



# HEALTHY KIDS



## Employer Vaccination Communications Toolkit

Tools and resources to achieve a healthier workforce.



Ohio Chapter

INCORPORATED IN OHIO

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



## Why do Preventable Disease Vaccinations Matter?

**Employers have a crucial role in promoting preventable disease vaccinations to foster healthy and productive employees.**

There has been a recent decrease of children receiving childhood immunizations and the risk of outbreaks due to vaccine-preventable diseases is currently at its highest point in the last 30 years, according to the Pan American Health Organization. There are still vaccine preventable diseases that circulate throughout the U.S, which include whooping cough, chickenpox, influenza, and there have even been recent cases of measles outbreaks.

Preventable disease vaccinations can play a vital role in keeping children healthy. Vaccinations teach the immune system how to create antibodies that protect it from diseases and can help provide children immunity to these potentially life-threatening diseases. However, one in six children are not getting all their preventable disease vaccinations.

## What is the Healthy Kids Initiative?

Health Action Council created the program to educate and encourage students and their families, school leaders, teachers, athletic directors, coaches, employers, and communities to promote improved health and wellness.

**The goal is to encourage & promote:**

- ✓ Childhood preventable disease vaccinations.
- ✓ Medical, dental, and vision well-child visits.
- ✓ Physical activity among kids.
- ✓ Healthy food choices.
- ✓ Enhanced health literacy.





## How does the Healthy Kids Vaccination Toolkit Work?

This toolkit provides resources to help create awareness, build employee engagement, and encourage childhood preventable disease vaccinations for your employees' dependents. Use this vaccination toolkit to help you provide your employees with clinically approved data, which will allow them to make the right choice when it comes to their child's health.

- 1. Know your employees.** Identify which employees have children under the age of eighteen. The presence of sick children has an impact on your employees, leading to decreased productivity and focus. Supporting employees will ensure their children are vaccinated and help them understand where to get the care they need.
- 2. Inform and educate.** Use this toolkit to educate your employees about the importance and benefits of preventable disease vaccinations. Support employees by communicating the latest information and resources through internal communication channels.
- 3. Use resources from the toolkit.** Health Action Council has supplied 24 social media posts for you to share with your employees on their social media accounts. Along with these, we have prepared a PowerPoint presentation, two articles, and a flyer to help you communicate the importance of immunizations with your employees. These resources will help you improve the overall health of your workforce.
- 4. Reinforce the message.** You might consider flexible work schedules for employees or offer on-site vaccine clinics. Consider using elements of this toolkit with other toolkits such as: [Find the Right Care](#) and [Healthy Kids](#).





## Communication Resources

This toolkit is designed to assist employees with learning about and understanding the importance of preventable disease vaccinations.

### 1. Select

Social media posts from our inventory of 24 pre-written posts.

### 2. Pair

One of our images with one of the pre-written posts.

### 3. Share

Your posts on your company's social media accounts intranet, or in a newsletter each month!

For greater impact, we have also included downloadable flyers, a PowerPoint presentation, and an article to help you communicate the importance of vaccines to prevent diseases.

### Flyers

Post or attach these informational flyers where you think your employees will see it and want to read it. You can download them on pages 5-7.

### Presentation

The link below provides a brief deck to help explain the purpose and benefits of keeping kids healthy with vaccinations. You can customize the deck using your logo. <https://ow.ly/o6Eq50TVCGV>

### Article

Copy and paste this pre-written article into your newsletter, bulletin, blog, or website. You can pull bits and pieces from it and create your own marketing material. <https://ow.ly/EbOc50TVEnU>



# IMMUNIZATION SCHEDULE

## RECOMMENDED FOR BABIES AND CHILDREN FROM BIRTH-6 YEARS OF AGE

**Catch up:** If your child misses a shot recommended for their age, ask your pediatrician when the missed shot can be given.

	Birth	1 Month	2 Months	4 Months	6 Months	12 Months	15 Months	18 Months	19–23 Months	2–3 Years	4–6 Years
<b>HepB</b> (Hepatitis B)	✓	✓			✓						
<b>RV</b> (Rotavirus)			✓	✓	✓*						
<b>DTaP</b> (Diphtheria, Pertussis, & Tetanus)			✓	✓	✓		✓				✓
<b>Hib</b> (Haemophilus influenzae type b)			✓	✓	✓*	✓					✓
<b>PCV</b> (Pneumococcal disease)			✓	✓	✓	✓					✓
<b>IPV</b> (Polio)			✓	✓	✓						✓
<b>COVID-19</b> (Coronavirus disease 2019)					✓	1–3 doses as recommended					
<b>Flu Vaccine</b>					✓	Yearly**					
<b>MMR</b> (Measles, Mumps, & Rubella)					✓	✓					✓
<b>Varicella</b> (Chickenpox)						✓					✓
<b>HepA</b> (Hepatitis A)					✓	✓	2 doses at least 6 months apart				

\*A third dose of rotavirus or *Haemophilus influenzae* type b vaccine at age 6 months depends on the brand used for the previous dose.

\*\*Two doses given at least 4 weeks apart are recommended for children age 6 months through 8 years who are getting the flu vaccine for the first time and for some other children in this age group.

