



***Georgia Department of Public Health***

**Georgia Preteen Vaccine Awareness Week**

March 11 - 15, 2019

Campaign Toolkit

## **Table of Contents**

Introduction Letter	Page 3
List of Suggested Activities	Page 4
Local Press Release Template	Page 6
Fact Sheet	Page 7
Live-Read Public Service Announcement (PSA)	Page 10
Pitch Letter	Page 11
Talking Points for Media Interviews	Page 12
Social Media Messages	Page 14
Parent Page	Page 18
Phone Script	Page 19
Sample Letter to Schools	Page 20
Sample Letter to Parents	Page 21
Posters/Flyers for Preteens	Page 22
Seasonal Flu Posters	Page 23

## **Georgia Preteen Vaccine Awareness Week**

March 11-15, 2019

The Georgia Preteen Vaccine Awareness Week aims to help raise awareness and encourage preteens to make smart, healthy choices including defending themselves against vaccine-preventable diseases. Georgia's preteens include more than 351,500 boys and girls between 10 and 14 years of age.

According to the Georgia Department of Public Health Rule (511-2-2), children born on or after January 1, 2002 who are attending seventh grade, and children who are new entrants into a Georgia school in grades eight through 12, must have received one dose of Tetanus, Diphtheria and Pertussis (Tdap) vaccine and one dose of meningococcal conjugate vaccine (MenACWY).

This law affects all public and private schools including, but not limited to, charter schools, community schools, juvenile court schools and other alternative school settings (excluding homeschool).

As of December 14, 2015, FDA expanded its approval of Merck's 9-valent Human Papillomavirus (HPV) vaccine, Gardasil 9 (9vHPV) to include use in males age 16–26 years. Gardasil 9 was licensed for males ages 9–15 and females ages 9–26. The 9vHPV vaccine contains the four HPV types in 4vHPV (Gardasil; 16, 18, 6, and 11) and five additional "high risk" types (31, 33, 45, 52, and 58). With this FDA approval, the Advisory Committee on Immunization Practices (ACIP) recommendation for males aged 16-26 is no longer "off label".

The ACIP recommends 11- to 12-year-olds receive two doses of HPV vaccine at least six months apart, rather than the previously recommended three doses, to protect against cancers caused HPV infections. Those who start the series later, at 15 through 26 years of age, or who are immunocompromised, will continue to need three doses.

The ACIP recommends that 11 and 12-year-olds receive Tdap, meningococcal vaccine, two doses of HPV vaccine, and an annual flu vaccine. Some preteens may also need to catch up on other immunizations, including chickenpox, MMR (measles, mumps, rubella) and hepatitis B.

The ACIP has approved the use of a live attenuated influenza vaccine (LAIV), also known as the "nasal spray" flu vaccine, as an option during the 2018-2019 flu season.

Preteens are at an age when they become more involved in decisions about their health. Such decisions set the foundation for a lifetime of healthy choices. In the following campaign toolkit are resources to help you promote Georgia Preteen Vaccine Awareness Week to media, your community, parents and other health care providers. The toolkit includes suggested activities, sample letters to school officials, a phone script, as well as useful communication materials and tools for social and traditional media. Georgia Preteen Vaccine Awareness Week is part of our commitment to ensuring our kids receive all of the benefits immunization can provide.

If you have any questions about the materials, feel free to reach out to the Immunization Program at 404-657-3158 or visit <http://dph.georgia.gov/immunization-section>.

## Georgia Preteen Vaccine Awareness Week Suggested Activities

- ☐ Activities that are the least time-consuming and 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

### **20 Ways You Can Spread the Word About GPVAW**

- ☐ **1. Update your website.** Upload Georgia Preteen Vaccine Awareness Week information on your website and list facilities offering Tdap, MenACWY and HPV vaccines.
- ☐ **2. Share Georgia Preteen Vaccine Awareness Week (GPVAW) materials with your district.** Email Georgia Preteen Vaccine Awareness Week resources/materials and links to school nurses, administrators, principals, staff, local VFC providers, coalition members and community organizations that serve youth. Be sure to introduce GPVAW and share relevant resources/materials.
- ☐ **3. Create a preteen immunization display in your local health department lobby.** This is an easy way to outreach to families that visit your health department. Make sure to leave copies of flyers with information parents can take home and review.
- ☐ **4. Promote on social media** (e.g. Facebook and Twitter) to promote key preteen immunization messages, especially HPV vaccine and the seventh-grade school entry requirement.
- ☐ **5. Ask immunization staff and coalition members to change their email signatures** to include Georgia Preteen Vaccine Awareness Week information.
- ☐ **6. Remind providers to talk about vaccines every visit,** including child check-ups and sports physicals.
- ☐ **7. Encourage schools to use their robo-call system** to alert parents of seventh-graders about the Tdap and MenACWY immunization requirement and the importance of a preteen doctor visit. Don't forget about HPV! Alternatively, email blasts or a telephone tree can be used.
- ☐ **8. Reach out to your local WIC offices.** WIC may be a great venue to educate parents on the Tdap and MenACWY requirement, especially those in outlying communities. Ask WIC to help you promote any special Tdap, MenACWY and HPV clinics or extended clinic hours. Alternatively, ask them to distribute or display health education materials aimed at parents of adolescents in their lobby.
- ☐ **9. Distribute printed Georgia Preteen Vaccine Awareness Week materials** to schools, clinics, local providers and community agencies along with local churches and other faith organizations. Community members may be more willing to post and share already printed materials.
- ☐ **10. Attend meetings for school nurses, local health department/community providers and the PTA** to share information and distribute relevant materials. Discuss implementation and implications of the school requirement for seventh-graders.

