

Preteens, Teens & Vaccines Awareness Toolkit

Strive 5 for Vaccines

Meningococcal (MCV)

Protects against bacteria, which can lead to brain damage (2 doses)

Human Papillomavirus (HPV)

Protects against the most common types of HPV, which could cause disease and many types of cancer (3 doses)

Varicella

Protects against chickenpox, which can lead to skin infection, scars and pneumonia (2 doses)

Influenza (flu)

Protects against flu, which can lead to pneumonia (1 dose annually)

Tdap

Booster dose protects against tetanus, diphtheria and pertussis (whooping cough) (1 dose)

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Background

Immunizations are the most successful and cost-effective public health tools for preventing disease and death. The Missouri Department of Health and Senior Services' Bureau of Immunization Assessment and Assurance is promoting Preteens, Teens & Vaccines (PTV) awareness. This promotion is designed to raise awareness of the importance of preteen and teen vaccinations.

The Bureau of Immunization Assessment and Assurance (BIAA) is providing this awareness toolkit to promote and support preteen and teen immunizations through community outreach activities. We encourage coalitions, health care professionals and medical providers, local public health agencies and schools to initiate, sponsor and participate in Preteens, Teens & Vaccine Awareness events throughout the state.

Immunization rates for preteens and teens aged 11 to 18 years in the United States are far below national goals, leaving many young people unprotected against several serious but preventable diseases. While you can't protect preteens and teens from everything, you can protect them from vaccine-preventable diseases.

Overview

Help preteens and teens stay healthy for a good start to adulthood. As children get older, protection from some childhood vaccines begin to wear off. Every health care visit is a good time to check preteens and teens immunization records for Tdap (tetanus, diphtheria and pertussis), meningococcal, human papillomavirus vaccines and a second dose of varicella vaccine. All children, six months and older, including preteens and teens, should get the flu vaccine every year. Preteens and teens should also get the following immunizations if they missed them during childhood: hepatitis B, measles-mumps-rubella (MMR), polio and hepatitis A.

Recommended vaccines help prevent serious, sometimes life-threatening illnesses. Vaccines are extensively studied and are safe and effective. Mild side effects, such as redness and soreness at the injection site, may occur. These vaccines are recommended by the Advisory Committee on Immunization Practices (ACIP), American Academy of Pediatrics (AAP), the American Academy of Family Physicians (AAFP) and the Centers for Disease Control and Prevention (CDC). Vaccines aren't just for infants!



Key Points

- A broad approach is necessary to increase immunization coverage rates.
- As children get older, immunity (protection) from some childhood vaccines begins to wear off.
- Assistance may be available for vaccinations.
- Preteen and teen immunization rates are increasing, however they are still low.
- There are vaccines specifically recommended for preteen and teens.
- Use every visit as an opportunity to immunize; well child check-ups and camp, sports and travel physicals.
- Vaccines are required for preteen and teen to attend school.
- Vaccines are safe and effective.
- Vaccines prevent serious morbidity and mortality.
- Vaccines protect everyone.

Goals

- Encourage counties and public health partners to plan one activity to highlight the importance and benefits of immunizations.
- Encourage increased communication between parents, caregivers, patients and their health care provider regarding vaccines.
- Focus on the necessity of school-age children being up-to-date on vaccinations prior to the start of the current school year.
- Help preteens and teens stay healthy for a good start to adulthood.
- Increase awareness of the recommendations for preteen and teen vaccines.
- Increase the immunization coverage rates of preteens and teens in Missouri.
- Inform parents and caregivers about the importance of immunizations in protecting their preteen, teen and others against vaccine-preventable diseases, with an emphasis on vaccine education.
- Promote all ACIP recommended vaccinations for preteen and teen.
- Promote consistent and proper education of current vaccines.

Objectives

- Create opportunities for local organizations and agencies to work together.
- Provide health care professionals, medical providers and schools with educational resources to facilitate efforts to improve preteen and teen immunizations.
- Work with local public health agencies, coalitions and other immunization partners to develop and implement local communication strategies to increase awareness of the importance of preteen and teen vaccinations and improve coverage rates.



