contra el VPH previene más del 90% de los casos de cáncer por el VPH.

La vacuna contra el VPH provee protección de largo plazo contra:

- el cáncer cervical, de la vagina y la vulva en mujeres;
- el cáncer de pene en los hombres;
- el cáncer anal, de la boca y garganta y verrugas genitales en mujeres y hombres.

La vacuna se da en una serie de dosis. La mejor manera de recordar las dosis de la vacuna que necesita su hijo(a) es haciendo las citas para la(s) siguiente(s) dosis antes de salir del consultorio médico, justo después de recibir la primera dosis.

La vacuna es muy efectiva en la prevención de tipos comunes de VPH que pueden conducir al cáncer. La vacuna contra el VPH tiene muy buenos antecedentes de seguridad y los beneficios sobrepasan las probabilidades de producir cualquier efecto secundario.

A pesar de que las tasas de vacunación contra el VPH son más bajas en los adolescentes en comparación con otras vacunas recomendadas, los expertos médicos ya han visto que la proporción de adolescentes y mujeres jóvenes infectadas con los tipos de VPH que previene la vacuna ha disminuido. Las infecciones de VPH prevenibles por la vacuna han bajado un 86% entre las adolescentes desde que se empezó a administrar la vacuna contra el VPH. Esta caída es más de lo que los expertos médicos esperaban.

La vacuna contra el VPH se recomienda empezando a los 9 años porque **funciona mejor antes de que la persona se infecte con el virus**. La vacuna previene la **infección del VPH**. No la cura. Además, hay estudios que indican que la vacuna es **más eficaz cuando se pone durante los años de la preadolescencia**. De hecho, los adolescentes que esperan hasta cumplir los 15 años o más años para vacunarse necesitan tres dosis de la vacuna en vez de dos. Por eso es mejor no esperar para vacunarse.

También es recomendable que los adolescentes mayores y jóvenes adultos se pongan la vacuna contra el VPH si aún no la han recibido.

Section 2 – Talking Points for Preteen Vaccine Week

Meningococcal Disease

Meningococcal (meh-ninja-CAH-cal) disease is a rare but serious infection in the blood or areas around the brain and spinal cord. About 10% of teens who get the disease die from it, and another 15% will have long-term disability from it, such as loss of limb(s), deafness, nervous system problems, or brain damage.

The risk of meningococcal disease increases in the preteen through teen and young adult years. The bacteria that cause this infection can spread through close contact, such as kissing, coughing, and sharing drinks. Living in crowded conditions and smoking can increase the risk of getting this disease.

One dose of meningococcal vaccine (MenACWY) is recommended for all 11- and 12-year-olds. A booster dose is also recommended at age 16.

A meningococcal vaccine (MenB) that protects against another type of meningococcal disease may be administered to adolescents and young adults 16-23 years of age. Ask your doctor if MenB vaccine is recommended for your child or teen.



Share [David's Story](#) as told by his mom. David died from bacterial meningitis at age 13. His mom wants other families to learn to protect their kids. Find other meningitis stories at www.shotbyshot.org/story-gallery/.

La enfermedad meningocócica

La enfermedad meningocócica es una infección rara pero grave de la sangre o de las áreas alrededor del cerebro y la médula espinal. Aproximadamente un 10% de los jóvenes que la contraen mueren, y otro 15% sufre alguna discapacidad a largo plazo por causa de la enfermedad, tales como la pérdida de una extremidad, sordera, problemas del sistema nervioso o daño cerebral.

El riesgo de contraer la enfermedad meningocócica aumenta durante los años de la adolescencia y juventud. La bacteria que causa esta enfermedad se transmite por el contacto cercano, como el besar, toser y compartir bebidas. El vivir en lugares con muchas personas y fumar puede aumentar el riesgo de contraer esta enfermedad.

Se recomienda la vacuna meningocócica (MenACWY) para todos los jóvenes de 11 y 12 años. También se recomienda una dosis de refuerzo a los 16 años.

La vacuna contra la meningitis B (MenB) protege contra otro tipo de la enfermedad meningocócica, y los jóvenes de 16-23 años la pueden recibir. Pregunte a su doctor si recomienda la vacuna MenB para su hijo(a).

Tetanus, Diphtheria, and Whooping Cough

Whooping cough (pertussis) is widespread in California and other states. Many school outbreaks have been reported in recent years. The California Department of Public Health recommends that all California preteens receive a booster shot against whooping cough (also known as "Tdap"). Moreover, California law requires that 7th grade students are immunized with Tdap and chickenpox vaccine before starting school.

Section 2 – Talking Points for Preteen Vaccine Week

Whooping cough is a common respiratory disease in adolescents. It can cause severe coughing spells that lead to vomiting or broken ribs. Preteens suffering from whooping cough can be hospitalized and miss weeks of school.

To help prevent whooping cough and meet school entry requirements, preteens should get the [Tdap vaccine](#). Getting sick with whooping cough or getting whooping cough vaccines doesn't provide lifelong protection, which means you can still get whooping cough and pass it on to others. Whooping cough vaccines are effective but not perfect. They typically offer high levels of protection during the first 2 years after getting vaccinated, but then protection fades over time. This is known as waning immunity. This is why booster shots are important for preteens. The Tdap booster shot also protects students from tetanus and diphtheria.

Pregnant women are also advised to get a whooping cough shot at the earliest opportunity during the third trimester (27 to 36 weeks) of every pregnancy. This protects her newborn until he/she is old enough to get his/her own shots.



Watch [Emily and Zack's Story](#) about high school twins who got whooping cough as they talk about their experience with their mom. Find other pertussis stories at www.shotbyshot.org/story-gallery/.

El tétanos, difteria y tosferina

La tosferina (pertussis) se ha propagado mucho en California y otros estados. En años recientes, se han reportado muchos brotes escolares. El Departamento de Salud Pública de California recomienda que todos los preadolescentes californianos reciban una vacuna de refuerzo contra la tosferina (también conocida como "Tdap"). Además, la ley de California requiere que los estudiantes ingresando al 7º grado se pongan la vacuna Tdap y la vacuna contra la varicela antes de comenzar la escuela.