- **11. Invite schools to attach the parent flyer to report cards or an important mailing.** Remember to include information on the Tdap and MenACWY requirement for incoming seventh-graders. Also, don't forget about HPV!
- **12. Seek permission to include an article (coming soon) in your local physician newsletter (e.g. GA AAP, GAFP) or local listserv.** Educate providers on the Tdap and MenACWY school immunization requirement for seventh-grade and the importance of HPV vaccine. Encourage them to schedule preteen doctor visits with their 11- and 12-year-olds.
- **13. Reach out to local pharmacies or a local pharmacist organization** and ask them to promote Tdap, MenACWY, and 2-dose HPV vaccine series to parents of preteens and teens.
- **14. Invite schools to place GPVAW information in school newspaper/school website.** Schools can post information about the seventh grade entry requirements and remind students of the preteen check-up. Ask them to link to the local health department website for clinic information.
- **15. Promote DPH's radio or TV PSAs about the new school requirements.** CDC also developed several [30 second PSAs](#) for parents on the importance of preteen immunizations. Alternatively, you can create your own.
- **16. Distribute posters and brochures to youth organizations** (e.g., [Girl Scouts](#), [Boy Scouts](#), [Boys and Girls Clubs](#), [4-H Clubs](#), [Little Leagues](#) or [YMCA](#)).
- **17. 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, MenACWY and HPV clinics or extended clinic hours.
- **18. Attend local health fairs, events or conferences.** Use it as an opportunity to educate providers and the public on the recommended adolescent immunizations and the Tdap and MenACWY immunization requirement.
- **19. Consider hosting a mass-vaccination or a special Tdap, MenACWY and HPV clinic.** Publicize it at local schools.
- **20. Partner with a rural health center** and offer special Tdap, MenACWY and HPV clinics in a remote community that may otherwise not have access to vaccinations.

**Keep Your Preteen Safe – Vaccinate Them Today**  
*Protect Their Future*

[INSERT LOCAL CITY], Ga. – Vaccinate your preteen today so they can have healthy tomorrow.

In an effort to protect every adult and child, [Insert your local health dept.] is joining the Georgia Department of Public Health in recognizing March 11-15, 2019 as Georgia Preteen Vaccine Awareness Week. This week serves as a reminder for parents to talk with their preteens and teens about getting immunized against vaccine-preventable diseases.

“Every parent wants to protect their child from danger, yet many times parents don’t see vaccination as a priority,” said Sheila Lovett, Immunization Program director for the Georgia Department of Public Health. “Vaccinating your child is the single best way to protect them from these preventable diseases, so we urge parents to make this a priority.”

According to the Georgia Department of Public Health Rule (511-2-2), all students born on or after January 1, 2002, entering or transferring into seventh grade and any “new entrant” into eighth -12<sup>th</sup> grades in Georgia need proof of an adolescent pertussis (whooping cough) booster vaccination (called “Tdap”) **AND** an adolescent meningococcal vaccination (MenACWY). This law affects all public and private schools including, but not limited to, charter schools, community schools, juvenile court schools and other alternative school settings (excluding homeschool).

Vaccines are the best defense we have against serious, preventable and sometimes deadly contagious diseases. They help avoid expensive therapies and hospitalization needed to treat infectious diseases like influenza and meningitis. Immunizations also reduce absences both at school and after school activities and decrease the spread of illness at home, school and the community.

[Insert quote from your local health dept.]

The CDC currently recommends the following vaccines for preteens and teens:

- Tetanus, Diphtheria and Pertussis (Tdap)
- Influenza (flu)
- Human Papillomavirus (HPV)
- Meningococcal Disease (MenACWY)

Georgia Preteen Vaccine Awareness Week is an opportunity to raise awareness through schools, health care providers and the media regarding preteen immunizations, particularly Georgia’s pertussis and meningococcal requirements for incoming seventh-grade students. Speak with your physician today to find out if your preteen is up-to-date.

For more information, click [here](#).