Talking Points

- Vaccine-preventable diseases haven't gone away. The viruses and bacteria that cause infectious illnesses and deaths still exist and can be passed on to people who are not vaccinated. For instance, preteens and teens who were vaccinated in early childhood, but whose immunity has waned, are common transmitters of the pertussis infection to infants.
- Vaccines help keep people healthy. The CDC recommends vaccinations from birth through adulthood to provide a lifetime of protection. The preteen and teen years are an important time to be vaccinated for protection from diseases such as meningitis, whooping cough, influenza and HPV (a virus that causes cancer). Yet many preteens and teens are not vaccinated as recommended, leaving them vulnerable to illness, suffering and possibly death.
- Vaccines are as important for good health as eating right and exercise. Like eating healthy foods, being active and getting regular check-ups, vaccines play a vital role keeping all of us, including preteens and teens, healthy. Immunizations are one of the simplest, safest and most convenient preventive care measures available.
- Vaccines can mean the difference between life and death. Vaccine-preventable diseases can be deadly. For example, meningococcal illness can spread quickly, killing an otherwise healthy preteen or teen in 48 hours.
- Vaccines are safe and effective. Vaccines are among the safest medical products available and can prevent suffering and costs associated with infectious diseases. The potential risks associated with the diseases that vaccines prevent are much greater than the potential risks from the vaccines themselves.
- Vaccines do not cause the diseases they are designed to prevent. People cannot "catch" the disease from the vaccine. Some vaccines contain "killed" viruses and it is impossible to get the disease from them.
- Young and healthy people can get very sick, too. While infants and the elderly are usually at greater risk for serious illnesses and complications, vaccine-preventable diseases can strike anyone.
- Stay healthy by preventing disease in the first place. This is a great time to check that earlier immunizations from infancy and childhood are up-to-date and to find out about the vaccines specifically recommended for preteens and teens.



- Vaccine-preventable diseases are expensive. Diseases not only have a direct impact on individuals and their families, but also carry a high price tag for society as a whole, exceeding \$10 billion per year in direct medical costs and indirect societal costs. Vaccines can lower costs. For example, U.S. medical costs associated with chickenpox dropped from \$85 million to \$22 million after immunization was introduced.
- When preteens and teens get sick, those around them, including friends, babies, adults and grandparents can get sick, too. In general, vaccine-preventable diseases are more serious for the very young and the very old. Getting immunized protects individuals, their family and friends. Everyone deserves the opportunity to have a healthy life and future. Getting all preteen and teen vaccines is a good start for a healthy adulthood.



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School Requirements

- All students must present documentation of up-to-date immunization status, including month, day, and year of each immunization before attending school.
- The Advisory Committee on Immunization Practices allows a 4-day grace period. Students in all grade levels may receive immunizations up to four days before the due date.
- For children beginning kindergarten during or after the 2003-04 school year, required immunizations should be administered according to the current Advisory Committee on Immunization Practices Schedule, including all spacing, (<http://www.cdc.gov/vaccines/schedules/index.html>).
- To remain in school, students "in progress" must have an Immunization In Progress form (Imm.P.14), which includes the appointment date for needed immunizations, on file and must receive immunizations as soon as they become due. <http://www.cdc.gov/vaccines/schedules/index.html>

In progress means that a child has begun the vaccine series and has an appointment for the next dose. This appointment must be kept and an updated record provided to the school. If the appointment is not kept, the child is no longer in progress and is noncompliant. (i.e., Hep B vaccine series was started but the child is not yet eligible to receive the next dose in the series.)

- Religious (Imm.P.11A) and Medical (Imm.P.12) exemptions are allowed. The appropriate exemption card must be on file. Unimmunized children are subject to exclusion from school when outbreaks of vaccine-preventable diseases occur.

Vaccines Required for School Attendance	Doses Required by Grade												
	K	1	2	3	4	5	6	7	8	9	10	11	12
DTaP/DTP/DT ¹	4+	4+	4+	4+	4+	4+	4+	4+	4+	4+	4+	4+	4+
Tdap ²									1	1	1	1	1
IPV (Polio) ³	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+
MMR ⁴	2	2	2	2	2	2	2	2	2	2	2	2	2
Hepatitis B	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+	3+
Varicella ⁵	2	2	2	2	2	2	1	1	1	1	1	No doses required, however vaccination is highly recommended	

- Last dose on or after the fourth birthday and the last dose of pediatric pertussis before the seventh birthday. **Maximum needed:** six doses.
- 8-12 Grades:** Tdap, which contains pertussis vaccine, is required. **If a student received a Tdap, the student is up-to-date. Tdap is currently licensed for one dose only; an additional dose is not needed.**
- Kindergarten-5 Grade:** Last dose must be administered on or after the fourth birthday. The interval between the next-to-last and last dose should be at least six months.
6-12 Grades: Last dose on or after the fourth birthday. If all four doses are administered appropriately and received prior to the fourth birthday, an additional dose is **not** needed. Any combination of four doses of IPV and OPV by four-six years of age constitutes a complete series. **Maximum needed:** four doses.
- First dose must be given on or after twelve months of age.
- First dose must be given on or after twelve months of age.

