



Highlight
on **VACCINATIONS 4 TEENS**

Resource Library Guidance

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The Resource Library is an easy-to-use collection of materials that members, care teams and office staff can tailor and use to help educate parents/guardians and teen patients about at least four CDC-recommended immunizations for adolescents: meningococcal disease (MenACWY)*, HPV, Tdap and flu.¹

This table of contents provides a list of what is included in the Resource Library as well as the purpose of each piece and how to use it. These pieces can be downloaded and printed from www.aafpfoundation.org/vaccinations4teens.

Materials for Office Staff

These materials are intended to help remind office staff of the need to discuss vaccination during teen visits and provide suggestions on how to respond to questions from parents/guardians and patients.

Educational Videos

Purpose: This suite of videos features Margot Savoy, MD, MPH, FAAFP and AAFP liaison to ACIP, addressing important topics about teen vaccination, including the value of immunization platforms and making the most of the 11-12 and 16-year-old visits.

There are also several links to downloadable videos from the American Cancer Society, the CDC and the Minnesota Department of Health that focus on HPV, as well as a new video that addresses common questions about meningococcal vaccination.

Recommended for: Staff meetings, trainings and individual review and reference.



Margot Savoy, MD, MPH, FAAFP

Q&A for Conversations with Parents/Guardians and Teen Patients

Purpose: The piece is designed to help care teams and office staff speak confidently with parents/guardians and teens about vaccination and address difficult questions that may arise.

In addition to talking points for staff who want to proactively raise the topic of teen immunization, there is a comprehensive list of questions and responses specific to all four vaccines and the diseases against which they help protect.

Recommended for: Care teams and office staff for individual review/reference so they have a level of comfort in raising teen vaccination with parents/guardians and teens waiting to meet with the physician.



“At a Glance” Fact Sheet on Teen Vaccination

Purpose: This fact sheet provides a snapshot of statistics showcasing the millions of teens that are under-vaccinated.

Recommended for: Distribution/discussion at staff meetings, trainings, posting in office areas frequented by staff (e.g., near phones and computers, in break rooms). This piece will also be provided as a digital file so offices can feature the fact sheet online and email it to office staff.



*MenACWY = Quadrivalent meningococcal vaccine that helps protect against invasive disease caused by serogroups A, C, W, and Y; the CDC also recommends MenB (serogroup B meningococcal vaccine) for certain adolescents at increased risk, e.g., students on college campuses that have recently experienced meningococcal B outbreaks²

References:
1. Centers for Disease Control and Prevention (2016). Vaccines for Your Children: Protect Your Child at Every Age. Retrieved from <http://www.cdc.gov/vaccines/parents/protecting-children/index.html>.
2. Centers for Disease Control and Prevention. (2015, October 23). Use of Serogroup B Meningococcal Vaccines in Adolescents and Young Adults: Recommendations of the Advisory Committee on Immunization Practices, 2015. Morbidity and Mortality Weekly Report (MMWR). Retrieved from <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6441a3.htm>.

Materials for Patients and Parents/Guardians

These materials are to be used to remind parents/guardians and teen patients about scheduling immunization appointments and to educate them on the importance of vaccination.

Reminder Emails, Letters, Texts and Postcards

Purpose: These materials can be sent to parents/guardians of 16-year-old patients as a reminder that they should schedule an appointment and about the vaccinations that might be needed. There are several choices available depending on how staff prefer to communicate to patients and patients' families:

- Emails
- Letters for mailing
- Text messages
- Postcards for mailing

One-time communication or quarterly reminder options are also available.

Recommended for: Proactive distribution to parents/guardians at the time they should schedule their teen's 16-year visit; the quarterly options can be used as a follow-up communication if an appointment is not scheduled around patients' 16th birthdays.



Digital Vaccination Schedule Reminder

Purpose: This at-a-glance schedule provides parents/guardians with a simple reminder of CDC-recommended vaccinations for adolescents so parents/guardians know what immunizations may be needed when they schedule their child's 16-year visit. The schedule will be available as a PDF for printing (either to mail or distribute in your office) and as a JPEG to send via email or display on your office website.

Recommended for: Proactive distribution to parents/guardians of 16-year-old patients (can be sent with email or letter reminders noted above) or for office display.



In-office Vaccination Reminder Poster

Purpose: This digital poster, which will feature the same information as the schedule reminder, can be displayed in exam rooms and waiting rooms to remind parents/guardians to ask about whether their teen is up to date with adolescent immunizations. The poster will also be available as a PDF for printing. Staff can choose the format that best suits office needs.

Recommended for: Office display areas visible to parents/guardians and patients (e.g., the digital image could be shown on television screens in waiting rooms, or as a screensaver on computer screens in exam rooms).

Materials for Patients and Parents/Guardians (cont.)

Template Website and Social Media Content

Purpose: This content will serve as a reminder about the importance of the 16-year-old visit and being up-to-date on vaccinations. Depending on office needs and the social media channels that the office uses, several options will be available for adding to an office website, posting on a Facebook page or sharing via a Twitter handle.

Recommended for: Proactive use on the social media channels used by the office; different options for each of the channels (office website, Facebook, Twitter) are available to adapt and use.



Personal Testimonials

Purpose: Personal stories from individuals who have been personally affected by a vaccine-preventable disease. These short testimonials will be available as a PDF for printing and in digital formats for online/email distribution or posts to websites or social media. There are also links to personal stories from people impacted by diseases caused by HPV.

Recommended for: Sharing via office communications channels to educate patients and parents/guardians about the importance of teen vaccination.

If you have any questions about the Resource Library, please contact Sondra Goodman at sgoodman@aafp.org. We hope you and your staff will find these materials useful in educating your teen patients and their parents/guardians about the importance of vaccination.



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