

# Adolescent Immunization Action Week 2025



**Campaign Toolkit**  
April 7-11, 2025

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## Introduction

### Overview

National Adolescent Immunization Action Week (AIAW) is a recent observance that builds upon California's longstanding Preteen Vaccine Week. This AIAW 2025 Campaign Toolkit is a combination of new and ongoing materials to assist Local Health Departments (LHDs), coalitions, health plans, provider associations, and other important partners. The Toolkit contains tools, templates, and announcements to promote of AIAW and adolescent immunizations.

### Description of Contents

- The **Action Plan** may help you organize your planning and promotional activities.
- The **Order Form Template** allows partners to order AIAW posters, brochures, and other promotional materials.
- **Talking Points** help promote AIAW and preteen immunizations via emails, website information, and more.
- **Activities to Promote AIAW 20225** may help your outreach.
- **School-Located Vaccine Events** shares resources to help you host a vaccination event.
- **Social Media Messaging** can promote AIAW and community engagement.
- The **Public Service Announcement Script** can be used for radio public service announcements or social media videos.
- The **Press Release** can be easily customized and shared with newspapers, radio, and television stations to publicize your AIAW event(s).
- The **Healthcare Provider e-Blast** reminds healthcare providers of the importance of preteen vaccines and planning for back-to-school vaccination.
- The **School Staff e-Blast** can inform teachers and school nurses of measures to promote AIAW and the 7<sup>th</sup> grade immunization requirement.
- The customizable **Letter from School Nurse to Parents** can help schools and school-based health centers remind parents of required and recommended immunizations.

## Preteen Vaccine Week in March of 2024

Thanks again for your support! Over 115 participants from LHDs and other groups across the state joined the campaign through social media messaging, collaborations with community organizations, distribution of educational materials, trainings, and more.

## History of California's Adolescent Immunization Campaigns

Each year, a broad range of partners in California promote immunizations for adolescents. Preteen Vaccine Week started in 1999 to increase awareness about the Hepatitis B vaccination school law requirement, then enlarged to promote preteen doctor visits and all recommended immunizations for preteens. In 2024, CDC adopted the AIAW campaign started by UNITY® Consortium to urge healthcare providers and parents to fully vaccinate adolescents. On-time vaccination is critical to protect more than eight million adolescents in California from serious disease throughout their futures.

California law requires [incoming 7th grade students](#) to receive the pertussis booster vaccine (Tdap). National recommendations for:

- 11- and 12-year-olds include a dose of Tdap, two doses of HPV vaccine, meningococcal vaccine (MenACWY), COVID-19 vaccine, and an annual flu vaccine. Some may also need to complete overdue doses of chickenpox, measles, mumps, rubella, or hepatitis B vaccines.
- 16-year-olds include a second dose of meningococcal vaccine (MenACWY) and the MenB series (2 doses).
- Older adolescents may need vaccines before college/university or traveling internationally.

Useful tools for parents and preteens are included in this Toolkit and on the [campaign page](#) on the CDPH website. Information and communication tools about immunization requirements<sup>ts</sup> for 7th grade entry can be found at [ShotsForSchool.org](#).

## Contact Information

For questions concerning AIAW, please contact [Jane.Grey@cdph.ca.gov](mailto:Jane.Grey@cdph.ca.gov).

## Adolescent Immunization Action Week Action Plan

This AIAW Campaign Toolkit contains all the information and tools you need to plan for and conduct a fun and informative campaign. Review the materials in this Toolkit to get an idea of what you would like to do for AIAW. Then, use the Action Plan below to help you plan and organize your campaign.

### Action Plan

Step	Details/Comments	Start/Finish Dates
Join Statewide AIAW planning calls	Keep an eye out for emails from CDPH with more information about the calls and additional resources.	TBD
Use <a href="#">AIAW Order Form</a> to order promotional materials in print. (For LHDs only. Other partners contact <a href="#">your LHD</a> to order materials.)	Materials with quantities needed:	<b>Email to Mario Gutierrez</b> <a href="mailto:Mario.Gutierrez@cdph.ca.gov">Mario.Gutierrez@cdph.ca.gov</a> <b>by Friday, February 28</b>
List ways to inform providers.	Information to providers via mailings, email/newsletter, online webinars/trainings, in-person meeting, etc.	
List ways you want to promote AIAW to parents and adolescents.	Promotional activities such as media events, posting to social media, radio PSAs, immunization clinics, web content, sharing brochures or flyers, local immunization coalition meeting, health plan collaborations, etc.	
Give educational materials to teachers, school nurses, and other partners, or share them at your own activities at schools, health fairs, etc.	Send educational materials to schools, libraries, youth organizations, local agencies, etc.	

## Adolescent Immunization Action Week Order Form Template

To order printed materials about immunizations for preteens and teens, please complete the order form below. Supplies of items are limited. Orders may be adjusted accordingly. Reference the following page for descriptions and images of the materials. Please submit all orders to [**insert email address**] by [**insert date**].

Requester's Name: \_\_\_\_\_

Clinic/Practice: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Order Form

IMM#	Item Name	Total Quantity
<a href="#">IMM-1039ES</a>	Ready for 7th Grade? flyer (2-sided English/Spanish)	
IMM-1048	One Shot Heroes DVD	
<a href="#">IMM-1049</a>	HPV Bilingual Fotonovela (English/Spanish)	
<a href="#">IMM-1054ES</a>	Parent Preteen Vaccines flyer (2-sided English/Spanish)	
<a href="#">IMM-1117ES</a>	Parents: Did You Know? poster, 11"x17" (2-sided English/Spanish)	
<a href="#">IMM-1124</a>	How Important is HPV Vaccine? flyer	
<a href="#">IMM-1124S</a>	How Important is HPV Vaccine? flyer (Spanish)	
<a href="#">IMM-1129</a>	HPV Vaccine Appointment Reminder Card	
<a href="#">IMM-1129S</a>	HPV Vaccine Appointment Reminder Card (Spanish)	
<a href="#">IMM-1205ES</a>	Hey! Did You Know? poster, 11"x17" (2-sided English/Spanish)	
<a href="#">IMM-1447ES</a>	Protect Your Preteen poster, 18"x24" (2-sided English/Spanish)	

[IMM-1039ES](#) Ready for 7<sup>th</sup> Grade flyer, 2-sided English/Spanish



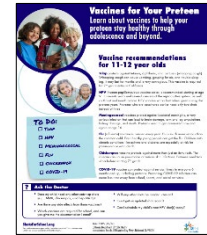
IMM-1048 One Shot Heroes DVD short fictional movie about importance of preteen shots (may be used in schools or other youth settings)



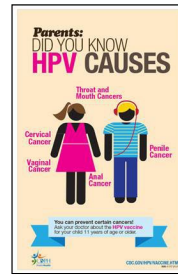
[IMM-1049](#) HPV Fotonovela pamphlet, 2-sided English/Spanish



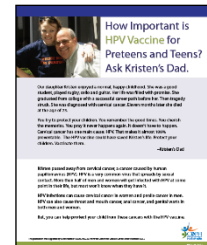
[IMM-1054ES](#) Parent Preteen Vaccines flyer, 2 sided English/ Spanish



[IMM-1117ES](#) Parent HPV poster, 2 sided English/Spanish, 11"x17"



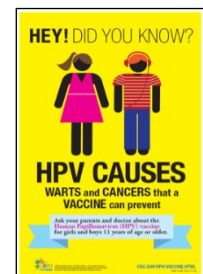
[IMM-1124](#) How Important is HPV Vaccine? flyer (and Spanish [IMM-1124S](#))



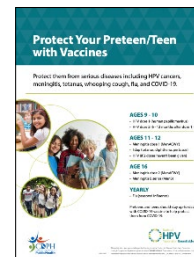
[IMM-1129](#) HPV Vaccine Appt reminder card (and Spanish [IMM-1129S](#))



[IMM-1205ES](#) School-friendly HPV poster, 2-sided English/Spanish, 11"x17"



[IMM-1447ES](#) Protect Your Preteen/Teen poster, 2-sided English/ Spanish, 18"x24"



## Talking Points for Adolescent Immunization Action Week

### Adolescent Immunization Action Week Campaign Information

Adolescent Immunization Action Week (AIAW) will be celebrated in the U.S. from April 7–11, 2025. AIAW promotes the importance of immunizing adolescents at annual checkups to protect them from very serious diseases.