La tosferina es una enfermedad respiratoria común entre adolescentes. Puede causar ataques de tos severos que pueden conducir al vómito y hasta romper las costillas. Los preadolescentes que sufren de tosferina pueden terminar en el hospital y perder semanas de clases.

Con el fin de prevenir la tosferina y cumplir con los requisitos escolares, los preadolescentes deben ponerse la vacuna Tdap. La inmunidad contra esta enfermedad ya sea obtenida por vacunas o por haber sufrido la enfermedad, no es duradera. Por lo tanto, es posible contraer la tosferina y contagiar a otros. Las vacunas contra la tosferina son efectivas, pero no son perfectas. Por lo general, ofrecen niveles altos de protección dentro de los primeros 2 años después de la vacunación, pero la protección disminuye con el tiempo. Esto se conoce como inmunidad disminuida. Por eso, las vacunas de refuerzo contra la tosferina son importantes para los preadolescentes. La Tdap también protege a los estudiantes contra el tétanos y la difteria.

Se recomienda que las mujeres embarazadas también se pongan la vacuna contra la tosferina lo antes posible durante el tercer trimestre (semanas 27 a 36) de embarazo. El vacunarse protege a su bebé en los primeros meses de vida hasta que él/ella tenga la edad suficiente para recibir sus propias vacunas.

Section 2 – Talking Points for Preteen Vaccine Week

Influenza (flu)

Flu (influenza) is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness, and at times can lead to death. The Centers for Disease Control reported [44 deaths](#) in children due to flu during the 2021-2022 flu season.

The best way to prevent flu is by getting an annual [flu vaccine](#). Flu vaccine is especially important for people with chronic conditions, like asthma or diabetes. Getting a flu shot lowers their chances of having serious complications from the flu. Flu can send even healthy kids to the hospital.

A yearly flu vaccine is recommended for everyone 6 months of age and older. Preteens should get a flu vaccine by the end of October, before flu begins spreading in your community. For those who missed the opportunity, getting vaccinated later is still a good idea.

Encourage preteens to also take some basic steps to help prevent catching the flu and other respiratory infections, including washing hands often, covering coughs and sneezes with their sleeves or tissues, and staying home when sick.



Watch [Brittney's Story](#), a healthy cheerleader who dies from flu within 24 hours. She was not vaccinated. Find other flu stories at www.shotbyshot.org/story-gallery/.

La influenza

[La influenza](#) (la gripe o “flu”) es una enfermedad contagiosa respiratoria causada por los virus de influenza. Puede causar una enfermedad leve o severa y a veces puede causar la muerte. Los Centros para el Control y Prevención de Enfermedades (CDC, en inglés) reportaron 44 muertes en niños por influenza durante la temporada de gripe 2021-2022.

La mejor manera de prevenir la influenza es vacunándose todos los años. La vacuna es especialmente importante para personas con enfermedades crónicas como el asma y la diabetes. La vacuna disminuye las probabilidades de tener complicaciones graves por la enfermedad. Hasta los niños sanos pueden terminar en el hospital después de contraer la influenza.

Se recomienda una vacuna anual contra la influenza para todas las personas mayores de 6 meses de edad. Los preadolescentes deben vacunarse contra la influenza para finales de octubre antes de que la influenza se propague en sus comunidades. Para aquellos que perdieron la oportunidad, el vacunarse más tarde siempre es buena idea.

Anime a los preadolescentes a que también tomen algunas medidas básicas para evitar contraer la influenza y otras infecciones respiratorias, como lavarse las manos a menudo, cubrirse la boca al toser y estornudar sobre la manga de la camisa o un pañuelo desechable y quedarse en casa cuando estén enfermos.

Section 2 – Talking Points for Preteen Vaccine Week

Chickenpox (Varicella)

Chickenpox is a very contagious disease caused by the varicella-zoster virus. The virus spreads easily from people with chickenpox to others who have never had the disease or received the chickenpox vaccine. Chickenpox is especially dangerous for adolescents and adults. It can lead to severe skin infections, scars, pneumonia, brain damage, and even death. All incoming 7th graders also need to show proof that they have received two doses of the vaccine before starting school.



Watch [Jesse's Story](#), as chickenpox led him to the hospital and ICU. His family is forced to say goodbye before his 10th birthday. Find other chickenpox stories at www.shotbyshot.org/story-gallery/.

La varicela

[La varicela](#) es una enfermedad muy contagiosa causada por el virus varicela-zoster. El virus se transmite fácilmente de las personas con varicela a otros que nunca han tenido la enfermedad o recibido la vacuna contra la varicela. La varicela es especialmente peligrosa para los adolescentes y adultos. Puede conducir a infecciones graves de la piel, cicatrices, neumonía, daño cerebral y hasta la muerte. Todos los estudiantes ingresando al 7º grado necesitan dos dosis de la vacuna antes de comenzar la escuela.

Section 2 – Suggested Activities for Preteen Vaccine Week

Use the following pages of suggested activities to help you come up with ideas about how to promote PVW in your community. Activities are organized by type, including social and traditional media, engaging providers, engaging schools, and working with other partners. Note the color-coded boxes to indicate the level of resources required to implement.