Kindergarten-5 Grade: As satisfactory evidence of disease, a licensed health care provider may sign and place on file with the school a written statement documenting the month and year of previous varicella (chickenpox) disease.

6-10 Grades: As satisfactory evidence of disease, a parent/guardian or MD or DO may sign and place on file with the school a written statement documenting the month and year of previous varicella (chickenpox) disease.



Suggested Activities

Every individual and community, large and small, can take an active role in the reduction and prevention of vaccine-preventable diseases and in celebrating Preteens, Teens & Vaccines Awareness. Empower your community by bringing together local groups, organizations, school nurses, businesses, hospitals, faith-based organizations, health care professionals and medical providers, coalitions, local public health agencies, political leaders and the media to plan local Preteens, Teens & Vaccine campaign activities. Below are a few ways in which you and your community can participate:

Coalitions

- ❑ **Ask local businesses that have phone systems with on hold capability to place Preteens, Teens & Vaccines on hold messages to inform customers of the importance of preteen and teen vaccines.**

(See page 21 for sample on hold scripts.)

- ❑ **Email or mail the American Academy of Pediatrics' Strategies for Increasing Coverage Rates to local health care professionals and medical providers, school nurses and other community organizations that serve youth to provide evidence-based strategies on increasing preteen and teen immunization coverage.**

(Visit www2.aap.org/immunization/pediatricians/pdf/TopStrategiesforIncreasingCoverage.pdf for a copy of the strategies.)

- ❑ **Encourage immunization staff and coalition members to change their email signature blocks.** They can include Preteens, Teens & Vaccines Awareness information.

(Example: Strive for 5 vaccines! Help preteens and teens stay healthy for a good start to adulthood.)

- ❑ **Place public service announcement(s) on local radio channels on the importance of preteen and teen vaccines.**

(See page 13 for sample public service announcement scripts.)

- ❑ **Reach out to local media outlets.** Send a news release to local newspapers and magazines. Inform media about Preteens, Teens & Vaccines Awareness campaign.

(See page 14 for a sample news release.)

- ❑ **Reach out to local pharmacies and ask them to order and place the Preteens, Teens & Vaccines tip card in the pharmacy bags.**

(Order tip cards at health.mo.gov/immunizations/orderform2.php.)



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- ❑ **Remind local health care professionals and medical providers to use every visit as an opportunity to vaccinate;** well child check-ups and camp, sports and travel physicals!
- ❑ **Seek an “Immunization Champion” in your county to write an article for your local newsletter.** Educate health care professionals and medical providers on the Tdap immunization requirement for 8th grade and the importance of meningococcal, human papillomavirus vaccines and a second dose of varicella vaccine. All children, six months and older, including preteens and teens, should get the flu vaccine every year.
- ❑ **Share the Bureau of Immunization Assessment and Assurance’s Emessages with local churches, synagogues, mosques or other faith-based organizations.**
(Emessages can be found at health.mo.gov/immunizations/emessages.php.)
- ❑ **Update your web site!** Post Preteens, Teens & Vaccines Awareness information on your web site, list preteen and teen vaccines.
(Link to health.mo.gov/immunizations.)

Health Care Professionals and Medical Providers

- ❑ **Create a preteen and teen immunization display in your lobby or waiting room.** Make sure to leave copies of fact sheets with information parents can take home and review.
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)
- ❑ **Encourage immunization staff to change their email signature blocks.** They can include Preteens, Teens & Vaccines Awareness information.
(Example: Strive for 5 vaccines! Help preteens and teens stay healthy for a good start to adulthood.)
- ❑ **Implement strategies from the American Academy of Pediatrics’ Strategies for Increasing Coverage Rates.** These evidence-based strategies will help your facility in increasing preteen and teen immunization coverage.
(Visit www2.aap.org/immunization/pediatricians/pdf/TopStrategiesforIncreasingCoverage.pdf for a copy of the strategies.)
- ❑ **Post preteen and teen vaccine messages on a digital or scrolling billboard.**
(Example: Strive for 5 vaccines! Help preteens and teens stay healthy for a good start to adulthood.)
- ❑ **Remind all staff to use every visit as an opportunity to vaccinate;** well child check-ups and camp, sports and travel physicals!