## **Georgia Preteen Vaccine Awareness Week Fact Sheet**

### **Georgia Preteen Immunization Facts**

- 93.3 percent of Georgia adolescents age 13-17 years have an estimated vaccination coverage rate with  $\geq 1$  dose of Tdap vaccine.
- 77.0 percent of adolescent females aged 13-17 years in Georgia have  $\geq 1$  dose of HPV vaccine and 58.0 percent of adolescent males aged 13-17 years in Georgia have  $\geq 1$  dose of HPV vaccine.
- According to National Immunization Survey (NIS) Teen 2017 data,<sup>1</sup> Georgia vaccination coverage levels for 13-17 year olds are as follows:
  - 97.7 percent for two or more doses of MMR
  - 96.2 percent for two or more doses of Varicella vaccine
  - 93.3 percent for one or more doses of Tdap
  - 95.3 percent for one or more doses of MenACWY
  - 64.5 percent for one or more doses of HPV among females
  - 45.0 percent for three or more doses of HPV among females
  - 64.2 percent for one or more doses of HPV among males
  - 46.4 percent for three or more doses of HPV among males

### **Influenza Facts**

- Centers for Disease Control and Prevention (CDC) recommends everyone 6 months and older receive an influenza vaccination.
- The flu can cause serious complications for adolescents with a wide range of pre-existing conditions, including asthma, heart disease, blood disorders, liver disorders, immune system deficiencies and many more.
- Flu symptoms can include coughing, sore throat, runny or stuffy nose, muscle aches, fatigue and, in some cases, high fever.
- The influenza vaccination is an inactivated vaccine. The single best way to prevent influenza is to get vaccinated each year. The vaccine is available as an injection or a nasal spray.
- CDC's Advisory Committee on Immunization Practices (ACIP) has approved the use of a live attenuated influenza vaccine (LAIV), also known as the "nasal spray" flu vaccine, as an option during the 2018-2019 flu season.
- Most experts believe that flu viruses spread when those with the flu cough, sneeze or talk. Droplets in the air can land in the mouths or noses of people who are nearby. Less often, a person might also get the flu by touching a surface or object that has the flu virus on it and then touching their own mouth, nose, or possibly their eyes.

---

<sup>1</sup> <https://www.cdc.gov/vaccines/imz-managers/nis/downloads/NIS-TEEN-PUF17-DUG.pdf>

## **HPV (Human Papillomavirus) Facts**

- HPV is the most common sexually transmitted virus in the United States.
- HPV can lead to cervical cancer in women and penile cancer in men, and can cause anal cancer, throat cancer and genital warts in both men and women.
- The HPV vaccine is recommended for preteen boys and girls at age 11 or 12 in an effort to protect them before they're ever exposed to the virus.
- About 79 million Americans are currently infected with HPV. Around 14 million people, including teens, contract HPV each year.
- ACIP recommends that 11- to 12-year-olds receive two doses of HPV vaccine. The two doses should be separated by 6-12 months (minimum interval between doses is 5 months). A 3-dose schedule continues to be recommended for people who start the series on or after their 15<sup>th</sup> birthday and for people with certain immunocompromising conditions.
- HPV Vaccination is Cancer Prevention.
- Georgia DPH expects Public and Private providers to make clear, strong HPV vaccination recommendations to parents of adolescents.
- Providers should "bundle" HPV vaccination recommendation with Tdap and MenACWY when teens are seen for 7th grade requirement.

## **Tdap Facts**

- Tdap vaccine is a booster shot that protects your teen or preteen from Tetanus, Diphtheria and Pertussis. One dose of Tdap is routinely given at age 11 or 12.
- Tetanus is caused by a toxin that enters the body through open wounds in the skin and causes painful muscle tightening and stiffness, usually all over the body. Roughly 1 out of 10 people who are infected will die from it.
- Diphtheria causes a thick coating in the back of the throat, which makes it difficult to swallow and breath. This can be spread from person to person through secretions from coughing or sneezing. Ten percent of people who contract the disease will die from it.
- Pertussis (whooping cough) causes a chronic cough that can last for several months. Pertussis can be spread by coughing or sneezing.

## **Meningococcal Disease Facts**

- Meningococcal meningitis is an infection that causes swelling in the lining of the brain and spinal cord. This can lead to hearing loss, brain damage, learning problems and in some cases, loss of limbs.

- The meningococcal conjugate vaccine (MenACWY) protects against four types of meningococcal disease. CDC reports one in 10 people with meningococcal meningitis will die from it, even with treatment.
- Teens are at higher risk of contracting meningococcal disease.
- *Preteens should receive a single shot of meningococcal vaccine during their 11- to 12-year-old check-up and a booster dose at age 16.*
- Remind parents that their teen needs a MenACWY booster at age 16 years old.
- A serogroup B meningococcal (MenB) vaccine series may be administered to adolescents and young adults 16 through 23 years of age to provide short-term protection against most strains of serogroup B meningococcal disease. The preferred age for MenB vaccination is 16 through 18 years of age. Talk to your doctor to see if they recommend MenB vaccine for your teen.

