

Immunization Media Toolkit for District of Columbia Schools and Community-Based Organizations

Released: July 2023

Stakeholders: Schools, Local Education Agencies, and Community Based Organizations

End Audience: Students and Families

Part 1: General Information

Purpose of the Immunization Media Toolkit and Background on the District of Columbia's Immunization Requirements:

This immunization media toolkit can be used by schools, local education agencies (LEAs) and community-based organizations to share information in newsletters and on social media about the importance of immunizations, school immunization requirements and where families can go to get their child immunized. This media toolkit is designed to be used through the start of the school year and includes sample newsletters and social media posts that can be used on Twitter, Facebook, Instagram and other communication platforms used to reach District students and families. The images in this media kit are provided by DC Health and the Centers for Disease Control and Prevention (CDC). This toolkit also includes social media posts and images in recognition of National Immunization Awareness Month (NIAM) in August. Hashtags that District schools, LEAs and community-based organizations can use include: #ivax2protect #GetBackOnTrack #VaccinesWork #DCHealth

To keep students healthy, in school and ready to learn, as well as to prevent the spread of infectious diseases, all students must be up to date on their required pediatric immunizations before the start of school. Schools should begin identifying non-compliant students now and informing families that they need to be up to date on their immunizations or risk removal from school next year. **All students are required to be up to date on their immunizations to attend school, and students in pre-K 3, kindergarten, grade 7 and grade 11 will be temporarily removed from school until they come into compliance.**

Schools may access the [School Immunization Policy](#), training, frequently asked questions, flow charts, sample letters, best practices and resources on the [OSSE website](#). This page also includes resources for families, including flyers, frequently asked questions and facts about immunizations. Also, the CDC has issued a [Call to Action: What Schools Can Do to Promote Routine Vaccination Catch-Up Among School Aged Children](#) with additional information and resources.

Schools are strongly encouraged to review the school immunization policy and supporting materials in the spring and summer of each year to begin notifying non-compliant families before the start of the new school year. It is important for families to schedule their immunization and well-child appointments in the spring and summer before the back-to-school rush.

For questions about the [School Immunization Policy](#), please contact OSSE.SchoolHealth@dc.gov. For questions about immunization information, data and locations where families can receive routine pediatric immunizations, contact DC Health at DOH.Immunization@dc.gov or visit the [DC Health Immunization Webpage for Schools and Child Development Centers](#).

Additional Resources:

1. [OSSE: School Immunization Policy and Resources](#)
2. [OSSE: Student Health Forms for School Attendance](#)
3. [DC Health: Vaccination Schedule](#)
4. [DC Health: Pediatric Vaccination Providers](#) | [DC Health: Pediatric Immunization Community Facilities](#)

Part 2: Newsletter

The sample newsletter can be included in your newsletter(s) or email communications with families to inform them about immunization requirements and access to services.

Title: Immunizations are Required for School Attendance

Healthy bodies and minds are the foundation of academic success! Immunizations and regular visits to the doctor help protect students' health and readiness to learn. All students must be up to date on their routine pediatric immunizations or risk being removed from school. Take [steps](#) now to ensure your student is on track with immunizations!

The best place for a family to access [immunizations](#) is at their primary medical provider as part of a comprehensive well-child visit where the [Universal Health Certificate](#) is completed. If a family does not have a medical provider or they have difficulty securing an appointment, they can select one from a [list of pediatric clinic locations](#) in every ward.

Together we can ensure students are healthy and ready to learn by protecting them and our community against infectious disease. Secure all necessary immunizations and submit health forms to school before the first day! To learn more about health forms and immunizations required for school, please visit the [OSSE website](#) and for more information on vaccine services and access, please visit the [DC Health website](#).

Part 3: Social Media Posts

The social media content is designed to be used for Twitter, Facebook, or Instagram. Character count is catered to Twitter. Images are included to fit multiple sizes for different social media platforms, when available. Posts can be used in any order and edited to fit the needs of your school, LEA or community-based organization.