- ❑ **Seek an “Immunization Champion” in your facility to write an article for your local physician newsletter or local listserv.** Educate other health care professionals and medical providers on the Tdap immunization requirement for 8th grade and the importance of meningococcal, human papillomavirus vaccines and a second dose of varicella vaccine. All children, six months and older, including preteens and teens, should get the flu vaccine every year.
- ❑ **Update your web site!** Post Preteens, Teens & Vaccines Awareness information on your web site, list preteen and teen vaccine activities and vaccine clinic hours of operation on your web site.
- ❑ **Use Preteens, Teens & Vaccines specific on hold messages to inform callers of the importance of preteen and teen vaccines.**
(See page 21 for sample on hold scripts.)
- ❑ **Use reminder recall postcards and/or phone calls to remind parents of the needed vaccinations at 11-12 years old.**
(Order reminder recall postcards at health.mo.gov/immunizations/orderform2.php.)
- ❑ **Use social media.** Promote key preteen and teen immunization messages and the Tdap requirement for 8th grade entry. Facebook, Twitter and Instagram are popular with preteens and teens.
(See page 17 for sample social messages.)

Local Public Health Agencies

- ❑ **Arrange for your mayor or county commissioner to sign a proclamation for Preteens, Teens & Vaccines Awareness.**
(See page 16 for a sample proclamation.)
- ❑ **Ask local businesses that have phone systems with on hold capability to place Preteens, Teens & Vaccines on hold messages to inform customers of the importance of preteen and teen vaccines.**
(See page 21 for sample on hold scripts.)
- ❑ **Create a preteen and teen immunization display in your lobby or waiting room.** Make sure to leave copies of fact sheets with information parents can take home and review.
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)



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- ❑ **Distribute fact sheets, bookmarks and tip cards to local youth organizations** (e.g., Girl Scouts, Boy Scouts, Boys and Girls Clubs, 4-H Clubs, Little Leagues or YMCA).
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)

- ❑ **Email or mail the American Academy of Pediatrics' Strategies for Increasing Coverage Rates to local health care professionals and medical providers, school nurses, coalition members and community organizations that serve youth to provide evidence-based strategies on increasing preteen and teen immunization coverage.**
(Visit www2.aap.org/immunization/pediatricians/pdf/TopStrategiesforIncreasingCoverage.pdf for a copy of the strategies.)

- ❑ **Encourage immunization staff to change their email signature blocks.** They can include Preteens, Teens & Vaccines Awareness information.
(Example: Strive for 5 vaccines! Help preteens and teens stay healthy for a good start to adulthood.)

- ❑ **Encourage schools and health care professionals and medical providers to use reminder recall postcards and/or phone calls to remind parents of the needed vaccinations at 11-12 years old.** Use them at your clinic also!
(Order reminder recall postcards at health.mo.gov/immunizations/orderform2.php.)

- ❑ **Encourage schools to attach the 8th grade fact sheet to report cards or an important mailing.**
(Order the eighth grade fact sheet at health.mo.gov/immunizations/orderform2.php.)

- ❑ **Encourage your administrator to send the school superintendents a letter.** The letter should highlight the school immunization law and requirements, promote preteen and teen doctor visits and outline the local public health agency's role in supporting the schools.

- ❑ **Invite school librarians, county libraries and local bookstores to display Preteens, Teens & Vaccines Awareness materials.** Libraries and bookstores can display the fact sheets, the Preteens, Teens & Vaccines poster as well as distribute Preteens, Teens & Vaccines bookmarks to promote preteen and teen vaccinations. They can also have a list of adolescent health books available for those who need more information.
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)



Preteens, Teens & Vaccines Awareness Toolkit

- ❑ **Invite schools to place Preteens, Teens & Vaccines information in school publications and on the web site.** Schools can post information about the Tdap immunization requirement for 8th grade and the importance of meningococcal, human papillomavirus vaccines and a second dose of varicella vaccine. All children, six months and older, including preteens and teens, should get the flu vaccine every year. Ask them to link to your web site for specific clinic hours and vaccine information.

- ❑ **Mail letters to health care professionals and medical providers and encourage them to order Preteens, Teens & Vaccines educational resources for their facilities from the Bureau of Immunization Assessment and Assurance web site.** Be sure to include the web link.
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)

- ❑ **Partner with school nurses and other community providers to share information and distribute relevant resources.** Discuss Tdap requirement for all incoming 8th grade students and the importance of meningococcal, human papillomavirus vaccines and a second dose of varicella vaccine. All children, six months and older, including preteens and teens, should get the flu vaccine every year.
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)

- ❑ **Place public service announcement(s) on local radio channels on the importance of preteen and teen vaccines.**
(See page 13 for sample public service announcement scripts.)