### Información de la campaña de la Semana de Acción para la Vacunación de Adolescentes

La Semana de Acción para la Vacunación de Adolescentes (AIAW, en inglés) se celebrará en los Estados Unidos del 7 al 11 de abril de 2025. AIAW promueve la importancia de vacunar a los adolescentes en los chequeos anuales para protegerlos de enfermedades muy graves.

### Immunizations Protect Your Health and the Health of Those You Care For

**For adolescents:** Vaccinations can protect from major health problems, some that could occur in the next year, like the flu, and others that could occur far into the future, like cancer.

Shots not only help you – they protect your friends and family who could end up in the hospital if they get sick. Vaccines protect you, your friends, and your community from disease.

**For parents:** Like eating healthy foods, exercising, and getting regular checkups, vaccines keep your family well. Vaccination has been very successful in preventing illness and death in kids. Polio, mumps, and measles were common but are now practically unheard of. Let's keep it that way! Vaccines are our best defense against serious illness.

National recommendation for 11-to-12-year-olds include vaccines against tetanus, diphtheria, pertussis (Tdap), human papillomavirus (HPV), meningococcal, COVID-19, and seasonal flu. (HPV vaccine can be given starting at age 9 years.) In California, a Tdap shot is required before 7<sup>th</sup> grade. Check with your health care provider to make sure your child is up to date.

If you are out of work or don't have health insurance, your child can still get vaccinated. The California Vaccines for Children (VFC) program offers free vaccines to children and teens without insurance or whose insurance does not cover the cost of vaccines. Ask your doctor or [local health department](#) about the VFC program. Learn more at the CDC's [VFC page for parents](#). Find clinics participating in VFC [in your area](#).



Las vacunas protegen su salud y la de sus seres queridos

**Para los adolescentes:** Las vacunas pueden proteger contra problemas de salud graves, algunos que podrían ocurrir en el próximo año, como la influenza (gripe), y otros que podrían ocurrir en el futuro, como el cáncer.

Las vacunas no solo te ayudan a ti, sino que protegen a tus amigos y familiares que podrían acabar en el hospital si se enferman. Las vacunas te protegen a ti, a tus amigos y a tu comunidad de las enfermedades.

**Para los padres:** Al igual que comer alimentos sanos, hacer ejercicio y hacerse chequeos regulares, las vacunas mantienen a su familia sana. Las vacunas han tenido mucho éxito en la prevención de enfermedades y muertes en niños. La poliomielitis, las paperas y el sarampión eran comunes, pero ahora son prácticamente desconocidos. ¡Mantengámoslo así! Las vacunas son nuestra mejor defensa contra las enfermedades graves.

La recomendación nacional para niños de 11 a 12 años incluye vacunas contra el tétanos, la difteria, la tosferina (Tdap), el virus del papiloma humano (VPH), el meningococo, el COVID-19 y la influenza (gripe) estacional. (La vacuna contra el VPH se puede administrar a partir de los 9 años). En California, se requiere la vacuna Tdap antes del 7º grado. Hable con su proveedor de atención médica para asegurarse de que su hijo esté al día.

Si usted está sin trabajo o no tiene seguro médico, su hijo aún puede vacunarse. El programa de Vacunas para Niños de California (VFC, en inglés) ofrece vacunas gratuitas a niños y adolescentes sin seguro o cuyo seguro no cubre el costo de las vacunas. Pregúntele a su doctor [al departamento de salud local](#) sobre el programa VFC. Obtenga más información acerca del [programa de VFC](#). Encuentre clínicas que participen en VFC [en su área](#).

### Annual Checkups

The [Centers for Disease Control and Prevention](#), the [American Academy of Pediatrics](#) and the [American Academy of Family Physicians](#) recommend that all adolescents get a yearly appointment to check their overall health and receive any needed vaccines.

If your preteen or teen hasn't yet had a yearly checkup, make an appointment today! At the visit, ask which vaccines they are due for. Use this [list of vaccines by age](#) to learn more.

Los chequeos anuales

Los [Centros para el Control y la Prevención de Enfermedades](#), la [Academia Estadounidense de Pediatría](#) y la [Academia Estadounidense de Médicos de Familia](#) recomiendan que todos los adolescentes obtengan un chequeo anual para revisar su salud general y recibir las vacunas necesarias.

Si su preadolescente o adolescente aún no se ha hecho un chequeo anual, ¡haga una cita hoy mismo! En la cita, pregunte qué vacunas necesita. Use esta [lista de vacunas por edad](#) para obtener más información.

### Immunizations Recommended for Adolescents

11-and 12-year-olds need five vaccines to protect them against diseases that can be life threatening:

- ✓ **Tdap vaccine** helps prevent tetanus, diphtheria, and whooping cough. **Students entering 7<sup>th</sup> grade need Tdap vaccine before starting school.**
- ✓ **Human papillomavirus (HPV) vaccine** protects against certain cancers and infections.
- ✓ **Meningococcal vaccine (MenACWY)** protects against some forms of bacterial meningitis and other serious infections.
- ✓ **A seasonal flu vaccine** protects against serious cases of flu.
- ✓ **COVID-19 vaccine** protects against severe cases of COVID-19 and long COVID.

Sixteen-year-olds need a second dose of the meningococcal (MenACWY) vaccine. Some adolescents and young adults may need the meningococcal B (MenB) vaccine series (2 doses).

Your child's annual checkup or sports physical is a good time to get their recommended vaccines. See [CDC's schedule of recommended vaccines](#) for preteens and teens.

### Las recomendaciones de vacunación para adolescentes

Los jóvenes de 11 y 12 años necesitan cinco vacunas para protegerlos contra enfermedades graves:

- ✓ **La vacuna Tdap** para prevenir el tétanos, la difteria y la tosferina. **Estudiantes ingresando al 7<sup>o</sup> grado necesitan un comprobante de que recibieron la vacuna Tdap antes de comenzar la escuela.**
- ✓ **La vacuna contra el virus del papiloma humano (VPH)** para proteger contra ciertos tipos de cáncer e infecciones.
- ✓ **La vacuna antimeningocócica (MenACWY)** para proteger contra ciertos tipos de meningitis bacterianas y otras infecciones graves.
- ✓ **Una vacuna anual contra la influenza** (la gripe) para prevenir casos graves de influenza.
- ✓ **La vacuna contra el COVID-19** para prevenir casos graves de COVID-19 y el COVID persistente.

Los jóvenes de 16 años necesitan una segunda dosis de la vacuna antimeningocócica (MenACWY). Algunos adolescentes y adultos jóvenes pueden necesitar la serie de vacunas antimeningocócicas del serogrupo B (MenB) (2 dosis).

El chequeo anual o el chequeo médico deportivo de su hijo es un buen momento para ponerle las vacunas recomendadas. Consulte el [calendario de vacunas recomendadas por los CDC para preadolescentes y adolescentes](#).

### Human Papillomavirus (HPV)

[Human papillomavirus \(HPV\)](#) infections are common and can cause cancer. Almost everyone will get HPV, usually during their teens or early 20's. About 42 million Americans are currently infected with HPV, and about 13 million more get infected each year. While most HPV infections go away on their own, some cause certain types of cancer over time.