These shaded boxes indicate when the vaccine is recommended for all children unless they cannot safely receive it. Your doctor will tell you if your child cannot safely receive the vaccine.

These shaded boxes indicate that the vaccine is recommended for children whose health condition or situation (eg, travel, outbreak) puts them at high risk for serious diseases. If doses are given earlier than the recommended age because of special circumstances, they may have to be repeated. See vaccine-specific recommendations at [www.cdc.gov/vaccines/hcp/acip-recs/index.html](https://www.cdc.gov/vaccines/hcp/acip-recs/index.html).

These vaccines are recommended by the American Academy of Pediatrics (AAP) (<https://www.aap.org/immunization>) and the Centers for Disease Control and Prevention (CDC) (<https://www.cdc.gov/vaccines/schedules>).

### These vaccines are safe.

- Before being licensed and recommended, each vaccine has been carefully studied by scientific experts at the Food and Drug Administration and CDC.
- The CDC continually monitors the safety of all vaccines, which are held to the highest standards.
- It is normal and expected to have minor vaccine side effects. Most side effects are mild.
- Serious side effects (e.g., severe allergic reaction) are rare.

**Vaccine Information Statements:** <https://www.cdc.gov/vaccines/hcp/vis/index.html>

This schedule is based on the 2023 schedule. The schedule is reviewed annually.

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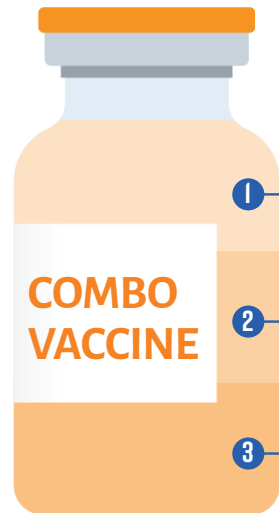


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## COMBINATION VACCINES

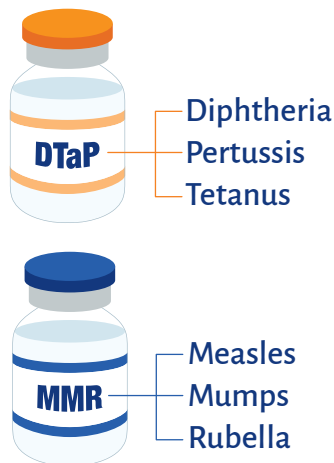
# IMMUNITY TO MORE DISEASES THROUGH FEWER SHOTS:

For example,  
DTaP + IPV + Hib = Protects against 5 DISEASES



1  
2  
3  
Some vaccines are made to protect against two or more diseases in one shot instead of separate shots for each disease.

These vaccines are **not considered combination vaccines**, because they protect against diseases for which vaccines are not available individually.



**NOT AVAILABLE**  
as single vaccines  
in the United States.

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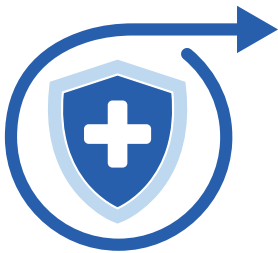
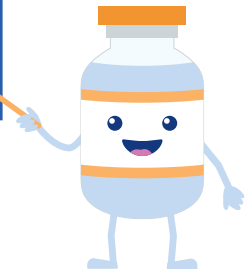
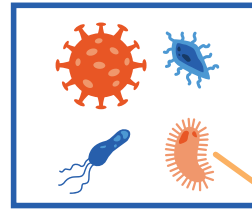


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# WHY VACCINATE?

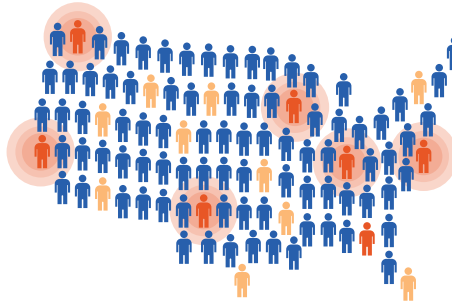
## BABIES AND CHILDREN NEED VACCINES TO...




**TEACH THE IMMUNE SYSTEM HOW TO RECOGNIZE A VIRUS OR BACTERIA SO THEIR BODY KNOWS HOW TO RESPOND IF THEY ARE EXPOSED TO THE GERMS.**



**BUILD LONG-TERM PROTECTION AGAINST DISEASES.**

**PROVIDE COMMUNITY IMMUNITY: PROTECT OTHERS FROM GERMS THAT CAN SPREAD EASILY.**



-  = Is infected
-  = Has been vaccinated
-  = At high risk for disease or has not been (fully) vaccinated.

**KEEP THEM SAFE AND HEALTHY AS THEY GROW SO THEY CAN:**



**Play with friends.**



**Stay in school and keep learning.**



**Sleep well and feel rested.**



**Participate in sports and other activities.**

**Live their BEST LIFE.**

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## JANUARY

Check out these helpful parent handouts regarding childhood preventable disease vaccinations:

<https://ow.ly/eSRX50TVI4m>



You have the power to help keep your child healthy. Read more about the importance of keeping your child up to date on vaccinations.