- ❑ **Post preteen and teen vaccine messages on a digital or scrolling billboard.**
(Example: Strive for 5 vaccines! Help preteens and teens stay healthy for a good start to adulthood.)

- ❑ **Reach out to local media outlets.** Send a news release to local newspapers and magazines. Inform media about Preteens, Teens & Vaccines awareness campaign and provide information about your clinics, extended hours, etc. in your articles.
(See page 14 for a sample news release.)

- ❑ **Reach out to local pharmacies and ask them to order and place the Preteens, Teens & Vaccines tip card in pharmacy bags.**
(Order tip cards at health.mo.gov/immunizations/orderform2.php.)



Preteens, Teens & Vaccines Awareness Toolkit

- ❑ **Seek an “Immunization Champion” in your county to write an article for your local physician newsletter or local listserv.** Educate health care professionals and medical providers on the Tdap immunization requirement for 8th grade and the importance of meningococcal, human papillomavirus vaccines and a second dose of varicella vaccine. All children, six months and older, including preteens and teens, should get the flu vaccine every year.
- ❑ **Share Preteens, Teens & Vaccines resources with your county.** Email Preteens, Teens & Vaccines Awareness resources and links to local health care professionals and medical providers, school nurses, coalition members and community organizations that serve youth. Be sure to introduce Preteens, Teens & Vaccines Awareness and share relevant resources.
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)
- ❑ **Share the Bureau of Immunization Assessment and Assurance’s Emessages with local churches, synagogues, mosques or other faith-based organizations.**
(Emessages can be found at health.mo.gov/immunizations/emessages.php.)
- ❑ **Update your web site!** Post Preteens, Teens & Vaccines Awareness information on your web site, list preteen and teen vaccine activities and vaccine clinic hours of operation on your web site.
- ❑ **Use social media.** Promote key preteen and teen immunization messages and the Tdap requirement for 8th grade entry. Facebook, Twitter and Instagram are popular with preteens and teens.
(See page 17 for sample social media messages.)

Schools

- ❑ **Add preteen and teen vaccine message to a daily school announcement.**
(Example: Strive for 5 vaccines! Help preteens and teens stay healthy for a good start to adulthood.)
- ❑ **Attach the 8th grade fact sheet to report cards or an important mailing.**
(Order the eighth grade fact sheet at health.mo.gov/immunizations/orderform2.php.)
- ❑ **Create a preteen and teen immunization display in the cafeteria area, nurse’s office and library.** The library can display the fact sheets, the Preteens, Teens & Vaccines poster as well as distribute Preteens, Teens & Vaccines bookmarks to promote preteen and teen vaccinations. They can also have a list of adolescent health books available for those who need more information.
(Order educational resources at health.mo.gov/immunizations/orderform2.php.)



- ❑ **Invite students to interview vaccine-preventable disease survivors in their family and/or community and produce a short video or written story on how the survivor's lives were affected. Share these stories with classmates during a designated time.**

- ❑ **Place Preteens, Teens & Vaccines information in school publications and on the web site.** Post information about the Tdap immunization requirement for 8th grade, the importance of meningococcal, human papillomavirus vaccines and a second dose of varicella vaccine. All children, six months and older, including preteens and teens, should get the flu vaccine every year. Link to the local public health agency web site for specific clinic hours and vaccine information.

- ❑ **Post preteen and teen vaccine messages on a digital or scrolling billboard.**
(Example: Strive for 5 vaccines! Help preteens and teens stay healthy for a good start to adulthood.)

- ❑ **Update your web site!** Post Preteens, Teens & Vaccines Awareness information on your web site, list preteen and teen vaccine activities.



Sample Radio Public Service Announcements

30-second PSA (To be recorded by a female)

Peer pressure, acne and a broken heart, as a mom of a preteen, there are some things you can't always prevent. However, I do know this, one thing we can do is protect kids from some serious diseases by getting them vaccinated. When I heard there were recommended vaccines for my preteen, I called the doctor right away.

Parents, immunizations can help your kids grow up healthy and happy. Schedule your 11 or 12 year old a doctor visit today.

This message is brought to you by the Missouri Department of Health and Senior Services in partnership with the Centers for Disease Control and Prevention.