Each year in the United States, about 37,000 people develop [HPV-related cancers](#) – about the average number of people who go to a major league baseball game! These cancers can cause pain, suffering, and even death.

The [HPV vaccine](#) can prevent most HPV-caused cancers, including cancers of the:

- Cervix, vagina, and vulva in females;
- Penis in males;
- Mouth, throat and anus in females and males.

While HPV and Pap testing can detect cervical cancer in women, there are no routine methods to detect other HPV-related cancers.

It's better not to wait to vaccinate. HPV vaccine is recommended starting at 9 years old, many years before possible infections, because HPV vaccine:

- Prevents HPV infections but cannot cure them once they have already happened.
  - Infections in teenage girls prevented by HPV vaccine have dropped by 99% since HPV vaccine has been in use!
- Is more effective when given before the teen years. Teens who start vaccination at age 15 or older need three doses instead of two.
- Is [very safe](#), with the benefits much greater than any potential side effects.



Watch [Matthew's Story](#) of a teen who witnessed his father go through treatment for HPV-related oral cancer. He makes the connection that his own vaccination is protecting him from his dad's illness. Other HPV stories are available at [ShotByShot.org](#).

### El virus del papiloma humano (VPH)

Las infecciones por [el virus del papiloma humano \(VPH\)](#) son comunes y pueden causar cáncer. Casi todo el mundo contraerá el VPH, normalmente durante la adolescencia o a principios de los 20 años. En la actualidad, unos 42 millones de estadounidenses están infectados por el VPH, y unos 13 millones más se infectan cada año. Aunque la

mayoría de las infecciones por VPH desaparecen por sí solas, algunas causan ciertos tipos de cáncer con el tiempo.

Cada año en Estados Unidos, unas 37,000 personas desarrollan cánceres relacionados con el VPH, ¡aproximadamente el promedio de personas que asisten a un partido de béisbol de las grandes ligas! Estos cánceres pueden causar dolor, sufrimiento e incluso la muerte.

[La vacuna contra el VPH](#) puede prevenir la mayoría de los cánceres que causa el VPH, incluyendo los cánceres de:

- cuello uterino, vagina y vulva en las mujeres;
- pene en los varones;
- boca, garganta y ano en mujeres y hombres.

Aunque las pruebas del VPH y de Papanicolaou pueden detectar el cáncer de cuello uterino en las mujeres, no existen métodos rutinarios para detectar otros cánceres relacionados con el VPH.

Es mejor no esperar para vacunarse. La vacuna contra el VPH se recomienda a partir de los 9 años, muchos años antes de las posibles infecciones, porque la vacuna contra el VPH:

- Previene las infecciones por VPH pero no puede curarlas cuando ya se han desarrollado.
  - ¡Las infecciones en chicas adolescentes que se previenen con la vacuna del VPH han descendido un 99% desde que se utiliza la vacuna del VPH!
- Es más eficaz cuando se administra antes de la adolescencia. Las adolescentes que empiezan a vacunarse a partir de los 15 años necesitan tres dosis en lugar de dos.
- [Es muy segura](#), y sus beneficios son mucho mayores que sus posibles efectos secundarios.

## Meningococcal Disease

[Meningococcal \(meh-ninja-CAH-cal\) disease](#) is a rare infection in the blood or areas around the brain and spinal cord. About 10% of teens who get the disease will die from it, while another 15% lose at least one arm or leg, become deaf, or suffer brain damage. The risk of meningococcal disease increases in the preteen through teen and young adult years. The bacteria that cause this infection can spread through close contact, such as kissing, coughing, and sharing drinks. Living in crowded conditions and smoking can increase the risk of getting this disease.

One dose of [meningococcal vaccine](#) (MenACWY) is recommended for all 11- and 12-year-olds. A booster dose is also recommended at age 16.

MenB vaccine that protects against another type of meningococcal disease, may be given to adolescents and young adults 16-23 years of age. Adolescents may also

receive a combined vaccine (MenABCWY) when both MenACWY and MenB vaccines are recommended at the same visit. Ask your doctor if MenB vaccine is recommended for your teen.



Share [David's Story](#) as told by his mom. David died from bacterial meningitis at age 13. His mom wants other families to learn to protect their kids. Find other meningitis stories at [ShotByShot.org](#).

### La enfermedad meningocócica

La enfermedad meningocócica es una infección poco frecuente de la sangre o de las zonas que rodean el cerebro y la médula espinal. Alrededor del 10% de los adolescentes que contraen la enfermedad mueren a causa de ella, mientras que otro 15% pierde al menos un brazo o una pierna, se queda sordo o sufre lesiones cerebrales. El riesgo de enfermedad meningocócica aumenta en la preadolescencia, la adolescencia y la juventud. Las bacterias que causan esta infección se pueden transmitir por el contacto cercano, como besarse, toser y compartir bebidas. Vivir en lugares con muchas otras personas y fumar pueden aumentar el riesgo de contraer esta enfermedad.

Se recomienda una dosis de la [vacuna antimeningocócica \(MenACWY\)](#) a todos los jóvenes de 11 y 12 años. También se recomienda una dosis de refuerzo a los 16 años.

La vacuna antimeningocócica del serogrupo B (MenB) protege contra otro tipo de enfermedad meningocócica y puede administrarse a adolescentes y adultos jóvenes de 16 a 23 años. Los adolescentes también pueden recibir una vacuna combinada (MenABCWY) cuando se recomiendan las vacunas MenACWY y MenB en la misma cita. Pregunte a su doctor si recomienda la vacuna MenB para su adolescente.

### Tetanus, Diphtheria, and Pertussis

Pertussis (whooping cough) is common and can cause severe coughing spells that lead to vomiting, broken ribs, or missing days to weeks of school. Cases of whooping cough decreased at the start of the COVID-19 pandemic but are returning to higher levels. Many school outbreaks have been reported recently.

To help reduce the severity of whooping cough and meet California requirements for starting 7<sup>th</sup> grade, preteens should get the [Tdap booster vaccine](#). Whooping cough vaccines are effective but not perfect. They typically provide strong protection in the first few years after vaccination, but the protection fades over time. This is why booster shots are important for preteens. The Tdap booster shot also protects against tetanus and diphtheria infections.

A dose of Tdap is also recommended at the earliest opportunity during the third trimester (27 to 36 weeks) of every pregnancy. This protects newborn infants until they are old enough to get their own shots.



Watch [Emily and Zack's Story](#) about twins who recall with their mom about catching whooping cough during high school. Find other pertussis stories at [ShotByShot.org](#).

### El tétanos, difteria y tosferina

La tosferina es común y puede causar ataques de tos graves que provocan vómitos, costillas fracturadas o la pérdida de días o semanas de escuela. Los casos de tosferina disminuyeron al comienzo de la pandemia COVID-19, pero están volviendo a niveles más altos. Recientemente se han informado muchos brotes escolares.

Para ayudar a reducir la gravedad de la tosferina y cumplir con los requisitos de California para comenzar el 7º grado, los preadolescentes deben recibir la vacuna de refuerzo Tdap. Las vacunas contra la tosferina son eficaces, pero no perfectas. Por lo general, proporcionan una muy buena protección durante los primeros años después de la vacunación, pero esta protección disminuye con el tiempo. Por eso son importantes las vacunas de refuerzo para los preadolescentes. La vacuna de refuerzo Tdap también protege contra las infecciones por tétanos y difteria.

También se recomienda una dosis de Tdap lo antes posible durante el tercer trimestre (de 27 a 36 semanas) de cada embarazo. Esto protege a los recién nacidos hasta el momento que puedan vacunarse.

### Influenza (flu)

Flu (influenza) is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness, and at times is fatal. The Centers for Disease Control and Prevention (CDC) reported [203 deaths](#) in children due to flu during the 2023-2024 flu season. Flu can send even health kids to the hospital.