## Georgia Preteen Vaccine Awareness Week

### LIVE-READ PSA

#### **:30 Vaccines for Preteens: Protect their Future**

**Voice:** You want the best for your preteen - but between carpool duty, dinner and after school activities, getting them vaccinated is not always top of mind. The Georgia Department of Public Health reminds parents that immunization is the best protection against meningococcal disease, whooping cough, HPV and the flu. Talk to your doctor or your local health department about getting your child vaccinated today. Protect their future. *(Video can be found here)*  
<https://www.youtube.com/watch?v=HMO0dPUM8I>

#### **:30 CDC recommends only two HPV shots for preteens**

**Voice:** You want to protect your preteen against viruses such as HPV, which can cause cancers. The ACIP recommends that preteens ages 11 and 12 receive 2 doses of HPV vaccine six months apart rather than the previously recommended 3 doses. A 3-dose schedule continues to be recommended for teens who start the series on or after their 15<sup>th</sup> birthday and for people with certain immunocompromising conditions. Get long-lasting protection against HPV cancers for your preteen with just two visits to your doctor or your local health department.

#### **:45 Georgia school immunization requirement in effect**

**Voice:** Georgia requires any child born on or after January 1, 2002, entering or transferring into seventh grade, and any “new entrant” into eighth through 12<sup>th</sup> grades, must provide proof of a pertussis booster vaccination AND a meningococcal vaccination. March 11 through the 15 is Georgia Preteen Vaccine Awareness Week, and Georgia Department of Public Health reminds parents to talk with their preteen and their doctor to get them up-to-date and protected.

## Georgia Preteen Vaccine Awareness Week Pitch Letter

Dear **[INSERT APPROPRIATE NAME]**,

You can't protect your preteens from everything, but you can help protect them from infectious diseases. In an effort to protect every adult and child, March 11-15, 2019, is Georgia Preteen Vaccine Awareness Week and the **[Georgia Department of Public Health or local district]** would like to remind parents to talk with their preteens about getting vaccinated. Immunization is the most effective measure against infection, and we ask that you help us spread the word to your community.

Georgia requires all children born on or after January 1, 2002, entering or transferring into seventh grade or any "new entrant" in grades eight through twelve provide proof of an adolescent pertussis (whooping cough) booster vaccination (called "Tdap") **AND** an adolescent meningococcal vaccination (MenACWY). This law affects all public and private schools including, but not limited to

- charter schools,
- community schools,
- juvenile court schools
- other alternative school settings (excluding homeschool).

### **[INSERT LOCAL STAT]**

High vaccination figures help lower health care costs for families and allow time to be spent with family and friends instead of in the hospital. Please help us raise awareness of this important but often neglected issue. By keeping preteen vaccinations in the forefront of the conversation, we can ensure that diseases such as pertussis, HPV, meningococcal meningitis and influenza become less of a threat to our children.

For more information on teen and preteen vaccinations, visit **[INSERT WEBSITE]**.

We hope you will help us share this information with the community.

Thank you,

**[SIGNATURE]**

On Behalf of the **[Georgia Department of Public Health or local district]**

## Talking Points for Georgia Preteen Vaccine Awareness Week

### **Georgia Preteen Vaccine Awareness Week Campaign Information**

- Georgia Preteen Vaccine Awareness Week is a statewide observance, celebrated March 11-15, 2019.
- Georgia Preteen Vaccine Awareness Week promotes immunization among preteens and encourages practitioners and parents to utilize the preteen doctor visit as an opportunity to update vaccinations that can protect preteens and teens from very serious, yet preventable diseases.

### **School Requirements**

- All students born on or after January 1, 2002, and entering or transferring into seventh grade and any new entrant into eighth through 12<sup>th</sup> grades, in Georgia must provide proof of an adolescent pertussis (whooping cough) booster vaccination (called “Tdap”) and an adolescent meningococcal vaccination (MenACWY).
- Proof of both vaccinations must be documented on the Georgia Immunization Certificate (Form 3231).
- If your preteen has not yet received the whooping cough booster shot or meningococcal vaccine, please contact your doctor or [local health department](#).
- If your preteen does not have health insurance, or his/her health insurance does not cover the costs for vaccines, ask your doctor or [local health department](#) about the Vaccines for Children Program (VFC). To learn more about VFC, visit: <http://www.cdc.gov/vaccines/programs/vfc/parents/index.html>.

### **General Talking Points for Preteens and Parents**

#### *For preteens:*

- Getting shots may sting a little, but it is much better than getting sick. Immunizations will help you stay healthy, so you can do the things you love, instead of being sick in bed.
- It is very important for you to get your shots because 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:*

- Since you cannot be by your preteen's side every minute, immunizing your child is one way to protect their health today and for the years ahead.
- The [Advisory Committee on Immunization Practices](#) currently [recommends that 11- and 12-year-olds receive](#) HPV vaccine (2 doses), Tdap, meningococcal and seasonal flu vaccines. Some preteens may also need to catch up on other immunizations as well.