30-second PSA (To be recorded by a female physician)

As a doctor, it's my job to remind parents that preteens and teens need vaccinations too. Staying organized at work is one thing, but as a mom of a preteen and a teen, it's tough to keep up with school, sports, drama, everything. With so much going on, I made it a priority to protect my daughter and my son. Next time you take your kids to the doctor or nurse, ask if your preteen or teen needs any vaccines to protect them against serious diseases.

Parents, immunizations can help your kids grow up healthy and happy. Schedule your 11 or 12 year old a doctor visit today.

This message is brought to you by the Missouri Department of Health and Senior Services in partnership with the Centers for Disease Control and Prevention.



Sample News Release
December ##, 2014

FOR IMMEDIATE RELEASE

Contact:
[Name, Title]
[Name of Organization]
[Telephone Number]
[E-mail Address]

Immunizations Are Encouraged During Preteens, Teens & Vaccines Awareness

[City] – Immunizations are an important aspect of preventive medicine and are appropriate for people of all ages. Despite the availability of safe and effective vaccines, cases of vaccine-preventable diseases continue to occur in Missouri annually.

The [Name of Organization] is joining with the Missouri Department of Health and Senior Services' Bureau of Immunization Assessment and Assurance in observing Preteens, Teens & Vaccines Awareness this December. This year's campaign reminds adolescents living in Missouri about the importance of immunization. Preteens, Teens & Vaccines campaign activities include [briefly highlight your local activities here].

Immunizations are one of the most significant public health achievements of the 20th century. Vaccines have eradicated smallpox, eliminated wild poliovirus in the United States and significantly reduced the number of cases of measles, diphtheria, rubella, pertussis and other diseases. Despite these efforts, people in the United States still die from these and other vaccine-preventable diseases every year.

Vaccines offer safe and effective protection from infectious diseases. By staying up-to-date on the recommended vaccinations, individuals can protect themselves, their families and their communities from serious, life-threatening illnesses.

Vaccinations are recommended during the preteen and teen years, and, for certain vaccines, booster immunizations are recommended throughout life. Vaccinations are also recommended for certain diseases that may be encountered when traveling outside of the United States.

In conjunction with with the Missouri Department of Health and Senior Services, [Name of Organization] encourages everyone to learn more about the recommended vaccinations. Protect yourself, your family and your community.

For more information on immunization across the lifespan, contact [Name of Organization] at [Telephone Number], [E-mail Address].

For general immunization information, visit the Bureau of Immunization Assessment and Assurance web site at www.health.mo.gov/immunizations.

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Sample Parent Flyer

8th Grade Immunizations



Tdap is Required for 8th Grade in any Missouri School

Tdap (1 dose)

Protects against diphtheria, tetanus and pertussis.

- *Tetanus* - causes severe tightening of muscles, which can limit swallowing and breathing.
- *Diphtheria* - a throat infection that can lead to breathing problems, paralysis and death.
- *Pertussis* - (whooping cough) a contagious disease that causes violent coughing and makes it hard to breathe.

Other Recommended Vaccines

Varicella (2 doses)

Protects against chicken pox that can cause fever and an itchy rash. Can lead to skin infection, scars and pneumonia.

Meningococcal (2 doses)

Protects against bacteria spread through coughing, sneezing, kissing or sharing anything by mouth. Can lead to brain damage, loss of hearing or loss of limbs and even death.

Influenza (1 dose annually)

Protects against flu that causes fever, tiredness, cough and runny nose. Can lead to pneumonia.

Human Papillomavirus (HPV) (3 doses)

Protects females and males against the most common types of HPV that could cause genital warts, cervical cancer and anal cancer.

Vaccines for Children

Children may be eligible to receive free vaccines through the Vaccines for Children program before their 19th birthday.

Contact the Missouri Department of Health and Senior Services or your local public health agency to find out if your child is eligible.

Vaccines aren't just for infants!



Sample Proclamation

Preteens, Teens & Vaccines Awareness December 2014

WHEREAS preteens and teens suffer from vaccine-preventable diseases or their complications; and

WHEREAS the burden of vaccine-preventable disease occurs in Missouri among people of all cultures, races, ethnic and societal groups; and

WHEREAS safe and effective vaccines are readily available to protect against disease, disability and death from communicable diseases, including diphtheria, hepatitis A, hepatitis B, human papillomavirus, influenza, measles, meningitis, mumps, pertussis, pneumococcal disease, polio, rubella, tetanus and varicella; and

WHEREAS every December the Preteens, Teens & Vaccines Awareness is devoted to increasing public knowledge, acceptance and use of vaccines to protect preteens and teens against serious, life-threatening diseases; and

WHEREAS the annual observance of Preteens, Teens & Vaccines Awareness is intended to increase knowledge and understanding of vaccine-preventable diseases and their prevention at local, state and national levels.