The best way to prevent flu is by getting an annual [flu vaccine](#). Flu vaccine is especially important for people with chronic conditions such as asthma or diabetes. Getting a flu shot lowers the chances of having a severe case of flu.

A yearly flu vaccine is recommended for everyone 6 months of age and older. Adolescents should get a flu vaccine by the end of October, before flu begins spreading in your community. For those who missed their chance in the early autumn, getting vaccinated later is still a good idea.

Along with vaccination, encourage adolescents to take basic steps to help prevent catching the flu and other respiratory infections, such as washing hands often, covering coughs and sneezes with their sleeves or tissues, and staying home when sick.



Read [Abbie's story](#), a healthy 14-year-old who quickly died from the effects of flu on her heart. Her story is a reminder that flu can be unpredictable – even for a healthy, young person. Find other flu stories at [ShotByShot.org](#).

### La influenza (gripe)

Los virus de influenza causan la influenza (la gripe o “flu”), una enfermedad respiratoria contagiosa. Puede causar una enfermedad leve o severa y a veces puede ser mortal. Los Centros para el Control y Prevención de Enfermedades (CDC, en inglés) notificaron [203 muertes](#) de niños a causa de la influenza durante la temporada de influenza 2023-2024. Hasta los niños sanos pueden acabar en el hospital por la influenza.

La mejor manera de prevenir la influenza es vacunándose todos los años. La vacuna contra la influenza es especialmente importante para las personas con enfermedades crónicas como el asma o la diabetes. Vacunarse contra la influenza reduce las probabilidades de tener un caso grave de influenza.

Se recomienda una vacuna anual contra la influenza a todas las personas a partir de los 6 meses de edad. Los adolescentes deben vacunarse contra la influenza a finales de octubre, antes de que la influenza comience a propagarse en su comunidad. Para aquellos que perdieron su oportunidad a principios de otoño, vacunarse más tarde sigue siendo una buena idea.

### COVID-19

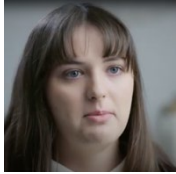
[COVID-19](#) is caused by the SARS-CoV-2 virus. While most teens infected with COVID-19 may have milder illness, COVID-19 can cause severe illness or death.

Adolescents are recommended to receive an updated (2024-2025) [COVID-19 vaccine](#) to protect against serious illness from COVID-19. This includes those who have received a COVID-19 vaccine before or who have been sick before with COVID-19 disease. Teens who are moderately or severely immunocompromised may get additional doses.

The updated vaccine more closely targets the currently circulating strains. Just like our phones and computers need to be updated to avoid viruses, our immune systems need updating, too! Billions of COVID-19 vaccine doses have been given with significant benefits and limited risks. Most side effects are mild and last a couple of days. Getting vaccinated is the safer choice.



Catching COVID-19 can mean disruption of school activities, worsening mental health, and decreased physical activity, or even serious illness. Infected teens may also infect their parent or other vulnerable family member.



Watch [Katelyn's Story](#) about a 20-year-old woman who suffers from persistent COVID-19 symptoms. She went from being a varsity soccer player to getting worn out after walking. Find other COVID-19 stories at [ShotByShot.org](#).

## El COVID-19

El virus SARS-CoV-2 causa [el COVID-19](#), una enfermedad respiratoria contagiosa. Aunque que la mayoría de los adolescentes infectados con COVID-19 pueden tener una enfermedad más leve, el COVID-19 puede causar una enfermedad grave y la muerte.

Se recomienda que los adolescentes reciban una vacuna COVID-19 actualizada (2024-2025) para protegerse contra la enfermedad grave que causa el COVID-19. Esto incluye a aquellos que se han vacunado contra el COVID-19 antes o que se enfermaron de COVID-19 en el pasado. Los adolescentes con inmunodepresión moderada o grave pueden recibir dosis adicionales.

La vacuna actualizada se centra más en las cepas que circulan actualmente. Al igual que nuestros teléfonos y computadoras necesitan actualizarse para evitar los virus, ¡nuestros sistemas inmunitarios también necesitan actualizarse! Se han administrado miles de millones de dosis de la vacuna contra el COVID-19 con importantes beneficios y riesgos limitados. La mayoría de los efectos secundarios son leves y duran un par de días. Vacunarse es la opción más segura.

Contraer COVID-19 puede significar la interrupción de las actividades escolares, el empeoramiento de la salud mental y la disminución de la actividad física, o incluso una enfermedad grave. Los adolescentes infectados también pueden contagiar a sus padres o a otro miembro vulnerable de la familia.



## Activities to Promote Adolescent Immunization Action Week

Here are suggested activities to promote AIAW in your community.

- Activities are organized by type, including social and traditional media, engaging providers, engaging schools, and working with other partners.
- Note the color-coded boxes to indicate the level of resources required to implement.
  - 🕒 Activities that require less time and few resources
  - 🕒🕒 Activities that require some time or resources
  - 🕒🕒🕒 Activities that require a considerable amount of time or resources
- An asterisk (\*) denotes activities conducted in 2023.

### Social Media and Traditional Media Activities

🕒 **Update your website!** Post AIAW information, list facilities offering Tdap and other vaccines, and link to [ShotsforSchool.org](https://shotsforschool.org) on your website. Use the AIAW [web banners](#). Consider creating a special page for AIAW. *LHDs that have tried this:* Butte, Colusa, Fresno, Glenn, Los Angeles, Napa, San Mateo, Santa Barbara, Santa Clara, Berkeley\*

🕒 **Use social media** such as Facebook and X (Twitter) to promote key adolescent immunization messages, especially HPV vaccine and the 7<sup>th</sup> grade school entry requirements. Tailor and post social media messages (page 24) or use messages from CDPH's [School-Located Vaccine Event Toolkits](#) and [Don't Wait-Vaccinate](#) campaign. Promote a [ShotByShot story](#) about HPV, whooping cough, flu or meningococcal disease. Invite staff and partners to like, comment, and share your posts. *LHDs that have tried this:* Pasadena, Fresno, Glenn, Humboldt, Kern, Marin, Mariposa, Napa, Orange, San Diego, Siskiyou, Stanislaus, Berkeley\*, Colusa\*, Del Norte\*, El Dorado\*, Inyo\*, Los Angeles\*, San Luis Obispo\*, Santa Barbara\*, Santa Clara\*, Santa Cruz\*, Ventura\*, Yuba\*

🕒 **Share AIAW materials electronically.** Email AIAW resources/materials and links to school nurses, administrators, principals, LHD staff, local VFC providers, coalition members, and community organizations that serve youth. *LHDs that have tried this:* Butte, Fresno, Kern, Lassen, Los Angeles, Mariposa, Napa, San Diego, San Mateo, Santa Barbara, San Diego, Santa Clara\*

🕒 **Ask immunization staff and coalition members to add AIAW info to their email signatures.** Consider using one of CDC's [AIAW infographics](#) listing recommended vaccines. *LHDs that have tried this:* San Diego, Santa Clara\*

🕒 **Create a preteen immunization display in your lobby** to reach families that visit your health department. Offer [flyers](#) for parents to take home and review. *LHDs that have tried this:* Fresno, Glenn, Orange, San Diego, San Luis Obispo\*

🕒🕒 **Distribute printed AIAW materials** to schools, clinics, local providers, community agencies. (LHDs order directly from CDPH.) Partners may be more willing to share printed materials. *LHDs that have tried this:* Fresno, Lassen, Placer, Riverside, San Diego, San Joaquin, Del Norte\*

🕒🕒 **Reach out to the media or local magazine.** Send a press release (see template on page 29). Inform media about AIAW and provide information about your clinics, extended hours, etc. in your articles. *LHDs that have tried this:* Fresno, Glenn, Kern, Lassen, Los Angeles, San Diego, San Mateo, Ventura, El Dorado\*, Santa Barbara\*