- Teens and preteens see their doctors less often than any other age group, so physicians have fewer opportunities to counsel parents on the recommended immunizations for older children.
- By the time your child becomes a preteen, their childhood vaccinations are already wearing off, putting them at risk for potentially life-threatening diseases.
- Immunization is one of the most effective ways to protect teens against many common infectious diseases, including HPV, Meningococcal disease, influenza and Tdap (Tetanus, Diphtheria and Pertussis).
- Keeping your preteen healthier through immunizations results in lower associated social and financial costs for families, including time lost from school and after school activities, as well as the expense of medical bills.
- The Centers for Disease Control and Prevention (CDC), the American Academy of Pediatrics (AAP) and the Society for Adolescent Health and Medicine (SAHM) recommend that all 11- and 12-year-olds get a [preteen check-up](#).
- All parents of 11- and 12-year-olds should make sure their children are up-to-date on recommended immunizations during their preteen doctor visit.
- This doctor visit is also a great opportunity for parents, preteens and health care providers to discuss the challenges of growing up, such as eating right, standing up to peer pressure, drugs and alcohol and any other concerns. If your child has not yet had a preteen check-up, give them a healthy start as an adolescent and make an appointment today!

### **Recommended Immunizations for Preteens 11 to 12 years**

- Human papillomavirus (HPV) (2-shot series) to protect boys and girls from HPV-related cancers and infections
- Meningococcal conjugate (MenACWY) vaccine helps protect against some of the bacteria that can cause meningococcal disease, including sepsis and meningitis
- Tdap vaccine is recommended for protection against tetanus, diphtheria and pertussis (whooping cough)
- Everyone 11-12 years of age and older should get a flu vaccine every year
- Preteens may also need to catch up on other immunizations, including chickenpox (many do not have their second dose), MMR (measles mumps, rubella) and hepatitis B

- .

## Georgia Preteen Vaccine Awareness Week

### Sample Social Media Messages

*Below are some engaging sample posts for Twitter and Facebook, as well as videos, images and other resources you can use to promote preteen immunization. [Link to all hi-res images.](#)*

#### Twitter

The following are sample tweets for parents and providers to encourage conversation about preteen vaccinations. Do not forget to use the hashtag #GPVAW to join the conversation.

#### Recent changes on Twitter:

Twitter now allows 280 characters instead of 140. We recommend staying between 140-200 (or less) characters because the tweets that come across as paragraphs are not as engaging.

#### Tweets for Community:

Recognize GA Preteen #Vaccine Awareness Week by making it a priority to vaccinate them #GPVAW

[Link to Image](#)



Keep your preteen safe and take him or her to get #vaccinated at your doctor or local health department today. #GPVAW

[Link to Image](#)



A shot lasts a second - diseases last much longer. Make vaccination a priority. #GPVAW

Parents, it is your job to keep your kids safe. Make sure to get them vaccinated against preventable diseases. #GPVAW

[Link to Image](#)



Around 14 million people, including teens, contract HPV each year. Protect their future and get your preteen vaccinated today. Watch this video from @CDC to learn more: [HPV Vaccine: My Recommendation as a Doctor and a Parent #GPVAW](#)

By the time your child becomes a preteen, their childhood vaccinations are already wearing off. Don't wait until it's too late. #vaccinate #GPVAW

Visit your local doctor or health department to receive updates on all the #vaccinations your preteen needs Watch this video from @GDPH to learn more: [Immunization Is Important for Preteens](#) #GPVAW

This week is GA Preteen #Vaccine Awareness Week! Spread the word and get your preteen vaccinated today. #GPVAW

[Link to Image](#)



The @cdcgov recommends preteens ages 11 and 12 only receive two doses of HPV #vaccine at least six months apart to protect against cancers caused HPV infections. #GPVAW

Immunization is our best protection against many preventable illnesses. Parents, watch this video by @GDPH about the recommended preteen vaccines.

[https://www.youtube.com/watch?v=\\_HMO0dPUM8I](https://www.youtube.com/watch?v=_HMO0dPUM8I)

### **Tweets for Providers:**

Have a question about preteen vaccines? Visit @GDPH <http://1.usa.gov/Gloh81> for all your preteen immunization questions. #GPVAW

This week is GA Preteen #Vaccine Awareness Week, don't forget to encourage your preteen patients to get #vaccinated. #GPVAW

[Link to Image](#)



Be sure to visit [www.CDC.gov](http://www.CDC.gov) to receive the latest information on teen vaccinations. #GPVAW

Health care providers: it's your job to educate preteens and their parents on all the #vaccinations they need to stay healthy. #GPVAW

[Link to Image](#)



Let's keep Georgia's preteens safe by encouraging them to get #vaccinated! #GPVAW

[Link to Image](#)



Share this video from @GDPH with parents. It's important for them to protect their preteens against vaccine-preventable diseases. #GPVAW

<https://www.youtube.com/watch?v=HMO0dPUM8I>

## Facebook

Below are sample Facebook messages to encourage conversation during Georgia Preteen Vaccine Awareness Week.