- Activities that are the least time-consuming and can be implemented with little or no resources
- Activities that require some time and/or resources
- Activities that require a considerable amount of time and/or resources

SOCIAL MEDIA AND TRADITIONAL MEDIA ACTIVITIES

- Update your website!** Post PVW information, list facilities offering Tdap and chickenpox vaccines, and link to www.ShotsforSchool.org on your website. Use the [Ready for 7th Grade](#) or other PVW [web banners](#). Consider creating a special page for this information. *LHDs that have tried this:* Butte, Colusa, Fresno, Glenn, Los Angeles, Napa, San Mateo, Santa Barbara, Santa Clara
- Use social media** such as Facebook and Twitter to promote key preteen immunization messages, especially HPV vaccine and the 7th grade school entry requirements. Tailor and post Suggested Social Media Messages (page 21). Promote a [ShotByShot story](#) about HPV, whooping cough, flu or meningococcal disease. Invite staff and partners to like, comment, and share your posts. *LHDs that have tried this:* Del Norte, Fresno, Marin, San Diego, San Luis Obispo, Orange, Humboldt, Los Angeles
- Share PVW materials electronically.** Email PVW resources/materials and links to school nurses, administrators, principals, LHD staff, local VFC providers, coalition members, and community organizations that serve youth. Be sure to introduce PVW and share relevant resources/materials. *LHDs that have tried this:* Butte, Fresno, Kern, Lassen, Los Angeles, Mariposa, Napa, San Diego, San Mateo, Santa Barbara
- Ask immunization staff and coalition members to change their email signatures** to include PVW information. *LHDs that have tried this:* San Diego
- Create a preteen immunization display in your lobby** to reach families that visit your health department. Offer [flyers](#) for parents to take home and review. *LHDs that have tried this:* Fresno, Orange, San Diego
- Distribute printed PVW materials** to schools, clinics, local providers, community agencies. Partners may be more willing to post and share already printed materials. *LHDs that have tried this:* Fresno, Lassen, Placer, Riverside, San Diego, San Joaquin
- Reach out to the media or local magazine.** Send a press release (see template on page 25) or issue a local proclamation (see template on page 29). Inform media about PVW and provide information about your clinics, extended hours, etc. in your articles. *LHDs that have tried this:* Fresno, Glenn, Kern, Lassen, Los Angeles, San Diego, San Mateo, Santa Barbara, Ventura
- Promote radio or TV PSAs about** preteen immunizations. See the section of the toolkit with Suggested Social Media Messages for some developed just for use in California! CDC has [numerous PSAs](#) on the importance of preteen immunizations. There are also some [HPV vaccine PSAs](#) on [ShotByShot](#). Alternatively, you can create your own. *LHDs that have tried this:* Contra Costa, Lassen, Tehama, Nevada, Fresno, Imperial, Kern, Ventura

Section 2 – Suggested Activities for Preteen Vaccine Week

- Seek qualified multilingual staff for radio and TV interviews or shows.** Contact media and ask them if they'd be interested in covering your story. Consider recruiting your local health officer to inform parents of 7th grade students about the Tdap and chickenpox school immunization requirements on the radio. *LHDs that have tried this:* San Luis Obispo, Santa Barbara, Siskiyou

ACTIVITIES TO ENGAGE PROVIDERS

- Encourage providers to use reminder postcards or phone calls for their 11- to 12-year-old patients.** Use them at your clinic also! *LHDs that have tried this:* Kern
- Remind providers to use every visit**, including CHDP well-child check-ups and sports physicals **as an opportunity to vaccinate.** *LHDs that have tried this:* Kern, San Bernardino, Lassen, Pasadena, Inyo
- Send letters to providers encouraging them to order promotional materials from you and include the materials fax-back form (page 6) from this kit; or share resources directly, perhaps targeting those with low immunization or series completion rates.** *LHDs that have tried this:* Butte, Glenn, Inyo, Los Angeles, San Diego, Santa Barbara, Santa Clara, Yuba
- Seek permission to include an article (see suggested HCP e-blast on page 26) in your local physician newsletter (e.g., CMA, CAFP, AAP, CHDP) or local listserv.** Educate providers on the Tdap and chickenpox school immunization requirements for 7th grade and encourage them to schedule preteen doctor visits with their 11- and 12-year-olds. *LHDs that have tried this:* Butte, Fresno, San Diego
- Encourage providers to vaccinate against HPV starting at age 9.** Consider partnering with a local Medi-Cal Managed Care plan as part of your effort to share this best practice with providers. Present on the importance of HPV disease prevention. Incorporate reminders through EHR system. Send e-blasts to participating providers. Check out available resources on the American Cancer Society's National HPV Vaccination Roundtable [website](#). *LHDs that have tried this:* Contra Costa
- Partner with dental hygienists to promote or offer HPV vaccination.** Share resources to support their efforts, including this National HPV Vaccination Roundtable [Action Guide for Dental Health Care Providers](#), [Q&A Guide for Dental Professionals](#), and [5 key points on oropharyngeal cancer for dentists](#). *LHDs that have tried this:* San Benito County
- Conduct quality improvement (QI) visits** with clinics that have low HPV immunization rates to help increase their utilization of HPV vaccine. See American Cancer Society's [Steps for Increasing HPV Vaccination in Practice](#) action guide for more details.
- Host an immunization update seminar** to share information about the adolescent immunization schedule, storage and handling, and immunization best practices. Invite provider office staff, school nurses, and local clinic staff. *LHDs that have tried this:* Riverside, San Bernardino, Santa Clara
- Reach out to your local hospital and ask them to co-host an adolescent immunization clinic.** Alternatively, you can ask hospitals for help promoting your special Tdap, chickenpox or COVID-19 clinics or extended clinic hours. *LHDs that have tried this:* Los Angeles

Section 2 – Suggested Activities for Preteen Vaccine Week

- Attend local health fairs, events, or conferences.** Use it as an opportunity to educate providers and the general public on the recommended adolescent immunizations and the Tdap and chickenpox (and possibly COVID-19) immunization requirements. *LHDs that have tried this:* Fresno, San Luis Obispo, Riverside