🕒🕒 **Promote radio or TV PSAs about** preteen immunizations. See the PSA Script (page 28) approved by CDPH Office of Communications or these PSAs by Dr. Erica Pan, State Epidemiologist and Pediatrician ([horizontal](#) or [tall](#) orientation). CDC has [numerous PSAs](#) on the importance of preteen immunizations. There are also adolescent vaccine PSAs on [ShotByShot](#). Alternatively, you can create your own. *LHDs that have tried this:* Contra Costa, Fresno, Imperial, Kern, Lassen, Napa, Nevada, Tehama, Ventura, Del Norte\*

🕒🕒 **Offer qualified multilingual staff for radio and TV interviews or shows.** Ask media if they'd be interested in covering your story. Invite your local health officer to inform parents on the radio about 7<sup>th</sup> grade immunization requirements. *LHDs that have tried this:* San Luis Obispo, Santa Barbara, Siskiyou

### Activities to Engage Providers

🕒 **Encourage providers to use reminder postcards or phone calls for their 11- to 12-year-old patients who are missing doses.** Reminder postcards are available to order for LHDs in the [Branch Store](#). Use them at your clinic also! *LHDs that have tried this:* Kern

🕒 **Remind providers to use every visit**, including well-child checkups and sports physicals **as an opportunity to vaccinate.** *LHDs that have tried this:* Inyo, Kern, Lassen, Pasadena, San Bernardino

🕒🕒 **Send letters to providers encouraging them to order promotional materials from you and include the template order form (page 6) from this Toolkit; or share resources directly, perhaps targeting those with low immunization or series completion rates.** *LHDs that have tried this:* Butte, Glenn, Inyo, San Diego, Del Norte\*, El Dorado\*, Los Angeles\*, San Benito\*, Santa Barbara\*, Santa Clara\*, Santa Cruz\*, Yuba\*

🕒🕒 **Offer to include an article (see Healthcare Provider e-blast on page 31) in your local physician newsletter (e.g., CMA, CAFP, AAP, CHDP) or local listserv.** Educate providers on the school immunization requirement and encourage them to schedule visits for preteens. *LHDs that have tried this:* Butte, Fresno, San Diego, Los Angeles\*, Ventura\*

🕒🕒 **Encourage providers to vaccinate against HPV starting at age 9.** Consider partnering with a local Medi-Cal Managed Care plan. Present on the importance of HPV disease prevention. Incorporate reminders through EHR system. Send e-blasts to participating providers. Check out available resources from the American Cancer Society (ACS) on [starting at age 9](#) or [Action Guides](#) for health plans, clinicians and support staff, practices and health systems. *LHDs that have tried this:* Contra Costa, San Diego\*

🕒🕒🕒 **Partner with dental hygienists to promote or offer HPV vaccination.** Share resources such as the [Action Guide for Dental Health Care Providers](#), [Q&A Guide for Dental Professionals](#), and [5 key points on oropharyngeal cancer for dentists](#). *LHDs that have tried this:* San Benito County

🕒🕒🕒 **Conduct quality improvement (QI) visits** with clinics that have low HPV immunization rates to help increase their utilization of HPV vaccine. See the ACS [Action Guides](#) for more details.

🕒🕒🕒 **Host an adolescent immunization seminar/webinar** to share information about adolescent immunizations, the immunization schedule, storage and handling, and best practices. Invite provider office staff, school nurses, and local clinic staff. *LHDs that have tried this:* Riverside, San Bernardino, Santa Clara, San Diego, Los Angeles\*, Santa Barbara\*

🕒🕒🕒 **Reach out to a local hospital and ask them to co-host an adolescent immunization clinic.** Alternatively, ask hospitals to help promote your special preteen clinics or extended clinic hours. *LHDs that have tried this:* Los Angeles

🕒🕒🕒 **Attend local health fairs, events, or conferences** to educate providers and the general public on recommended immunizations and the Tdap immunization requirement. *LHDs that have tried this:* Fresno, Glenn, Riverside, San Luis Obispo, Siskiyou

## Activities to Engage Schools

🕒 **Encourage your Health Officer to send school superintendents a letter** highlighting the school law, promoting the preteen doctor visit, and outlining the LHD's role in supporting schools. *LHDs that have tried this:* Butte, Kern

🕒 **Send the School Staff e-Blast (page 32).** You can also provide the Letter from School Nurse to Parents, page 33. *LHDs that have tried this:* Berkeley\*, Del Norte\*, El Dorado\*, Humboldt\*, Santa Barbara\*, Santa Clara\*, Yuba\*

🕒 **Encourage schools to promote preteen vaccines through these following methods:** use their [robo-call](#), SMS system, or email listserv to alert parents about the [immunization requirements](#); attach the [parent flyer](#) to report cards or an important

mailing; place AIAW information in their school newspaper/on school website. You can also encourage school nurses to use the Letter from School Nurse to Parents (page 33). Schools can use the AIAW [infographics](#) (or [those created by CDC](#)) and link to information about the [immunization requirements](#). *LHDs that have tried this:* Berkeley, El Dorado, Glenn, Lassen, Modoc, San Francisco, San Luis Obispo, Siskiyou, Colusa\*, Del Norte\*, Santa Clara\*, Inyo\*, Los Angeles\*, Santa Barbara\*, Yuba\*

🕒 **Encourage schools to share information about HPV vaccination with parents** as outlined in [AB659 Cancer Prevention Act](#). Share the template communications.

🕒🕒 **Attend meetings for school nurses, LHD/community providers, and the PTA, to share information and distribute relevant materials.** Discuss the [immunization requirements for 7th graders](#), the [AB659 Cancer Prevention Act](#) and the HPV immunization education requirement. *LHDs that have tried this:* Butte, Fresno, Madera, Tehama, Placer\*, Santa Clara\*, Ventura\*

🕒🕒 **Invite school nurses to use the [School and Childcare Roster Lookup \(SCRL\) tool](#) in CAIR Hub.** Teach school nurses how to train administrative staff to access and use SCRL to generate immunization reports. Be sure to direct them to CDPH's new [online training modules](#) on implementing school immunization requirements, too!

🕒🕒🕒 **Co-host school-located or community vaccination events to immunize students.** See the next section, School-Located Vaccine Events, to learn more about how to host your own event. *LHDs that have tried this:* Alpine, Butte, Contra Costa, Fresno, Imperial, Kings, Los Angeles, Madera, Marin, Mariposa, Mendocino, Mono, Monterey, Orange, Pasadena, Placer, Riverside, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Sonoma, Stanislaus, Sutter, Tulare, Yolo, Yuba, Alameda\*, El Dorado\*, Humboldt\*, Kern\*, Lake\*, Long Beach\*, Merced\*, Napa\*, Nevada\*, San Benito\*, San Bernardino\*, San Diego\*, Siskiyou\*, Solano\*, Tehama\*, Ventura\*

### Activities to Engage Other Partners

🕒 **Reach out to your local WIC offices** to educate parents on the [school immunization requirements](#). Ask WIC to promote your special Tdap clinics or extended clinic hours or to distribute or display health education materials. *LHDs that have tried this:* Glenn, Riverside

🕒🕒 **Invite libraries and/or local businesses to display AIAW materials.** Libraries (or bookstores) can display the [parent flyer](#) and the [poster](#) to promote adolescent immunizations. They can also have a list of adolescent health books available. *LHDs that have tried this:* Pasadena, Colusa, Orange, San Diego, San Joaquin, Santa Clara, Del Norte\*, El Dorado\*, Los Angeles\*, San Benito\*

## School-Located Vaccine Events

Start by visiting the CDPH [School Located Vaccination Events page](#) and checking out the [School-Located Vaccine Events \(SLVEs\) Training Module](#).