Now, therefore, be it proclaimed that I, **[Elected Official]**, as **[Title]** of the **[city/county/state]** do hereby proclaim December as Preteens, Teens & Vaccines Awareness in **[city/county/state]**. I urge parents, young people and adults to make sure that they and their loved ones are up-to-date on their vaccinations. Being up-to-date protects them, their families and our community from preventable diseases.

Given at **[location]**, this **[day]** of **[month]**, 2014.



Sample Social Media Messages

Tdap

Twitter Tweets

Preteens need #Tdap to stay healthy. Is your preteen up-to-date?
www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf.

If your child missed their #Tdap booster at 11-12 years, it is not too late. Get the Tdap booster.

www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf.

Students, moving on to the 8th grade? Check out what vaccinations you need to stay healthy.

www.health.mo.gov/living/wellness/immunizations/pdf/48.pdf.

Missouri students, grades 8-12 need one #Tdap immunization. Check out the school requirements at www.health.mo.gov/living/wellness/immunizations/schoolrequirements.php.

Pertussis is highly contagious. Do you know the symptoms? Get your #Tdap booster.

www.health.mo.gov/living/wellness/immunizations/pdf/735.pdf.

Facebook Status Updates

Your babies grew up but they didn't outgrow their need for protection from pertussis disease.

Your 11-12 year old needs a booster dose of Tdap vaccine. Get details at

www.health.mo.gov/living/wellness/immunizations/pdf/735.pdf.

Is your student moving on to 8th grade? All Missouri 8th grade students need a booster dose of Tdap to go to school. This is a good time to get updated on all preteen vaccines. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/48.pdf.

Preteens and teens like outdoor activities: rock climbing, football, horse riding, bike riding and more. Sometimes these activities have unexpected scrapes and wounds contaminated with dirt. Tdap will protect the preteen/teen from tetanus infection.

www.cdc.gov/tetanus/about/index.html

If a preteen missed the Tdap vaccine when they were 11-12 years of age, it is not too late. The teen should still get the Tdap immunization and enjoy protection from the diseases of tetanus, diphtheria and pertussis.

www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf



General

Twitter Tweets

Be ready and get your booster #immunizations. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/48.pdf.

Stay in the game of your favorite sport. At your sports physical get up-to-date with your #vaccinations. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf.

Do you know what #vaccinations are required for your preteen/teen to attend school? Get details at www.health.mo.gov/immunizations.

Protect your preteens and teens tomorrows today. Get them #vaccinated! Get details at www.health.mo.gov/immunizations.

Missouri schools want your preteens and teens to have a healthy learning community. Get your 8th -12th graders' required school #immunizations. Get details at www.health.mo.gov/immunizations.

Facebook Status Updates

Preteens and teens stay active and healthy by getting the recommended vaccines: Tdap booster, meningitis, varicella, annual flu shot and the HPV vaccine series to prevent certain cancers.

Every day your preteen and teen becomes more independent. Help them understand their health needs for the future, starting with them being fully vaccinated. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf.

Preteens and teens have a busy lifestyle. Timing is everything. Sports, camp or travel physicals, minor injury exams and well checks. Don't miss the chance to get your preteen and teen up-to-date with immunizations.

Does your preteen and teen need vaccines? Are you worried about paying for the needed vaccines? Your preteen and teen may qualify. Get details at www.health.mo.gov/immunizations.

Why do preteens and teens need more vaccines? #1: Tdap boosts protection that has weakened, #2 meningococcal protects them from disease that is spread by increased lifestyle risks and #3 HPV vaccine offers protection from certain cancers and genital warts.



Meningococcal

Twitter Tweets

Save a life! Do you know the symptoms of #meningococcal disease? Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Take 5 minutes to remind yourself of the symptoms of #meningitis. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Preteens share drinks, food and kisses. Reduce the risk of #meningitis and get your preteen vaccinated. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Start the conversation with your health care professional or medical provider about getting vaccinated against meningococcal disease. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Age 11-12- get your 1st dose of meningococcal vaccine. Get your booster dose at age 16. Don't risk getting #meningitis. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Roses are red, violets are blue, I got my #meningitis vaccination, how about you? Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Facebook Status Updates

Meningitis is too dangerous to ignore and possible to prevent. Know the symptoms of meningococcal disease, as early symptoms can be mistaken for flu. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Preteens and teens share- that is just what they do. They share drinks, food, lip gloss and kisses. Sharing puts them at higher risk for meningococcal disease. Get vaccinated against meningococcal disease. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/MCVFactSheet.pdf.