ACTIVITIES TO ENGAGE SCHOOLS

- Encourage your Health Officer to send school superintendents a letter** highlighting the school law, promoting the preteen doctor visit, and outlining the LHD's role in supporting schools. *LHDs that have tried this:* Butte, Kern
- Encourage schools to promote preteen vaccines through one or more of the following methods:** use their robo-call, SMS system, or email listserv to alert parents of incoming 7th graders about the immunization requirements, attach the [parent flyer](#) to report cards or an important mailing, and/or place PVW information in their school newspaper/on school website. Schools can also use the PVW [web banners](#) and link to [pertinent information about the immunization requirements](#). *LHDs that have tried this:* San Luis Obispo, Lassen, City of Berkeley, Modoc
- Attend meetings for school nurses, LHD/community providers, and the PTA, to share information and distribute relevant materials.** Discuss the immunization requirements for 7th graders and share up-to-date information about HPV vaccine. *LHDs that have tried this:* Butte, Fresno, Madera, Tehama, Santa Clara
- Invite school nurses to use the new [School and Childcare Roster Lookup \(SCRL\) tool](#) in CAIR Hub.** Teach school nurses how to train administrative staff to access and use SCRL to generate immunization reports. Be sure to direct them to CDPH's new [online training modules](#) on implementing school immunization requirements, too!
- Promote/use classroom activities.** (See [Campaign Kit Supplement](#).) Contact principals, school nurses, or teachers to plan activities at school, after-school clubs, or during assemblies. *LHDs that have tried this:* Imperial, San Diego
- Co-host school-located vaccination events to immunize students, staff, and possibly families or community members.** Resource a vaccination partner from your community and consider offering all ACIP recommended vaccines for your event. Visit the CDPH [School Located Vaccination Events page](#) and CDC [flu vaccination events page](#) for more resources. Promote clinics through social media, parent-teacher organizations, PSAs, and school information boards and marquees. If events are open to the community, bring in community-based organizations such as youth programs, recreation centers, and after-school programs to participate and spread the word. *LHDs that have tried this:* Kern, Kings, Sacramento, Stanislaus, Lassen, Santa Clara, Alpine, Tuolumne, Marin, Lake, Placer, San Diego

ACTIVITIES TO ENGAGE OTHER PARTNERS

- Reach out to your local WIC offices.** WIC may be a great venue to educate parents on the 7th grade immunization requirements, especially those in outlying communities. Ask WIC to help you promote your special Tdap clinics or extended clinic hours or ask them to distribute or display health education materials aimed at parents of adolescents in their lobby. *LHDs that have tried this:* Glenn, Riverside

Section 2 – Suggested Activities for Preteen Vaccine Week

Invite (school) librarians to display PVW materials. Libraries (or bookstores) can display the [parent flyer](#) and the [poster](#) to promote adolescent immunizations. They can also have a list of adolescent health books available for those who need more information. *LHDs that have tried this:* Orange, San Diego, Los Angeles, Santa Clara, San Joaquin

Join blogs

Today's parents are on the internet sharing their experiences from how to take care of a teething baby to how to talk to a teenager about drugs. Not all blogs and few influencers are science-based. If you're looking for a few good recommendations, we suggest:

- [The Vaccine Blog](#)
- [Voices for Vaccines](#)
- [The Vaccine Page](#) (Facebook)
- [VaccinateYourfamily.org](#) (Preteens and teens section)

Use these sites to refer parents, schools or PTA organizations who want resources for parents to engage online and join the conversation!

Clip Art/Photography

Use the PVW Talking Points (page 7) to generate content for new promotional items, and copy and paste clip art or photos into your own flyers, announcements, and websites. You can also add a web banner on your website that links to your adolescent immunization information or [GetImmunizedCA.org](#).

- Images of real people that you are able to use can be found at: <https://phil.cdc.gov/> and <https://www.aap.org/en/news-room/campaigns-and-toolkits/immunizations/gallery/>
- You can also get FREE stock photos at: <https://unsplash.com/> or www.pexels.com
- Images of vaccine-preventable diseases can be found at: <http://www.vaccineinformation.org/photos/>

Other images, including pictures from the preteen film, *One Shot Heroes*, can also be found on the [immunization coordinators' website](#).

Section 2 – Social Media Messages

Social Media Overview

The use of Facebook, Twitter, and other social media sites as tools to spread health messages has expanded significantly in recent years and is changing how, where, and when people access and share important health information. Social media plays a vital role in public health and is a strong tool for advocacy, communication, and education.

In the context of the Preteen Vaccine Week Campaign, social media can help you reach more diverse audiences, target particular audiences, and facilitate interactive communication. By taking a unified approach to social media messaging with other Preteen Vaccine Week partners, messages promoting Preteen Vaccine Week are more likely to be liked, retweeted, republished, commented on, etc. This helps raise awareness about Preteen Vaccine Week!

Social Media Messages

Use the accurate, science-based health messages below to spread the word about Preteen Vaccine Week. You can forward them to the person managing your organization's social media accounts and share them with partners, too. They are organized with themes for every day of the week (M-F) with a variety of options, depending on the type of post your organization prefers, your comfort level with the platforms, and the degree of engagement you wish to have with your audience. Don't forget to end your social media messages with "#PreteenVaxCA," and tag your partners using @PartnerName (e.g., @CAPublicHealth).

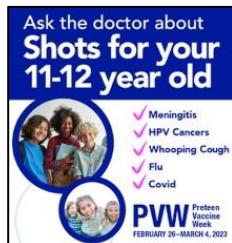
Themed Days:

- Monday: General Awareness / PVW**
- Tuesday: COVID-19 Vaccination**
- Wednesday: Pertussis Vaccination (Tdap)**
- Thursday: Meningococcal Vaccination (MenACWY)**
- Friday: HPV Vaccination**

Section 2 – Social Media Messages

1. MONDAY – General Awareness (multiple vaccines)

Recommended Infographic Post:



Go to infographic link at https://eziz.org/assets/docs/PVW/PVW_infograph.jpg and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- Many kids missed out on routine vaccines during the pandemic. Make sure your preteen isn't one of them! Preteen vaccines protect against serious diseases and cancer. #PreteenVaxCA
- Muchos niños perdieron la oportunidad de recibir vacunas de rutina durante la pandemia. ¡Asegúrese de que su preadolescente no sea uno de ellos! Las vacunas para preadolescentes protegen contra las enfermedades graves y el cáncer.