**Conducting adolescent vaccine events** at schools is an effective strategy for protecting students from preventable diseases, increasing immunization rates and ensuring 7<sup>th</sup> grade readiness. Use CDPH's web-based Adolescent SLVE Promotional Toolkit on the [SLVE webpage](#) to promote your Tdap, HPV, and meningitis vaccine events. Promotional resources can be downloaded, customized, and shared on many different platforms and applications. The [SLVE webpage](#) contains further job aids to support conducting adolescent vaccination events at schools.

**Utilize all available communication channels** to reach families, including student take-home materials, robocalls, text messages, emails, newsletters/websites, marquee screens, and social media. Consider collaborating with local media outlets (radio, newspapers, TV) to share recorded video messages with the community. Partner with community organizations, such as youth centers, libraries, and after-school programs, to promote your SLVE.

**Promote adolescent school-located vaccine events** using messaging templates which focus on Tdap, HPV, and meningitis vaccines. These Promotional Messaging Templates can be found by visiting the [SLVE webpage](#) and then clicking on the Adolescent Promotional Toolkit button. Choose what works best for you and the type of vaccine event you are considering. Encourage teachers and staff to use these templates to amplify reach and increase participation. Encourage teachers and staff to share event registration URLs or send and collect consent forms to improve response rates. Get creative by enlisting art classes or clubs to design signage and banners, which can be reused for future events.

**Set up your school-located vaccine clinic in MyTurn** using our [Step-by-Step guide and CAIR Quick Entry \(CQE\) to streamline vaccine record entry](#) by using our [CQE Checklist step-by step guide](#). MyTurn allows California immunization providers to manage patient eligibility, scheduling, dose administration, reporting, and AB 1797 compliance, all in one place. If you have questions email [MyTurn.Clinic.HD@cdph.ca.gov](mailto:MyTurn.Clinic.HD@cdph.ca.gov).

**Additional SLVE Resources:** *If you experience issues downloading files, try clearing your cache and cookies, or utilize a different browser.*

[Action Plan](#)

[Incentive Resources](#)

[CA Health Officer Letter of Support for SLVEs](#)

[Vaccine Documentation Sticker Template](#)

[Cost Guide](#)

[Sample Vaccination Area Setups](#)

[Student Identification Protocol](#)

[Evaluation Survey](#)

Sample Registration/Consent Forms:

[Flu/COVID-19 Vaccine Events](#)

[Adolescent Vaccine Events](#)

## Social Media Messaging

Social media can reach more diverse or targeted audiences and facilitate communication. By coordinating with partners, messages promoting AIAW are more likely to be liked, retweeted, republished, commented on, etc. This helps raise awareness about AIAW!

Use the messages below to spread the word about AIAW. You can forward them to the person managing your organization's social media accounts and share them with partners, too. They are organized with themes for every day of the week (Monday-Friday) with options, depending on the type of post your organization prefers, your comfort level with the platforms, and the degree of engagement you wish to have with your audience. Don't forget to end your social media messages with "#AIAW,25" and tag your partners using @PartnerName (e.g., @CAPublicHealth).

### Themed Days:

**Monday: General Awareness / AIAW**

**Tuesday: HPV Vaccination**

**Wednesday: Adolescent Checkups**

**Thursday: Pertussis Vaccination (Tdap)**

**Friday: Meningococcal Vaccination (MenACWY, MenB, MenABCWY)**

### 1. MONDAY – General Awareness / AIAW

#### Recommended CDPH Post:

Go to the [general infographic link](#) (or [Spanish infographic link](#)) and save it to your computer. Post the image to Facebook, X (Twitter), or Instagram by itself or with a caption.



☐ Your preteen is growing up before your eyes. Make sure they're protected against preventable diseases like meningitis, HPV, whooping cough, flu and COVID-19. 📱 Contact your doctor, pharmacy, or visit [MyTurn.ca.gov](https://MyTurn.ca.gov) to schedule your vaccine appointments. #PreteenVaxCA #HealthyKids #StayUpToDate #AIAW25



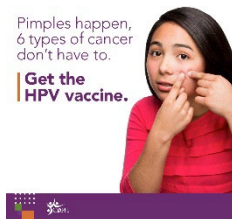
☐ Tu hijo preadolescente está creciendo ante tus ojos. Asegúrate de que esté protegido contra enfermedades prevenibles como la meningitis, el VPH, la tos ferina, la gripe y la COVID-19. 📱 Comunícate con tu médico, farmacia o visita [MyTurn.ca.gov](https://MyTurn.ca.gov) para programar tu cita de vacunación. #PreadolescenteVaxCA # NiñosSaludables # MantenteAIDía #AIAW25



## 2. TUESDAY – HPV Vaccination

### Recommended CDPH Post:

Go to infographic on [CDPH's Don't Wait – Vaccinate campaign page](#) and save it to your computer. (Available in English and Spanish.) Either post the image to Facebook, X (Twitter), or Instagram by itself or with a caption.



- As your kids grow up, you can't prevent their pimples, but you can prevent 6 types of cancer with the HPV vaccine, recommended for all preteens starting at age 9. To find out more about the HPV vaccine, visit [go.cdph.ca.gov/teen-vaccine](https://go.cdph.ca.gov/teen-vaccine) #CaliforniaHPVFree #AIAW25 #DontWaitVaccinate



- A medida que tus hijos crecen, no puedes prevenir sus espinillas, pero sí puedes prevenir 6 tipos de cáncer con la vacuna contra el VPH, recomendada para todos los preadolescentes a partir de los 9 años. Para obtener más información sobre la vacuna contra el VPH, visita [go.cdph.ca.gov/teen-vaccine](https://go.cdph.ca.gov/teen-vaccine).

### Recommended CDPH Post:

Go to infographic on [CDPH's Don't Wait – Vaccinate campaign page](#) and save it to your computer. (Available in English and Spanish.) Post the image to Facebook, X (Twitter), or Instagram by itself or with a caption.



- 📣 Parents: ask for the #HPVvaccine at your child's back-to-school doctor visit. The HPV vaccine is most effective when given between 9–12-years-old. It protects against cancer later in life. Learn more: [go.cdph.ca.gov/teen-vaccine](https://go.cdph.ca.gov/teen-vaccine) #CaliforniaHPVFree #AIAW25



- 📣 Padres: pregunten acerca de #LaVacunaContraElVPH durante el chequeo médico de regreso a la escuela de sus hijos. La vacuna contra el VPH es más eficaz cuando se pone entre los 9 y 12 años. Protéjanlos contra el cáncer en el futuro. Obtenga más información: [go.cdph.ca.gov/teen-vaccine](https://go.cdph.ca.gov/teen-vaccine) #CaliforniaLibreDeVPH

### 3. WEDNESDAY – General Awareness (Checkup)

#### Recommended CDPH Post:

Go to infographic link on [CDPH's Don't Wait – Vaccinate campaign page](#) and save it to your computer. (Available in English and Spanish.) Post the image to Facebook, X (Twitter), or Instagram by itself or with a caption.



☐ Vaccines can help keep your preteen and teen stay healthy, so they can continue going to school and hanging out with friends. Get some peace of mind by immunizing your preteen and teen against diseases like whooping cough and meningitis. Visit [www.shotsforschool.org](http://www.shotsforschool.org) #BackToSchool #ShotsforSchool #DontWaitVaccinate #AIAW25

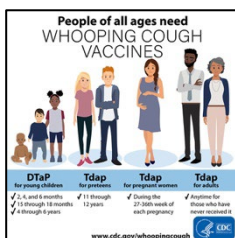


☐ Las vacunas pueden ayudar a tu preadolescente y adolescente a mantenerse sanos, seguir yendo a la escuela y divertirse con amigos. Gana tranquilidad vacunando a tu preadolescente y adolescente contra enfermedades como la tosferina y la meningitis. Visita [www.shotsforschool.org](http://www.shotsforschool.org) #DeRegresoALaEscuela #VacunasParaLaEscuela #NoEsperesVacúnalos

### 4. THURSDAY – Pertussis Vaccination (Tdap)

#### Recommended CDC Post:

Go to the [pertussis infographic link](#) (or [Spanish infographic link](#)) and save it to your computer. Post the image to Facebook, X (Twitter), or Instagram by itself or with a caption.



