

March 2021



## Spring into Immunization Communication Toolkit



### **Employers have a crucial role to play in immunizations!**

- Vaccination rates around the country have fallen sharply due to the COVID-19 pandemic, leaving many children unprotected.
- Fewer absences of employees whose children are vaccinated.
- Healthy kids are more likely to become healthy adults.

### **Activation tools and resources**

Resources to help you receive maximum results in the overhealth of your workforce.

## Healthy Kids Campaign

Health Action Council, in conjunction with UnitedHealthcare, CVS Health and the Ohio High School Athletic Association (OHSAA), launched the Healthy Kids Campaign, dedicated to promoting healthy kids and healthy families through five key preventive areas:

1. Childhood Immunization & Flu Vaccines
2. Well-Child Visits
3. Prevention of Teen Suicide
4. Dental Hygiene
5. Healthy Habits

In each of these areas, early action makes a DIFFERENCE in a child's health!

Promote child and family health by utilizing and downloading our free [Healthy Kids Social Media Toolkit!](#)

**Encouraging your employees to immunize their children sounds like a hard thing to do, however, it does not have to be. By implementing this immunization toolkit and following the four main steps below, you will 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 population.**

Understand which employees have children under the age of eighteen. Next, engage your diversity, equity, and inclusion professionals to connect with all demographics in your employee base, and conduct surveys to understand employees' attitudes toward their beliefs about immunizations. Spend time to understand the cultural beliefs that may dissuade these employees and their children from getting vaccinated. Finally, once you have a good understanding on your employee population, you will be able to properly share the following information with them.

### **2. Inform and educate.**

Use this toolkit to engage with your employees about the goals, safety, and benefits of immunizations. Communicate the latest information and be fully transparent in addressing employees' vaccine hesitations.

### **3. Provide resources.**

Health Action Council has supplied 24 clinically approved social media posts for your company to share on their social media accounts twice a month. Along with these, we have prepared a PowerPoint presentation, two newsletters and a flyer to help you communicate the importance of immunizations with your employees. We are confident that these resources will yield positive results in the overall health of your workforce.

## 4. Celebrate positive results.

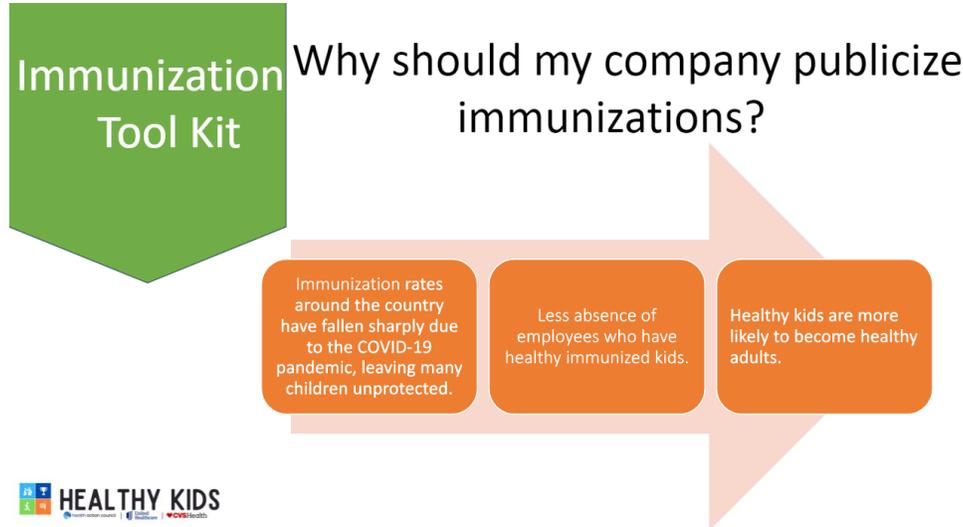
Once your employees respond positively to the campaign, be sure to recognize the challenges that come along with facilitating immunizations during times that are both convenient and feasible for them. You might consider providing childcare options or offering on-site vaccine clinics. Provide incentives to your employees through recognition and rewards programs such as catering healthy lunches for them each month.

### Activation Tools

#### PowerPoint Slide Deck:

**We have included a brief PowerPoint presentation to help explain the purpose and benefits of promoting a vaccine campaign.**

[https://healthactioncouncil.org/getmedia/1d70ed8f-2fd8-465c-9284-266993ad5dcc/Presentation\\_1](https://healthactioncouncil.org/getmedia/1d70ed8f-2fd8-465c-9284-266993ad5dcc/Presentation_1)



## Clinically Approved Flyers:

Post or attach these clinically approved flyers produced by The CDC somewhere you think your employees will see it and want to read it.