## Sample Posts

Immunization is one of the most effective ways to protect teens against many common infectious diseases, including HPV, Meningococcal disease, influenza and Tdap. Protect their future and get them vaccinated today!

Don't let your busy schedule keep your preteen from living a healthy life, a shot takes a second, a disease can last a lifetime. Visit our website **[INSERT LOCAL PUBLIC HEALTH DEPT. SITE]** for more information!

The CDC recommends that all 11- and 12-year-olds receive a preteen check-up. Use this time to discuss all the immunizations that your preteen needs with their health care provider.

Georgia Preteen Vaccine Awareness Week is a great time to check if you are up-to-date with all the vaccines that your preteen needs. Visit [www.CDC.gov](http://www.CDC.gov) for more information!

Immunization is our best protection against many preventable illnesses. Parents, watch this video by @GaDPH about the recommended preteen vaccines.

<https://www.youtube.com/watch?v=HMO0dPUM8I>

## **Educational Videos**

Below are educational videos you can link to on your social media properties:

### **Preteens and Teen Vaccinations**

[Immunization Is Important for Preteens](#)

The Georgia Department of Public Health reminds parents that immunization is the best protection against many illnesses.

### **Meningitis Explained**

[What is meningitis?](#)

CNN Health created a one-minute video that explains what meningitis is and the five types.

### **Flu Explained**

[Animation: Why the Flu Virus Changes and Mutates](#)

The Associated Press created a two-minute animation that explains why we need a new flu vaccine every year.

### **HPV Vaccine**

[HPV Vaccine: A Pediatrician's Recommendation](#)

The CDC created a 30 second video about a pediatrician explaining why she, as a doctor and a parent, recommends HPV vaccine for boys and girls ages 11-12.

### **HPV, Tdap & Meningitis Vaccine**

[Bug Your Doc - Get 3 Shots! Pre-teen Vaccines](#)

Preteens ages 11 and 12 are recommended to get HPV, Meningitis (MCV4), and Tdap (whooping cough) vaccines. These preteen vaccines help the body fight off serious diseases and keep children safe from infection. ([U54CancerAlliance](#))

## Georgia Preteen Vaccine Awareness Week

### Parent Page – How to Prepare Your Preteen for their Vaccines

*Below is information that can be repurposed into wallet cards, postcards, handouts or flyers to leave at schools and health departments for parents.*

It's as easy as 1-2-3!

1. Parents: Talk with your preteen about what to expect in advance.
  - “The doctor will talk to you about ways to stay healthy, like getting shots.”
  - “A shot can help prevent serious diseases that can make you very sick, so you can keep doing the things you love to do.”
  - “Shots may sting a little, but only for a few seconds. Then it is over.”
2. Be calm, supportive and matter-of-fact.
  - Your approach to shots will influence your child's reaction.
  - Reassure. However, too much concern about diseases and sickness can cause distress.
3. Remember to:
  - Bring your child's immunization record or ask for your child's immunization record so you can stay up-to-date.
  - Ask questions.
  - Encourage your child to bring his or her favorite music.

Distraction is Key.

- Talk about an upcoming event or activity like what they are doing after the doctor's visit.
- Focus on something in the room, like a poster.
- Help them relax by:
  - Taking slow, deep breaths.
  - Listening to their favorite music.
  - Closing their eyes and thinking of a favorite place or activity.

What to expect after your preteen receives a shot.

- Reward your preteen with a special activity, like not doing chores for the day.
- Please note: The doctor may want to observe your child for about 15 minutes after he/she is vaccinated.
- If your child is feeling dizzy or anxious, help them stay seated.
- Review Vaccine Information Statements for possible reactions.
- A cool, wet cloth can reduce redness, soreness and/or swelling where the shot was given.
- Reduce pain or fever with medications recommended by your child's doctor.
- If your child has any reaction in the next few days that concerns you, call your doctor or seek medical attention.
- Remember, it is normal if your preteen feels tired and sore for a few days.

**Georgia Preteen Vaccine Awareness Week  
Sample Phone Script from School to Parent**

*The following is a script you can provide to schools with which they can phone parents. This script may also be used to phone parents directly when applicable.*

Hello,

This is **[SCHOOL STAFF NAME]** from **[SCHOOL]**. I am calling to inform you of the Georgia law that requires all incoming seventh-graders have proof of a booster shot for whooping cough (also known as the Tdap) and a meningococcal vaccination (MenACWY). This is mandatory for all children born on or after January 1, 2002, who are attending seventh grade, and children who are new entrants into a Georgia school in grades eight through twelve. Students will not be allowed to attend classes without proof of each vaccine on the Georgia Immunization Certificate (form 3231) or the child has an exemption.