☐ People of all ages need whooping cough vaccines – including preteens and teens! Whooping cough can make you cough for weeks or even months, sometimes so hard that you vomit. Getting vaccinated is the best way to make whooping cough milder. Schedule your child's vaccine appointment today! #AIAW25

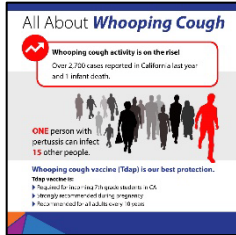


☐ Personas de todas las edades necesitan vacunarse contra la tosferina– ¡incluyendo los preadolescentes y adolescentes! La tosferina puede causar tos por semanas o hasta meses y a veces las personas infectadas tosen tan fuerte que vomitan. Vacunarse es la mejor manera de que sea más leve. ¡Haga la cita de vacunación para su hij@ hoy mismo!

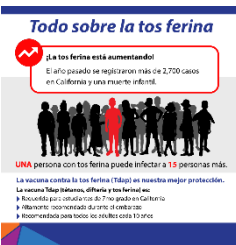


## Alternate Post:

Go to the [pertussis infographic link](#) (or [Spanish infographic link](#)) and save it to your computer. Post the image to Facebook, X (Twitter), or Instagram by itself or with a caption.



- All incoming 7th graders in California must show proof of Tdap vaccination before entry. Make sure your student is ready for school by scheduling their preteen vaccine appointment today! #AIAW25

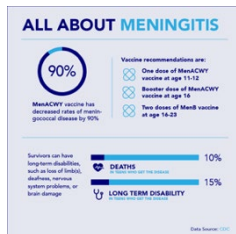


- Todos los estudiantes de 7° grado en California deben mostrar prueba de la vacuna Tdap antes de ingresar. ¡Asegúrese que su estudiante está listo para la escuela, y haga una cita para vacunarlo hoy mismo!

## 5. FRIDAY – Meningococcal Vaccination (MenACWY and MenB)

### Recommended Post:

Go to [infographic link](#) (or [Spanish infographic link](#)) and save it to your computer. Post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



- You might never find out where a child caught bacterial meningitis; just sharing a soda might bring infection. Shield your preteen or teen with meningitis vaccines. #AIAW25



- Es posible que nunca descubras dónde tus hijos se contagiaron con la meningitis bacteriana; el solo hecho de compartir un refresco puede provocar una infección. Protege a tu preadolescente o adolescente con las vacunas contra la meningitis.

## Public Service Announcement Script

This 30-second script can be used for radio public service announcements (PSAs) or social media videos (also known as reels). Feel free to modify the script to suit the needs of your community. The featured person should be a trusted messenger from your community, such as a physician or community health worker. You can direct people to [go.cdph.ca.gov/teen-vaccine](https://go.cdph.ca.gov/teen-vaccine) in the recording or accompanying caption, if applicable.

You may also use the CDPH PSA with Dr. Erica Pan, State Epidemiologist and Pediatrician ([horizontal](#) or [tall social media](#) format).

[Scene: Person speaking directly to the camera with a warm and friendly demeanor]

As a [pediatrician/health worker/etc.] and parent, I know how important three preteen vaccines are in protecting the health of our children, families and communities.

1. The Tdap vaccine guards against whooping cough, a contagious illness that can harm our kids and can be deadly for babies.
2. The HPV vaccine is a powerful tool in preventing future cancers, such as cervical and throat cancers.
3. And lastly, the bacterial meningitis vaccine protects against a dangerous infection that can lead to brain damage or even death.

These vaccines are recommended for preteens ages 11 to 12 years old as our best defense against these illnesses.

I vaccinated my own children when they were preteens to protect them from serious diseases now and in the future. Talk to your child's doctor and visit our website for more information.

## Press Release

**Date: April X, 2025**

**For Release: Immediate**

### **Preteens and Teens Need Vaccines Too!**

**[Insert City/County]**—Babies and young children aren't the only ones who need vaccines to keep safe from diseases – preteens and teens need vaccines, too! To help raise awareness, the **[Insert City/County]** Health Department is joining with the California Department of Public Health in recognizing April 7-11 as “Adolescent Immunization Action Week.”

During adolescence, protection from childhood vaccination against pertussis or whooping cough may begin to wear off. Whooping cough can make people sick with a cough so severe they break their ribs. It's very contagious and can be deadly to babies.

Local Health Officer, **[Insert Name]**, explains, “Whooping cough tends to surge every few years, which is what we're seeing recently with outbreaks in a number of schools.” The Tdap vaccine is recommended at age 11 or 12 years to boost protection against tetanus, diphtheria, and whooping cough. Incoming 7<sup>th</sup> graders must provide proof of having received the whooping cough shot before starting school.

The HPV vaccine is recommended starting at age 9 years to prevent certain cancers later in life. **[Insert Local Health Officer Name]**, says, “It's incredible that we have a vaccine that prevents cancer. It's been available in the U.S. for nearly 20 years now, so we know that it works very well and that it's safe. We're already seeing large decreases in HPV infections and precancers thanks to the HPV vaccine.”

There are also vaccines to protect against meningitis, which can lead to amputations, deafness, or death. To be protected from some types of meningitis, doses of meningitis vaccine are given at age 11 or 12 years and again at age 16 years.

The **[Insert City/County]** health department encourages parents and guardians to schedule a visit to their healthcare provider to ensure their adolescents are up to date on their vaccinations.

For more information about adolescent vaccinations, including clinic locations and resources, please visit our website at **[Insert Website]** or contact the **[Insert City/County]** Health Department at **[Insert Phone Number]**. **[Insert information on any events your LHD is hosting, including immunization clinics.]**

Media Contact:

**[Insert Name]**, **[Insert Title]**  
**[Insert City/County]** Health Department  
**[Insert Email Address]**  
**[Insert Phone Number]**

## Healthcare Provider E-Blast

### Plan Ahead Now for Back to School

Adolescent Immunization Action Week reminds us to make sure adolescents are up to date on their vaccines. This is especially important for 11- and 12-year-olds who need Tdap to start 7<sup>th</sup> grade. Stay ahead of the back-to-school rush by scheduling the preteen doctor visit now. More information about school vaccine requirements is available at [ShotsForSchool.org](https://shotsforschool.org).

Consider these strategies to reach patients now and reduce the back-to-school rush:

1. **Use the immunization registry and your EHR** to identify children who missed well-child visits and/or recommended vaccinations. (See the [CAIR Reminder/Recall User Guide](#).)
2. **Reach out to schedule in-person appointments** using a [robocall](#), letter, or text.
3. **Plan back-to-school immunization catch-up clinics** at convenient times for working parents, including weekends and evenings.
4. **Administer needed vaccines at ALL visits**, not just well-child checks.
5. **Designate a certain number of “immunization-only” appointments** each day leading up to school entry.
6. **Use effective communication techniques.** Talk openly with parents about vaccine safety and concerns. Parents cite their adolescent’s provider as the most trusted and influential on their vaccination decisions.

Keep the following vaccines on your [checklist](#) of recommended adolescent vaccines:

- Pertussis – Under [state law](#), all incoming 7<sup>th</sup> grade students need proof of a Tdap booster shot before starting school.
- HPV – Consider the [benefits of starting the series at age 9 years](#).
- Meningococcal – Preteens should get a dose of MenACWY at 11 or 12 years and a booster at age 16 years. Sixteen-year-olds may also need MenB vaccine. Consider MenABCWY, for your 16-year-old patients. See the [Meningococcal Vaccine Timing Guide](#) for more information.
- COVID-19 vaccine
- Seasonal influenza vaccines this fall
- While the 7<sup>th</sup> grade requirement for varicella vaccine expires June 30, 2025, please catch up any preteens with missing doses of varicella or other routine vaccines.