<https://ow.ly/urbX50TVI6N>



## FEBRUARY

The @ChildrensPhila provides a mobile app that gives you immediate access to everything you need to know about childhood vaccines. Check it out:

<https://ow.ly/zxv050TVI9A>



@AAP: Starting vaccinations from day one helps shield your baby from dangerous diseases. Read more about what vaccinations your child should receive by age 6:

<https://ow.ly/sfJH50TVIbw>



## MARCH

Learn common questions and myths and share tips to make your child's shots a breeze:

<https://ow.ly/NlB50TVIef>



Is it safe for your child to receive more than one vaccination at a time? Read more about the @AAP safety and procedures connected to childhood vaccinations schedules.

<https://ow.ly/xbla50TVIfL>



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## APRIL

Check out these tips on how to alleviate your child's anxiety while receiving a vaccine:

<https://ow.ly/VqbK50TVlu3>



@AAP: Learn how to prepare yourself and your infant or toddler for vaccines. Read for tips:

<https://ow.ly/QkAo50TVIwa>



## MAY

@AAP: Check out this article to find out what vaccines your Tweens, Teens, & Young Adults need:

<https://ow.ly/YXhR50TVIwS>



Here's what you can do to help put your child at ease while receiving vaccinations:

<https://ow.ly/K84L50TVIyk>



## JUNE

Vaccines don't just protect you; they protect your entire community. Learn the dangers of not getting protected:

<https://ow.ly/ntXj50TVIA1>



@AAP shares recommendations on vaccination schedules. Check out this article to learn more:

<https://ow.ly/lkUQ50TVICt>



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## JULY

Interested to learn common questions about childhood vaccines, @HealthyChildrens provides the answers to FAQs:

<https://ow.ly/tAZI50TVIGp>



Immunizations are one of the success stories of modern medicine. Learn more about the history of vaccines by checking out this article:

<https://ow.ly/NHWT50TVIIH>



## AUGUST

It's National Immunization Awareness Month! Vaccines help prevent disease: The more people who are vaccinated, the less likely a disease is to spread. Learn more:

<https://ow.ly/Gx9p50TVIKy>



Everything you need to know before, during, and after a vaccine for your child at a moment's glance:

<https://ow.ly/BhHK50TVIMH>



## SEPTEMBER

Immunization records often are needed for entry into childcare, schools, camps, and travelling. If you switched doctors or can't find old immunization records, here are some tips to follow:

<https://ow.ly/7oyo50TVINP>



Are you struggling to find answers to the tough questions about vaccines? @MayoClinic gives the straightforward answer you're looking for. Read more:

<https://ow.ly/SUbg50TVIOo>



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## OCTOBER

Parents can help comfort little ones before, during, and after vaccines. @BenioffChildrens-Hospital shares tips here:

<https://ow.ly/Vbss50TVIYq>



@ChildrensPhila shares resources for kids and teens to enjoy while getting their vaccines:

<https://ow.ly/ypvT50TVIZm>



## NOVEMBER

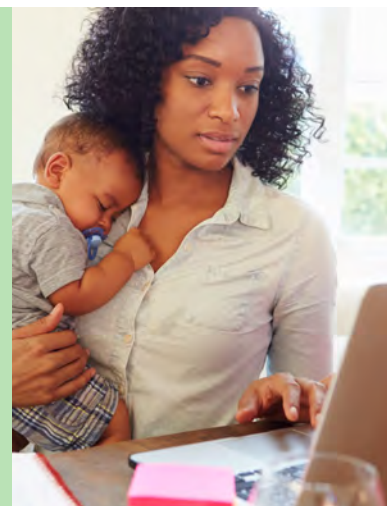
Read about vaccines ingredients and how they work together to protect against infection with this article:

<https://ow.ly/mQui50TVJ0Z>



Learn about the recommended guidelines for each vaccine for your child:

<https://ow.ly/9IFH50TVJ1P>



## DECEMBER

Are you searching for reliable information on childhood vaccinations. @AAP provides a user-friendly resource hub that eases the stress for parents:

<https://ow.ly/2nMZ50TVJ2I>



Vaccines provide protection when your baby needs it most. Newborns are especially vulnerable to some diseases. Learn about what vaccines need in their first year of life:

<https://ow.ly/Bq5g50TVJ3Y>



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## QUESTIONS?

Email [info@healthactioncouncil.org](mailto:info@healthactioncouncil.org) or visit  
<https://healthactioncouncil.org/resources/toolkits>



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Health Action Council is a not-for-profit 501(c)(6) organization representing mid and large-size employers that works to improve human and economic health through thought leadership, innovative services, and collaboration. It provides value to its members by facilitating projects that improve the quality and moderate the cost of healthcare purchased by its members for their employees, dependents, and retirees.

Health Action Council also collaborates with key stakeholders, health plans, physicians, hospitals and the pharmaceutical industry to improve the quality and efficiency of healthcare in the community.

### LET'S KEEP THE CONVERSATION GOING!

[healthactioncouncil.org](https://healthactioncouncil.org) | 216.328.2200



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