2. TUESDAY – COVID-19 Vaccination

Recommended Infographic Post:



Choose an infographic from the VaccinateAll58 collection at <https://drive.google.com/drive/folders/1wrfHiplyICIAAL7yrwdZ-wwqstzLj0>. They are available for all ages and in multiple languages. Save the selected image to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- COVID vaccines prevent severe illness, hospitalization, and death. Make sure your preteen has gotten the updated (bivalent) COVID booster! Call your doctor or visit MyTurn.ca.gov to make an appointment. #PreteenVaxCA
- Las vacunas contra el COVID-19 previenen la enfermedad grave, la hospitalización y la muerte. ¡Asegúrese de que su preadolescente haya recibido el refuerzo actualizado (bivalente) contra el COVID-19! Llame al doctor de su hijo(a) o visite MyTurn.ca.gov para hacer una cita.

3. WEDNESDAY – Pertussis Vaccination (Tdap)

Recommended Infographic Post:



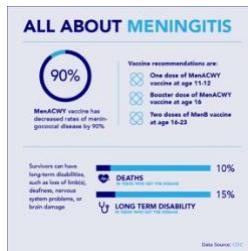
Go to infographic link at <https://eziz.org/assets/docs/PVW/InfoWhoopingCough.png> and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- All incoming 7th graders in California must show proof of Tdap vaccination and 2 doses of chickenpox before entry. Make sure your student is ready for school by scheduling their preteen vaccine appointment today! #PreteenVax
- Todos los estudiantes de 7º grado en California deben mostrar prueba de la vacuna Tdap y dos dosis de la vacuna contra la varicela antes de ingresar. ¡Asegúrese que su estudiante está list@ para la escuela, y haga una cita para vacunarl@ hoy mismo!

Section 2 – Social Media Messages

4. THURSDAY – Meningococcal Vaccination (MenACWY)

Recommended Infographic Post:



Go to infographic link at <https://eziz.org/assets/docs/PVW/InfoMeningitis.png> and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- A lot of parents never find out where their children picked up bacterial meningitis; just sharing a soda might bring infection. Shield your precious preteen with the MenACWY vaccine. #PreteenVaxCA
- Muchos padres nunca descubren dónde sus hijos se contagian con la meningitis bacteriana; el solo hecho de compartir un refresco puede provocar una infección. Proteja a su precioso preadolescente con la vacuna MenACWY.

5. FRIDAY – HPV Vaccination

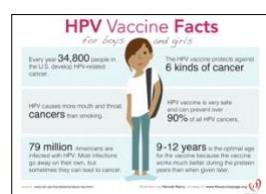
Recommended ShotByShot Infographic Post (Matthew):



Go to infographic link at <http://eziz.org/assets/docs/PVW/Matthew HPV IG.png> and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. You can also go directly to the post on ShotByShot's Instagram account at <https://www.instagram.com/p/B2CtzQjgoVW/>. Click on the icon to the right above the post, select "Share to" and then select Facebook or Twitter. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- Matthew would rather get 100 shots than suffer through throat cancer like his dad. Kids can get HPV vaccine starting at age 9 to protect them against cancer. #PreteenVax
- Matthew preferiría recibir 100 inyecciones a sufrir el cáncer de garganta como su padre. Los niños pueden recibir la vacuna contra el VPH empezando a los 9 años para protegerlos contra el cáncer.

Additional Post:



Go to infographic link at http://eziz.org/assets/docs/PVW/HPVfacts_infographic.jpg and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with caption below. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- HPV vaccine is recommended starting at age 9 to protect against cancers caused by HPV. Don't miss your chance! Make an appointment to vaccinate your preteen today. #PreteenVax
- Se recomienda la vacuna contra el VPH empezando a los 9 años para proteger de ciertos tipos de cáncer relacionados al VPH. ¡No pierda la oportunidad! Haga una cita para vacunar a su preadolescente hoy mismo.

Section 2 – Social Media Messages

Instructions for Uploading Image/Video Content to Social Media Platforms

Social Media Platform	Steps to Upload an Image or Video
Facebook 	<ol style="list-style-type: none">1. First download and save to your computer the image or video you wish to use. (You can also “Share” directly from YouTube to Facebook, but quality will be better if you first download files with EZIZ hyperlinks provided.)2. After logging into Facebook, click or tap “Photo/Video” (web browser) or “Photo” (mobile app) or  at the top of the timeline or News Feed.3. Select the image or video file to upload.4. Add a caption in the “Say something about this photo” box if desired. (See recommended captions in Suggested Social Media Messages.)5. Tap “Done” and then “Share” to confirm the post.<ol style="list-style-type: none">a. On a web browser, tap “Share”
Twitter 	<ol style="list-style-type: none">1. First download and save to your computer the image or video you wish to use. (You can also “Share” directly from YouTube to Twitter, but quality will be better if you first download files with EZIZ hyperlinks provided.)2. After logging into Twitter, tap or click the “Tweet” button (web browser) or the icon .3. Tap the image icon. 4. Select the videos or photos file to upload.5. Tap “Add” to view the draft post.6. Add a caption in the “What’s happening?” box if desired. (See recommended captions in Suggested Social Media Messages.)7. Tap “Tweet” when finished.
Instagram 	<ol style="list-style-type: none">1. First download and save to your phone the image or video you wish to use. (You can also “Share” directly from YouTube to Twitter, but quality will be better if you first download files with EZIZ hyperlinks provided.)2. After logging into Instagram, tap the  icon at the bottom of the screen.3. Select the picture or video to upload.<ol style="list-style-type: none">a. If uploading multiple images or videos, first tap “Select Multiple” then tap the pictures/videos in the desired order.4. Tap “Next”<ol style="list-style-type: none">a. Edit the photo if desired (e.g. add a filter or adjust the brightness of the photo).5. Tap “Next” again.6. Add a caption in the “Write a caption...” box if desired. (See recommended captions in Suggested Social Media Messages.)7. Tap “Share.”