Save your staff time by reminding patients that they can access their digital vaccination records at [mydvr.cdph.ca.gov](https://mydvr.cdph.ca.gov).

***Thank you for supporting Adolescent Immunization Action Week!***

## School Staff E-blast

### Plan Ahead Now for Back to School

**This year's Adolescent Immunization Action Week is April 7 – 11, 2025.** Just like your school needs to update the software on its computers to stay virus free, your students' immune systems are due for an update before they start 7<sup>th</sup> grade. Encourage families to schedule their child's doctor visit now to avoid the back-to-school rush. More information about school vaccine requirements is available at [Shots for School](#).

CDC recommends that 11-to-12-year-olds get the following vaccines:

- [Tdap \(tetanus, diphtheria, and pertussis\)](#) vaccine to prevent [whooping cough \(pertussis\)](#) which can cause severe coughing spells, possibly leading to rib fractures. Whooping cough tends to surge every few years, and that's happening now with high numbers of cases being reported in California and outbreaks in many schools. **Under state law, all incoming 7<sup>th</sup> grade students need a whooping cough booster shot (Tdap) before starting school.**
- [Human papillomavirus \(HPV\) vaccine](#) protects kids from cervical, throat, and other cancers later in life. HPV vaccine is recommended at ages 9-12 years.
- A [meningococcal vaccine](#) called MenACWY protects against [bacterial meningitis](#) which can cause organ damage or death. It's crucial for all preteens to get one shot of meningitis vaccine at 11 or 12 years of age and a booster at age 16 years. Students age 16+ years may also be recommended to get a MenB vaccine.
- [COVID-19](#) vaccine
- [Flu](#) vaccine each fall

While the requirement for chickenpox vaccine before 7<sup>th</sup> grade expires June 30, 2025, students are recommended to catch up on any missing doses of chickenpox or other routine vaccines.

Get a head start on the 7<sup>th</sup> grade entry immunization requirements:

- **Send [flyers](#) or a letter home with students, [record a message](#)** for parents, and post information on your school website.
- **Send notices home** (e.g., with report cards or registration packets) to encourage parents to get their 6<sup>th</sup> graders immunized now, ahead of the deadline. [**Provide the Letter from School Nurse to Parents, next page.**]
- **Announce Adolescent Immunization Action Week and the 7<sup>th</sup> grade entry immunization requirements over your school's intercom**, encouraging 6<sup>th</sup> grade students to talk to their parents about the preteen checkup and all recommended immunizations. Play this [60 second preteen vaccine rap](#) (a [30-second version](#) is also available).
- **Distribute flyers about [preteen vaccines](#)** (also available in [Spanish](#)) or a letter from your school nurse to parents at PTA meetings, teacher-parent nights and other school events.

***Thank you for helping California's adolescents stay healthy!***

## Letter from School Nurse to Parents

[Insert Nurse Name], School Nurse

[Insert School Address]

[Insert Date]

Dear Parent or Guardian:

As your child's school nurse, I want to remind you that **under state law, all incoming 7th grade students need proof before starting school of a whooping cough booster shot (Tdap).**

Immunizing our teens and preteens protects their health for years to come. Getting a vaccine is like updating the body's immune system, the same way you might update your phone or computer. When we all stay up to date with immunizations, it keeps our families and schools healthy and strong! Please schedule your child's appointment today to beat the back-to-school rush and ensure they are up to date on the vaccines they need.

I encourage you to make sure your child gets the vaccines listed below, plus any others that your family healthcare provider recommends.

- A [Tdap booster shot](#) protects from three serious diseases— tetanus, diphtheria, and whooping cough (pertussis). Kids who get whooping cough may cough for weeks or months, possibly leading to rib fractures. There have been whooping cough outbreaks in California schools recently. Make sure your child is better protected.
- [Human papillomavirus \(HPV\) vaccine](#) can be started at 9 years to protect them against certain types of cancer later in life.
- [Meningococcal vaccines](#) are recommended for protection against bacteria that cause meningitis which can cause brain damage, hearing loss, learning disabilities, or death. Adolescents get this vaccine at ages 11 or 12 years and 16 years.

I encourage you to talk with your child's healthcare provider about these vaccines. You may also contact me with any questions. I can be reached at [Insert Phone Number] and I am in my office [Insert Office Hours For Visits]. I can also provide you with additional resources about vaccination and other health topics for the preteen and teen years.

If your child has already received Tdap for 7<sup>th</sup> grade, please submit a copy of their immunization record to the main office. You may request a copy of your child's immunization record at [myvaccinerecord.cdph.ca.gov](http://myvaccinerecord.cdph.ca.gov).

To learn more about adolescent vaccines, please visit [CDC's Vaccines by Age](#) website. You may also visit [Shots for School](#) to learn more about school immunization requirements.

Sincerely, [Insert Nurse Name]

## Appendix: Resources And Web Links

### Resources for Parents

**CDPH:** HPV Bilingual Fotonovela – [English & Spanish](#)

**CDPH:** How Important is HPV Vaccine? – [English](#) & [Spanish](#), additional languages on [EZIZ.org](#)

**American Cancer Society:** HPV Vaccination: Just the Facts – [English](#) & [Spanish](#)

**CDPH:** Vaccines for your Preteen – [English](#) & [Spanish with mixteco](#), additional languages on [EZIZ.org](#)

**CDPH:** Vaccines for Teens and Preteens: Answers to Your Top Questions – [English](#) & [Spanish](#)

**CDPH: Vaccine Safety:** [Answers to Parents' Top Questions](#)

**CDC:** [Immunization Schedule for Adolescents](#)

**CDC:** [Growing Up with Vaccines: What Should Parents Know?](#)

**CDC:** [Preteen and Teen Vaccines by Age](#)

**CDC:** [Promotional Materials for Preteens and Teens](#) – Includes resources for parents, providers, and a vaccine assessment tool.

**CDC:** [Diseases that Vaccines Help Protect Against](#)

**Children's Hospital of Philadelphia (CHOP):** [Vaccine Education Center](#)

**Vaccinate Your Family:** [Preteen and Teen Vaccine Information](#)

**American Academy of Pediatrics:** [Here's Why Your Preteen Needs the HPV Vaccine](#)

### Resources for Advocates and Educators

**CDPH:** [Parents: Did You Know HPV Causes...](#)

**Children's Hospital of Philadelphia (CHOP):** [Vaccine Education Center](#)

**ShotbyShot.org:** [Stories of Vaccine Preventable Diseases](#) – A collection of stories from people who have been touched by vaccine-preventable diseases

**Vaccinate Your Family:** [Shot of Prevention Blog](#) – News and Views on Vaccine

**CDC:** [Vaccines and Immunizations](#) – For Health care Professionals/Providers

### Resources for Providers

**CDPH:** [Parent and preteen educational materials](#) – Electronic educational materials available in multiple languages

**CDC:** [Provider Resources for Vaccine Conversations with Parents](#)

**CDC:** [Resources for HCPs to help staff communicate effectively about HPV vaccine](#)

**American Cancer Society:** [HPV Vaccination: Just the Facts](#)

**Immunization Action Coalition:** [Handouts for providers and patients about adolescent vaccines](#)

**Immunization Action Coalition:** [Need Help Responding to Vaccine Hesitant Parents?](#)

**American Academy of Pediatrics:** [Guidance for implementation of AAP vaccine policy statements](#)

**American Cancer Society:** [HPV vaccination Action Guides](#)

**University of North Carolina:** [Announcement Approach Training](#)

**UNITY Consortium:** [3 C's Vaccine Communication Training](#)