According to our records, we need an updated shot record from **[STUDENT NAME]**. If **[STUDENT]** has not had a Tdap booster or meningococcal vaccine yet, please schedule an appointment immediately.

If **[STUDENT]** has already received their vaccinations, please give us a copy of the immunization record by **[DATE SPECIFIED BY SCHOOL]**.

Feel free to call us with any questions at **[XXX-XXX-XXXX]**.

Thank you for helping keep our school community healthy.

**Georgia Preteen Vaccine Awareness Week  
Sample Letter to Schools**

**[DATE]**

**[PUBLIC HEALTH DEPARTMENT  
ADDRESS]**

**[SCHOOL CONTACT]  
[SCHOOL ADDRESS]**

Dear \_\_\_\_\_:

Children born on or after January 1, 2002, who are attending seventh grade, and children who are new entrants into a Georgia school in grades eight through 12, must have received one dose of Tdap vaccine and one dose of meningococcal conjugate vaccine (MenACWY).

This law affects all public and private schools including, but not limited to

- charter schools,
- community schools,
- juvenile court schools, and
- other alternative school settings (excluding homeschool).

This is an important change that will impact all students born on or after January 1, 2002, and entering seventh grade. Students will not be allowed to attend classes without an immunization record with proof of the required vaccinations unless the child has an exemption.

We hope you will help us share this information with parents by posting it on your school website, in the front office, and sending it home as a flyer with your students or sending an email blast to your listservs.

We are happy to provide you with any necessary language, posters, flyers or talking points as you discuss this requirement with your students and parents.

I can be reached at **[INSERT CONTACT PHONE NUMBER AND EMAIL]**.

Sincerely,

**[INSERT SIGNATURE]**

**Georgia Preteen Vaccine Awareness Week  
Sample Letter from School to Parent**

**[DATE]**

**[SCHOOL ADDRESS]**

**[RECIPIENT NAME]**

**[RECIPIENT ADDRESS]**

Dear Parents or Guardians,

To help protect your children and others from whooping cough and meningitis, Georgia law requires students get vaccinated against both diseases unless the child has an exemption. Before starting the school year, all incoming seventh-grade students will need proof of a whooping cough booster shot and a meningococcal shot.

Whooping cough, also known as pertussis, is a bacterial infection that can easily spread causing severe coughing fits and missed days of school.

Meningococcal disease is a serious bacterial illness that affects the brain and the spinal cord. Meningitis can cause shock, coma and death within hours of the first symptoms.

If your preteen has not been vaccinated against whooping cough or meningococcal disease, we strongly recommend getting your child vaccinated. Getting Tdap (the tetanus, diphtheria, pertussis shot) and MenACWY (meningococcal conjugate vaccine) now will not only help protect your child against the ongoing threat of whooping cough and meningitis, but will also meet the school entry requirement.

Ask your pediatrician or local health department about other shots your child may need including:

- the human papillomavirus (HPV) now a 2-shot series for 11- and 12-year olds
- an annual flu vaccine; and
- catch-up immunizations, including chickenpox, MMR (measles, mumps, rubella) and hepatitis B.

Proof of both vaccinations must be documented on the Georgia Immunization Certificate (Form 3231). If your child does not have health insurance or their health plan will not cover these vaccines, call your local health department and ask about getting no or low cost vaccines. For more information, visit <http://dph.georgia.gov/vaccines-children> or call (800)-848-3868.

Sincerely,

**[INSERT SIGNATURE]**

**[INSERT NAME]**

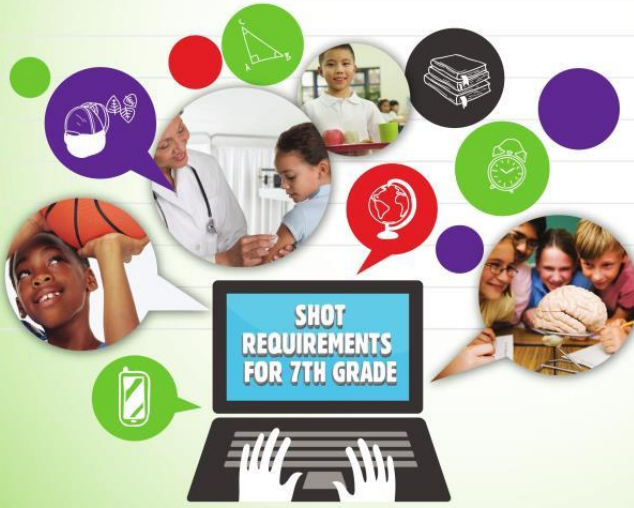
## Georgia Preteen Vaccine Awareness Week

### Posters/Flyers for Preteens

(use hi-res PDFs provided [here](#))

### GEORGIA SCHOOL IMMUNIZATION REQUIREMENTS

Is your child ready for 7th grade?