- <https://healthactioncouncil.org/getmedia/13c70853-83cc-491d-891f-5bc55bd192f2/Vaccine-flier-1>
- <https://healthactioncouncil.org/getmedia/24eda64b-087f-4c97-a855-23fbba04e793/vaccine-flier-2>
- <https://healthactioncouncil.org/getmedia/29e285e9-d164-4ac4-ac05-60791b8918b8/vaccine-flier-3>



**Outbreaks of whooping cough are happening across the United States.** This disease can cause your baby to have coughing fits, gasp for air, and turn blue from lack of oxygen. It can even be deadly. When you get the whooping cough vaccine (also called Tdap) during your third trimester, you'll pass antibodies to your baby. This will help keep him protected during his first few months of life, when he is most vulnerable to serious disease and complications.

**Talk to your doctor or midwife about the whooping cough vaccine.**



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

**Born with protection against whooping cough.**

[www.cdc.gov/whoopingcough](http://www.cdc.gov/whoopingcough)



American Academy of Pediatrics  
www.aap.org

American College of  
Obstetricians and Gynecologists  
www.acog.org



February 2015

**Newsletter:**

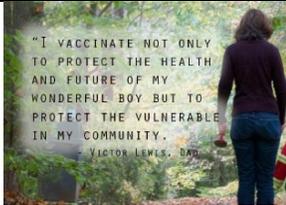
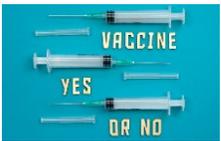
Here is an immunization campaign newsletter. Choose to either distribute it to your staff members or pull bits and pieces and create your own.

<https://healthactioncouncil.org/CMSPages/GetAzureFile.aspx?path=~\hea02\media\2021pdfs\vaccine-toolkit-newsletter-1.pdf&hash=234192b4d1435492b5e5c6ae9d320ed8e7fcb1b73f0ac7b8b3a1866edc6d0734>

**Social Media Posts:**

We have assembled two social media posts for each month with a graphic included for each as well. Click the photos below to download!

<p><b>January</b></p>	<p>@AAP How do #vaccineswork? Read about vaccine ingredients &amp; how they work together to protect against infection with this article <a href="https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Vaccine-Ingredients-Frequently-Asked-Questions.aspx">https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Vaccine-Ingredients-Frequently-Asked-Questions.aspx</a></p>		<p>@AAP Vaccines are much safer than the diseases they prevent. Learn the facts: <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Vaccines-And-Side-Effects-The-Facts.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Vaccines-And-Side-Effects-The-Facts.aspx</a></p>	
<p><b>February</b></p>	<p>@AAP Vaccines contain ingredients that help make them safer and more effective #vaccineswork. Check out these FAQ on vaccine ingredients: <a href="https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Vaccine-Ingredients-Frequently-Asked-Questions.aspx">https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Vaccine-Ingredients-Frequently-Asked-Questions.aspx</a></p>		<p>@AAP The immunization schedule often recommends several vaccines in the same visit. This is safe and effective. Read more on it here: <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Multiple-Vaccinations-at-One-Time.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Multiple-Vaccinations-at-One-Time.aspx</a></p>	

<p><b>March</b></p>	<p>Great info from @ChildrensPhila! Learn how vaccines protect your child from disease: <a href="http://www.chop.edu/centers-programs/vaccine-education-center/vaccine-ingredients#.Vuwxqz-KtuQ">http://www.chop.edu/centers-programs/vaccine-education-center/vaccine-ingredients#.Vuwxqz-KtuQ</a></p>		<p>Vaccines provide protection when your baby needs it most. Newborns are especially vulnerable to some diseases. Read along for more information: <a href="https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Why-I-Vaccinate-Parent-Testimonials.aspx">https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Why-I-Vaccinate-Parent-Testimonials.aspx</a></p>	
<p><b>April</b></p>	<p>Great info from @ChildrensPhila! Learn more about how vaccines protect your child from disease: <a href="http://www.chop.edu/centers-programs/vaccine-education-center/vaccine-ingredients#.Vuwxqz-KtuQ">http://www.chop.edu/centers-programs/vaccine-education-center/vaccine-ingredients#.Vuwxqz-KtuQ</a></p>		<p>#VaccinesWork: We now have vaccines to prevent against infection from 14 diseases in the first 2 years of life! Check them out here: <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Why-So-Many-Vaccinations.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Why-So-Many-Vaccinations.aspx</a></p>	
<p><b>May</b></p>	<p>@APP Vaccines are safe, vaccines are effective, #vaccineswork! Want to read more? <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/How-Safe-are-Vaccines.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/How-Safe-are-Vaccines.aspx</a></p>		<p>Immunizations have helped children stay healthy for more than 50 years. They are safe and they work! @APP shares this for more information <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Why-Immunize-Your-Child.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Why-Immunize-Your-Child.aspx</a></p>	
<p><b>June</b></p>	<p>@CDC Vaccines help prevent disease: The more people who are vaccinated, the less likely a disease is to spread. Learn about what would happen if people</p>		<p>@AAP Although some diseases may be rare in the US, they are still prevalent in other countries &amp; are a plane ride away. Check out this article on why your</p>	