Sports physicals are a good time to ask your health care professional or medical provider about meningococcal disease. Did my 11-12 year old have their first meningococcal vaccination? Does my 16 year old need a booster dose meningococcal vaccine? Check the immunization schedule at www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf.

Preteens and teens think they are invincible. You know they are not. Don't risk your preteen or teen getting meningococcal disease. Get them vaccinated- 1st vaccine at 11-12 years and follow-up with a booster dose at age 16. www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf.



Human Papillomavirus

Twitter Tweets

There is a strong weapon to prevent several types of cancer in preteens and teens: #HPV vaccine. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

#HPV vaccine is a 3 dose immunization series. The series is started at ages 11-12. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

#HPV infection is the number 1 risk factor for cervical cancer. Protect your daughter from this cancer with 3 doses of HPV vaccine. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

Two types of #HPV cause 90% of cases of genital warts. Protect your sons from genital warts with 3 doses of HPV vaccine. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

#HPV-human pap-il-lo-ma-vi-rus. What is it? How do I protect my preteen & teen? Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

Facebook Status Updates

You protect your preteen and teen's laptop and tablet with antivirus software. Think of HPV vaccine as antivirus against some certain future cancers. Have your son & daughter vaccinated with 3 doses HPV vaccine. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

The immune response to HPV vaccine is better in preteen age. This can mean better protection in the future against cancer for 11 & 12 year old girls and boys. Protect your preteen with 3 doses of HPV vaccine before they become sexually active. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

Human papillomavirus (pap-ah-LO-mah-VYE-rus)(HPV), hard to pronounce, easy to get from a partner. HPV can cause serious health problems, including genital warts and certain cancers. Protect your preteen/teen with 3 doses HPV vaccine. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.

Human Papillomavirus (HPV) is a common virus. HPV can cause genital warts, certain types of cancer. It is recommended that 11-12 year olds, both girls and boys, get 3 doses of HPV vaccine. With immunization, good health can last a lifetime. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/ImmunizationSchedule7-18.pdf.

Preteens and teens are risk takers. HPV is a health risk that can cause serious disease for the preteen and teen now and in their future. Help your preteen and teen understand their health needs. Share the importance of getting vaccinated against HPV. Get details at www.health.mo.gov/living/wellness/immunizations/pdf/717.pdf.



Sample On Hold Messages

- Vaccines aren't just for infants. Immunizing your preteen and teen is one important way to protect their health now and for the years ahead. All Missouri students in eighth through twelfth grade must have one Tdap immunization to attend school. It is recommended that all 11 and 12 year olds receive the meningococcal and human papillomavirus vaccines as well as a second dose of varicella. Be sure your preteen and teen get their annual flu shot. Help preteens and teens stay healthy for a good start to adulthood.
- Everyday preteens and teens try something new on their own. You can help them make smart health choices for the future. Start by having your preteen and teen fully vaccinated. All 11 and 12 year olds should have a Tdap booster, meningococcal and human papillomavirus vaccines as well as a second dose of varicella. Don't forget the flu vaccine every year. Help preteens and teens stay healthy for a good start to adulthood.
- Choices preteens and teens make today can affect them throughout their lifetime. Help your preteen and teen make smart choices for the future and get them vaccinated. Vaccines help protect them from serious diseases. All 11 and 12 year olds need a Tdap booster to protect them from whooping cough. They need meningococcal vaccine to protect them from a disease that can infect their brain and spinal column. The three dose series of HPV vaccine protects them from genital warts and certain cancers. Every year flu virus infects people of all ages. Your preteen and teen need an annual flu vaccine. Help preteens and teens stay healthy for a good start to adulthood.



Resources

All educational resources for the Preteens, Teens & Vaccines Awareness campaign can be found at health.mo.gov/immunizations/orderform2.php. These resources are free of charge.

Acknowledgements

- Advisory Committee on Immunization Practices
- American Academy of Pediatrics
- California Immunization Coalition
- Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases, 2014 Child & Adolescent Immunization Schedules
- Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases, Immunizations Publications Page
- Centers for Disease Control and Prevention, Preteen and Teen Vaccines
- Immunization Action Coalition
- National Foundation for Infectious Diseases
- Pennsylvania Department of Health
- Pennsylvania Immunization Coalition