Georgia schools require all students born on or after January 1, 2002 and entering, advancing or transferring into 7th grade need proof of an adolescent pertussis booster vaccination called Tdap and an adolescent meningococcal vaccination.

**DPH**  
Georgia Department of Public Health

**Immunize Georgia**

### Protect Their Future!



### Immunize Your Preteens and Teens Today

#### Vaccine Recommendations for 11 to 18 year olds:

- ☐ **Tdap (tetanus, diphtheria, pertussis)**  
This shot is recommended for preteens and teens and protects against three dangerous diseases, including whooping cough.
- ☐ **HPV (human papillomavirus)**  
The 2 or 3 shot series is recommended for boys and girls and protects against some cancers, including cervical cancer and genital warts.
- ☐ **Meningococcal (MenACWY)**  
This shot protects against infections that can cause brain damage, arm and leg amputations, kidney damage, and death. Preteens need one shot now and a booster at age 16.
- ☐ **Flu**  
Flu is much more serious than the common cold. Even healthy young people can get the flu. Everyone needs a flu vaccine (shot) every year!
- ☐ **Chickenpox**  
Chickenpox is more than just an itchy rash. It can cause pneumonia or serious infections. Teens need two shots, but many didn't get their second shot.

**Is your teen up-to-date on their hepatitis B, MMR (measles, mumps and rubella) and polio vaccinations?**  
The hepatitis B series, two MMR vaccinations and polio series are required for entrance into Georgia public schools and all University System of Georgia Colleges. Many other colleges may require certain vaccines as well.

**Want to know more?** Visit <http://dph.georgia.gov/immunization-section> and <http://cdc.gov/vaccines>


**Immunize Georgia**

**DPH**  
Georgia Department of Public Health

revised 1/31/17

### HPV Vaccine for Preteens and Teens

#### What is HPV disease?



HPV is short for Human Papillomavirus, a common virus. In the United States each year, there are about 17,600 women and 9,300 men affected by HPV-related cancers. Many of these cancers could be prevented by vaccination.

#### Why does my child need HPV vaccine?

This vaccine is for protection from most of the cancers caused by HPV infection. HPV is a very common virus that spreads between people when they have sexual contact with another person. About 79 million Americans are currently infected with HPV. About 14 million people, including teens, become newly infected with HPV each year. HPV can cause cervical cancer in women and penile cancer in men. HPV can also cause anal cancer, throat cancer, and genital warts in both men and women.

#### When should my child be vaccinated?

The HPV vaccine is recommended for preteen boys and girls at 11 or 12 years so they are protected before ever being exposed to the virus. If your teen hasn't gotten the vaccine yet, talk to their doctor about getting it for them as soon as possible. The HPV vaccine is given in 2 or 3 shots. A 2 dose series is recommended for preteens and teens who begin the series at 9-14 years of age. Teens who start the series at 15 years or who are immunocompromised will continue to need 3 doses. Be sure that your child gets all of the recommended shots for full protection.

#### If a dose of HPV vaccine is delayed, do I need to start the series over?

No, do not restart the series. Just pick up where your child left off and complete the series.

#### Is the HPV vaccine safe?

Yes. HPV vaccines were studied in tens of thousands of people around the world. More than 90 million doses have been distributed in the United States and serious side effects from the HPV vaccine are rare. Vaccine safety continues to be monitored by the Centers for Disease Control and Prevention (CDC) and Food and Drug Administration (FDA). The most common side effects reported are mild. They include: pain in the arm where the shot was given, dizziness, fever, and nausea. Some preteens and teens might faint after the HPV vaccine or any shot. Be sure that your child eats something before going to get the vaccine. Preteens and teens should sit or lie down when they get a shot and stay like that for 15 minutes after the shot. This can help prevent fainting and any injury that could happen while fainting.

#### How can I get help paying for these vaccines?

The Vaccines for Children (VFC) program provides vaccines for children ages 18 years and younger, who are not insured or under-insured, Medicaid-eligible, or American Indian/Alaska Native.

#### Where can my child get vaccinated?

Your child can visit their doctor or healthcare provider to get their HPV vaccine. Local Health Departments also offer HPV vaccine. To find a Health Department near you visit: [dph.georgia.gov/public-health-districts](http://dph.georgia.gov/public-health-districts).

For more information about HPV vaccines and the other vaccines for preteens and teens, talk to your child's healthcare provider. Information is also available on the Georgia Department of Public Health, Immunization Office website [dph.georgia.gov/immunization-section](http://dph.georgia.gov/immunization-section) or CDC's website [www.cdc.gov/vaccines/who/teens/index.html](http://www.cdc.gov/vaccines/who/teens/index.html)

**DPH**  
Georgia Department of Public Health

Have questions? Talk with your Healthcare Provider.  
<http://dph.georgia.gov/immunization-section>

Georgia Preteen Vaccine Awareness Week  
Seasonal Flu Posters  
(use hi-res PDFs provided [here](#))