Section 2 – Suggested Press Release

Date: March X, 2023

For Release: Immediate

[local contact info here]

Protect Preteens from Serious Diseases and Cancers

[city/county]— Vaccines are one of the best ways to avoid serious and deadly diseases. They even help stop some types of cancer. This week, [your local health department name] is joining with the California Department of Public Health in recognizing February 26- March 4 as “Preteen Vaccine Week,” focusing on protecting kids 11 and 12 against dangerous, vaccine-preventable diseases now and into adulthood.

[Insert information on any events your LHD is hosting, including immunization clinics (if applicable).]

“Many adolescents missed out on important vaccines during the pandemic, putting them at risk for catching infectious diseases that can have a devastating effect on their health. Vaccines are very safe and effective and are only given to children after long and careful review by health experts and doctors. By ensuring our kids stay up to date on recommended vaccinations, we are helping protect our children, families, and community from serious, life-threatening illnesses,” said [insert name of local health officer], [your local health department name] Health Director.

The human papillomavirus (HPV) vaccine, which can be given starting at age 9, protects against cancers caused by HPV. HPV is estimated to cause nearly 37,000 cases of cancer in men and women every year in the U.S. Preteens also need vaccines against whooping cough (Tdap) and meningitis (MenACWY), when they are 11-12 years old. The COVID-19 vaccine, including the updated (bivalent) booster, is recommended to protect preteens against COVID-19. Incoming 7th graders must provide proof of having received the whooping cough shot and two doses of chickenpox vaccine before starting school. Flu vaccine is also recommended for everyone 6 months or older, not just preteens and teens.

Dr. [your local health officer] reminds parents, “If you haven’t done so already, now is the time to ask your doctor about the vaccines recommended for your child at their preteen visit, plus a flu vaccination every year.”

Under the Affordable Care Act, most health plans are required to cover CDC-recommended vaccines at all ages without charging a deductible or copayment. Any child without coverage should be able to get vaccinations without a financial burden. Parents can contact their health care provider or [local health department](#) for information about the [Vaccines for Children Program](#) (VFC), which provides free vaccines to eligible kids.

For more information, please visit [www.ShotsForSchool.org](#) or [www.GetImmunizedCA.org](#). [add Local Health Department contact info if applicable]

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Section 2 – Suggested Healthcare Provider e-Blast



Vaccines Your Preteen Patients Need

This year's Preteen Vaccine Week is February 26- March 4, 2023. Help make sure your patients' vaccines are up to date and they're protected from diseases by reminding parents at the preteen doctor visit.

- COVID-19
 - [COVID-19](#) can lead to very serious respiratory illness along with other complications. Everyone 6 months of age and older can get immunized against COVID-19. Make sure preteens have gotten the bivalent booster, too!
- Human Papillomavirus (HPV)
 - Did you know that HPV causes nearly 37,000 cases of cancer in the U.S. every year? HPV vaccine is safe, effective, and provides close to 100% protection against infections and pre-cancers caused by the types of HPV in the vaccine. Read about the [benefits of starting the series at age 9](#).
- Pertussis
 - [Whooping cough \(pertussis\)](#) can cause severe coughing spells and result in weeks of missed school and even hospitalization. Protection from childhood vaccination against pertussis fades over time. Infants are most likely to catch pertussis from an older sibling.
 - **Under state law, all incoming 7th grade students** need proof of a Tdap booster shot and chickenpox vaccine before starting school. More information about these requirements is available at www.ShotsForSchool.org.
- Chickenpox
 - California law requires students to have documentation of two doses of [chickenpox vaccine](#) before starting 7th grade. Make sure your patients have been protected with two doses and catch up those who haven't yet.
- Meningococcal
 - [Bacterial meningitis](#) is a very serious infection that can cause brain damage, arm and leg amputations, kidney damage, and death. Preteens should get a dose of MenACWY at 11 or 12 years and a booster at age 16.
 - Serogroup B meningococcal vaccine may be administered to adolescents and young adults 16-23 years of age to protect them against serogroup B meningococcal disease. The preferred age for MenB vaccination is 16-18 years of age.
- Influenza
 - [Influenza](#) can be very dangerous. Everyone 6 months of age and older needs to be immunized against influenza each year. Influenza can circulate into the springtime – preteens should get immunized as soon as possible if they haven't already this season.

Please utilize every opportunity, including sports physicals, to provide immunizations to preteens. ***Thank you for raising awareness about life-saving vaccines and for supporting Preteen Vaccine Week!***

Section 2 – Suggested School Staff e-Blast



Please join us in celebrating Preteen Vaccine Week, February 26- March 4, 2023 and take advantage of the opportunity to remind families of your 11- and 12-year-old students that they should schedule a preteen doctor visit and get vaccinated against the following dangerous diseases.

[Whooping cough \(pertussis\)](#) can cause severe coughing spells that lead to vomiting or broken ribs. Preteens suffering from whooping cough can be hospitalized and miss weeks of school. Though most children were vaccinated earlier in life, protection from the vaccine fades over time.

[HPV vaccine](#) is safe, effective, and can protect boys and girls from infection with the types of HPV that can cause certain cancers. The vaccine series is recommended and can be started at age 9.

[Bacterial meningitis](#) is a very serious infection that can cause brain damage, arm and leg amputations, kidney damage, and death. It's crucial for all preteens to get one shot of meningitis vaccine at 11 or 12 years of age and a booster at age 16.

Everyone 6 months of age and older needs to be immunized against [flu](#) each year – it's not too late for protection.

[COVID-19 vaccines](#) are a safe and effective way to protect boys and girls from the respiratory illness caused by the SARS-CoV-2 virus.