	<p>stopped receiving vaccines:  <a href="http://www.cdc.gov/vaccines/vac-gen/whatifstop.htm">http://www.cdc.gov/vaccines/vac-gen/whatifstop.htm</a></p>		<p>child(ren) should get vaccinated:  <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Why-Immunize-Your-Child.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Why-Immunize-Your-Child.aspx</a></p>	
<p><b>July</b></p>	<p>Vaccines don't just protect you, they protect your entire community. @APP explains this is what would happen if we weren't protected!  <a href="http://www.cdc.gov/vaccines/vac-gen/whatifstop.htm">http://www.cdc.gov/vaccines/vac-gen/whatifstop.htm</a></p>		<p>Tips from @HealthyChildren on how to alleviate your child's anxiety while receiving a vaccine. Here is an article to help!  <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Managing-Your-Childs-Pain-While-Getting-a-Shot.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Managing-Your-Childs-Pain-While-Getting-a-Shot.aspx</a></p>	
<p><b>August</b></p>	<p>Parents can help comfort little ones before, during and after vaccines. @CAPublicHealth shares tips:  <a href="https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/Comfort-Measures.aspx">https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/Comfort-Measures.aspx</a></p>		<p>Is your child behind on immunizations? It's never too late to catch up! Click here to learn what to do if your child missed a vaccine dose:  <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Missed-Vaccinations.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Missed-Vaccinations.aspx</a></p>	
<p><b>September</b></p>	<p>Questions about vaccines? @ChildrensPhila has answers. Here is information to answer questions you may have:  <a href="http://www.chop.edu/service/vaccine-education-center/vaccine-safety/">http://www.chop.edu/service/vaccine-education-center/vaccine-safety/</a></p>		<p>Is your child up-to-date on vaccinations? Check out @healthychildren's easy-to-read immunization schedule  <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Recommended-Immunization-Schedules.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Recommended-Immunization-Schedules.aspx</a></p>	

<p><b>October</b></p>	<p>"Don't forget another immunization again." Keep track with Beimmunized. Check out their immunization tracker here: <a href="https://www.beimmunized.com/">https://www.beimmunized.com/</a></p>		<p>Did you know your pre-teen needs immunizations too? At ages 11-12 your child should be vaccinated against 4 diseases. Check out what the @AAP says those vaccines are: <a href="https://www.healthychildren.org/English/news/Pages/AAP-Urges-Improvement-in-Teen-Vaccination-Rates.aspx">https://www.healthychildren.org/English/news/Pages/AAP-Urges-Improvement-in-Teen-Vaccination-Rates.aspx</a></p>	
<p><b>November</b></p>	<p>Your baby needs all of the recommended vaccines even when you are breastfeeding. Learn more from: <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Immunization-and-Breastfeeding.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Immunization-and-Breastfeeding.aspx</a></p>		<p>@APP Questions about the vaccine schedule? Get them answered here: <a href="http://www.chop.edu/service/vaccine-education-center/vaccine-schedule/vaccine-schedule-qa.html">http://www.chop.edu/service/vaccine-education-center/vaccine-schedule/vaccine-schedule-qa.html</a></p>	
<p><b>December</b></p>	<p>@AAP If your child's immune system is weakened, your pediatrician may recommend some vaccines but not others. Learn more about what those vaccines are here: <a href="http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Weakened-Immune-Systems.aspx">http://www.healthychildren.org/English/safety-prevention/immunizations/pages/Weakened-Immune-Systems.aspx</a></p>		<p>Immunizations are one of the success stories of modern medicine. Learn more about vaccines via @HealthyChildren : <a href="https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/default.aspx">https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/default.aspx</a></p>	

## Additional Resources:

**Health Action Council-** <https://healthactioncouncil.org/>

**CDC Website-** <https://www.cdc.gov/>

**American Academy of Pediatrics Website-** <https://www.aap.org/>

**Healthy Children Website-** <https://www.healthychildren.org/>

**Children's Hospital of Philadelphia-** <https://www.chop.edu/>

**California Department of Public Health-** <https://www.cdph.ca.gov/>

## Thank you for doing your part!



# HEALTHY KIDS

health action council | United Healthcare | CVSHealth

Health Action Council is a not-for-profit 501(c)(6) organization representing mid and large-size employers that enhances 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.