Under [state law](#), all incoming 7th grade students need proof before starting school of a whooping cough booster shot (Tdap) and two doses of vaccine against chickenpox, which can cause severe disease in unimmunized teens and adults. For more information, please visit [www.GetImmunizedCa.org](#) and [www.ShotsForSchool.org](#).

Get a head start on the 7th grade entry immunization requirements:

- **Remind 6th grade students that they will need proof of immunization before starting the new school year.** Send [flyers](#) or a letter home with students or [record a message](#) for parents.
- **Train school staff on the 7th grade entry immunization requirements.** For the latest resources to share with school staff, visit: <https://www.shotsforschool.org/7th-grade/>
- **Promote the 7th grade entry immunization requirements** in your marquees and websites. Use the [web banner](#) in your school website or newspaper.
- **Send notices home** (e.g., with report cards or registration packets) to encourage parents to schedule a preteen doctor visit and get their 6th graders immunized **now**, ahead of the deadline. (See Template Letter from School Nurse to Parents, page 28.)
- **Announce Preteen Vaccine Week and the 7th grade entry immunization requirements over your school's intercom**, encouraging 6th grade students to talk to their parents about the preteen check-up and all recommended immunizations - Play this [60 second preteen vaccine rap](#) (a [30-second version](#) is also available).
- **Distribute flyers about preteen vaccines** (also available in [Spanish](#)) or a letter from your school nurse to parents (see page 30) at PTA meetings, teacher-parent nights and other school events.

Thank you for helping California's preteens stay healthy and for supporting Preteen Vaccine Week!

Section 2 –Template Letter from School Nurse to Parents

[INSERT NURSE NAME], School Nurse
[INSERT SCHOOL ADDRESS]

[INSERT CURRENT DATE]

Dear Parent or Guardian:

As your child's school nurse, I want to remind you of the importance of getting your preteen vaccinated. Vaccines are the best way you can protect them from a number of serious diseases, including cancer. Please schedule your child's appointment today to ensure they are up to date on the vaccines they need.

Under state law, all incoming 7th grade students need proof before starting school of a whooping cough booster shot (Tdap), and two doses of vaccine against chickenpox.

I encourage you to make sure your preteens get all these and any other vaccines that are recommended at their age.

- **One dose of Tdap** vaccine is recommended for preteens at age 11 or 12 to continue providing protection against tetanus, diphtheria, and pertussis (whooping cough).
- **Chickenpox vaccine** protects against more than just an itchy rash. The disease can cause pneumonia or serious skin infections.
- **HPV vaccine** is recommended for preteens and can be started at 9 years to protect against certain types of cancer caused by HPV infection. All genders should receive the HPV vaccine series to protect against cancer.
- **Quadrivalent meningococcal conjugate vaccine (MenACWY)** is recommended for preteens at age 11 or 12 for protection against bacteria that cause meningococcal disease, a very serious illness which can lead to death in as little as 48 hours.
- **A yearly flu vaccine** is also recommended for your preteen and the whole family. Students who haven't yet been immunized in the fall, when it is most helpful, can still benefit from immunization now.
- **Two doses of the COVID-19 vaccine** are recommended for everyone 6 months and older to protect against the serious illness caused by COVID-19. Kids should also get the updated (bivalent) booster dose.

If your child missed these vaccines at age 11 or 12, it's not too late. I encourage you to talk with your child's doctor about getting caught up. You may also contact me with any questions. I can be reached at [PHONE NUMBER] and I am in my office [INSERT OFFICE HOURS FOR VISITS]. I can also provide you with additional resources about vaccination and other health topics for the preteen and teen years.

To learn more about adolescent vaccines, please visit CDC's Vaccines for Preteens website at <https://www.cdc.gov/vaccines/parents/by-age/years-11-12.html>. You may also visit www.ShotsForSchool.org to learn more about school immunization requirements.

Sincerely,
[INSERT NAME OF SCHOOL NURSE]
Your School Nurse

Section 2 – Template Proclamation

February 26- March 4, 2023, as “Preteen Vaccine Week”

PROCLAMATION by the [Board of Supervisors of City/County Name]

Immunizations have had an enormous impact on improving the health of children in the United States. Most parents today have never seen firsthand the devastating consequences that vaccine-preventable diseases have on a child, a family, or community. While these diseases are not common in the U.S., they persist around the world. It is important that we continue to protect our children with vaccines because outbreaks of vaccine-preventable diseases like pertussis, mumps, and measles can and do occur in this country.

As parents or guardians, we need to do everything we can to protect our children’s health, including making sure they receive all their shots. Protection from certain vaccines also wears off overtime, so it’s important that parents immunize their children again as preteens. The Centers for Diseases Control and Prevention (CDC), the American Academy of Pediatrics (AAP), and the Society for Adolescent Health and Medicine (SAHM) recommend that every 11- and 12-year-old child gets a preteen medical checkup. At this visit, parents and preteens can talk with their health care provider about recommended immunizations and discuss the challenges of growing up.

The federal Centers for Disease Control and Prevention’s (CDC) Advisory Committee on Immunization Practices (ACIP) recommends the following vaccines for 11- and 12-year-olds: tetanus, diphtheria, and pertussis (Tdap); the HPV (human papillomavirus) vaccine series (which can begin at age 9); meningococcal; flu; and the COVID-19 vaccine series. In addition to 1 dose of Tdap, preteens starting 7th grade must show proof of 2 doses of chickenpox vaccine.

All of these diseases can have serious complications and can even result in death. When you follow these recommendations, you help guarantee that our children receive the screenings and care they need to stay healthy and safe as they approach their teenage years. You also contribute to a lifetime of health for your children, as well as healthier homes, schools, and communities.

NOW, THEREFORE, I, [City/County official], do hereby proclaim February 26–March 4, 2023, as “Preteen Vaccine Week.”

IN WITNESS WHEREOF [I have here unto set my hand and caused the Great Seal of City/County to be affixed this __th day of (month) 2023.]

[signature line for Chairman/Mayor]

[Chairman/Mayor’s name]
[name of City/County Board of Supervisors]

Appendix: Resources and Web Links

Resources for Parents

CDPH: *HPV Bilingual Fotonovela – English & Spanish*

<http://eziz.org/assets/docs/IMM-1049.pdf>

CDPH: *How Important is HPV Vaccine?*

<http://eziz.org/assets/docs/IMM-1124.pdf>

[\(Spanish\)](http://eziz.org/assets/docs/IMM-1124S.pdf)

[\(Russian\)](https://eziz.org/assets/docs/IMM-1124RU.pdf)

American Cancer Society: *HPV Vaccination: Just the Facts*

<https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/hpv-vaccination-just-the-facts-for-parents.pdf>

[\(Spanish\)](https://www.cancer.org/content/dam/cancer-org/online-documents/es/pdf/flyers/just-the-facts-of-hpv-vaccine-spanish.pdf)

CDPH: *Vaccines for your Preteen*

<http://eziz.org/assets/docs/IMM-1054.pdf>

[\(Spanish\)](http://eziz.org/assets/docs/IMM-1054S.pdf)

CDPH: *Vaccines for Teens and Preteens: Answers to Your Top Questions*

<http://eziz.org/assets/docs/IMM-1120.pdf>

[\(Spanish\)](http://eziz.org/assets/docs/IMM-1120S.pdf)

CDPH: *Vaccine Safety: Answers to Parents' Top Questions*

<https://eziz.org/assets/docs/IMM-916.pdf>

[\(Spanish\)](https://eziz.org/assets/docs/IMM-916S.pdf)

[\(Russian\)](https://eziz.org/assets/docs/IMM-916RU.pdf)

CDC: *2022 Immunization Schedule for Adolescents*

<https://www.cdc.gov/vaccines/schedules/downloads/teen/parent-version-schedule-7-18yrs.pdf>

CDC: *Growing Up with Vaccines: What Should Parents Know?*

<https://www.cdc.gov/vaccines/growing/images/global/CDC-Growing-Up-with-Vaccines.pdf>

CDC: *Preteen and Teen Vaccines*

<https://www.cdc.gov/vaccines/parents/by-age/years-11-12.html>

[\(Spanish\)](https://www.cdc.gov/vaccines/parents/by-age/years-11-12-sp.html)

CDC: *Print Materials for Preteens and Teens*

Includes fact sheets and flyers/posters.

<https://www.cdc.gov/vaccines/partners/teens/print-materials.html>

CDC: *Easy-to-Read Immunization Schedule Age 7-18 – English & Spanish*

https://www.cdc.gov/vaccines/schedules/easy-to-read/adolescent-easyread.html?CDC_AA_refVal=https%3A%2Fwww.cdc.gov%2Fvaccines%2Fchedules%2Feasy-to-read%2Fpreteen-teen.html#table-teen

CDC: *Who Sets the Immunization Schedule?*

Learn in words and pictures about the journey of your child's vaccine, including how a vaccine is added to the US recommended schedule.

<https://www.cdc.gov/vaccines/acip/recommendations.html>

CDC: *Facts for Parents*

www.cdc.gov/vaccines/parents/diseases/index.html

Children's Hospital of Philadelphia (CHOP): *Vaccine Education Center*

https://www.chop.edu/centers-programs/vaccine-education-center#.V_VumRuQKpo

Vaccinate Your Family: *Preteen and Teen Vaccine information*

www.vaccinateyourfamily.org

American Academy of Pediatrics

<https://www.aap.org/>

Appendix: Resources and Web Links

Resources for Advocates and Educators

CDPH: Parents: Did You Know HPV Causes...

http://eziz.org/assets/docs/IMM-1117_Letter.pdf

Children's Hospital of Philadelphia (CHOP): Vaccine Education Center

www.chop.edu/centers-programs/vaccine-education-center/resources#.ViU1fGcQWpo

ShotbyShot.org: Stories of Vaccine Preventable Diseases

A collection of stories from people who have been touched by vaccine-preventable diseases

www.shotbyshot.org

Vaccinate Your Family: Shot of Prevention Blog

News and Views on Vaccine

<http://shotofprevention.com/>

CDC: Vaccines and Immunizations

For Health care Professionals/Providers

www.cdc.gov/vaccines/hcp/index.html

Resources for Providers

CDPH: Parent and preteen educational materials

Electronic educational materials available in multiple languages

<https://eziz.org/resources/immunization-promo-materials/>

CDC: Provider Resources for Vaccine Conversations with Parents

<https://www.cdc.gov/vaccines/hcp/conversations/>

CDC: HPV: You Are the Key to HPV Cancer Prevention Resources for Providers

www.cdc.gov/hpv/hcp/index.html

American Cancer Society: HPV Vaccination: Just the Facts

<https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/hpv-vacs-just-the-facts-for-providers.pdf>

Immunization Action Coalition: Handouts about childhood diseases/vaccines for patients and parents:

www.immunize.org/handouts/vaccine-summaries.asp

Immunization Action Coalition: Need Help Responding to Vaccine Hesitant Parents?

www.immunize.org/catg.d/p2070.pdf

American Academy of Pediatrics: Immunization information pages

<https://publications.aap.org/redbook/pages/Immunization-Schedules>

<https://publications.aap.org/redbook/pages/Vaccine-Implementation-Guidance>

ACOG: Immunization Toolkit

<http://immunizationforwomen.org/>

American Cancer Society: Steps for Increasing HPV Vaccination in Practice

<https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/steps-for-increasing-hpv-vaccination-in-practice.pdf>

University of North Carolina: HPV IQ Immunization Quality Improvement Tools

www.hpviq.org/

Fact Sheets – Adolescent Vaccines, Flu, HPV, MenACWY

CDC: Print Materials for Preteens and Teens

Includes fact sheets and flyers/posters.

<https://www.cdc.gov/vaccines/partners/teens/print-materials.html>