Additional information and social media content can be found at the links below:

- Association of Immunization Managers: Vaccine Confidence Toolkit - immunizationmanagers.org/resources-toolkits/vaccine-confidence-toolkit/
- CDC: Catch Up on Checkups and Routine Vaccines - cdc.gov/vaccines/partners/childhood/downloads/childVax-infographic.pdf
- CDC: Vaccines and Immunizations – Communication and Print Resources - cdc.gov/vaccines/communication-resources.html
- Public Health Foundation Toolkit (in collaboration with the CDC): Ways Schools Can Support Routine Vaccination Catch-Up Among School-Aged Children - phf.org/resourcestools/Documents/Lets_RISE_School_Toolkit.pdf
- US Department of Health and Human Services: Catch Up to Get Ahead Toolkit - hhs.gov/immunization/catch-up/index.html

Group 1 Posts: DC Health: “Get Back on Track” and “Put Vaccines on Your Back-to-School List”; CDC: “Back to School with Routine Vaccines”



Post 1.1 DC Health: Vaccines are required for school

Text: Vaccines are required for school! The best place to access immunizations is at your primary medical provider as part of a comprehensive well-child visit. Need a medical provider or have difficulty securing an appointment? See pediatric clinic locations: bit.ly/DCvax



Get Back On Track

Schedule your back-to-school check up today!

All DC students must submit Universal and Oral Health Certificates, including immunizations, before going back to school. Schedule annual child physical and dental exams today.

dchealth.dc.gov/immunizations

DC HEALTH
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MURIEL BOWSER, MAYOR

Post 1.2 DC Health: Schedule back-to-school check up

Text: Mobile clinics are available to get students caught up on immunizations! Vaccines are required for school attendance. Schedule an appointment with your child's health provider or use this link to find an appointment with a mobile clinic bit.ly/DCvax #ivax2protect



Put Vaccines On Your Back-to-School List

Vaccines are the best protection against vaccine-preventable diseases.

All DC students must have their immunizations **up-to-date before the next school year begins**. The COVID-19 vaccine is also available for eligible age groups.

dchealth.dc.gov/immunizations

DC HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

Post 1.3 DC Health: Back-to-school vaccines and SBHCs

Text: School-Based Health Centers are currently open to all students to get the vaccines they need for school. Call a School-Based Health Center and schedule a vaccine appointment to ensure your child has received the vaccines they need for school! dchealth.dc.gov/service/school-based-health-centers #ivax2protect



Get Back On Track

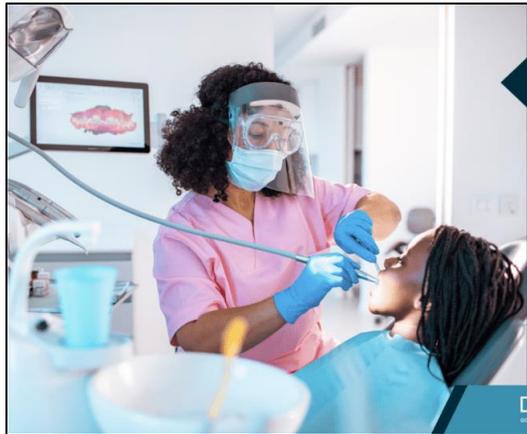
Vaccines are the best protection against vaccine-preventable diseases.

Parents, visit dchealth.dc.gov/immunizations and talk to your pediatrician to learn what vaccines your child needs this year.

DC HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

Post 1.4 DC Health and OSSE: Take steps to get ready for the school year

Text: All DC students must be up to date on their immunizations before next school year! 1) Schedule your child's annual wellness visit 2) make sure your child has received all immunizations and 3) submit immunization documents to your school. Visit bit.ly/DCvax for more info.



Get Back On Track

Schedule your back-to-school check up today!

All DC students must submit Universal and Oral Health Certificates, including immunizations, before going back to school. Schedule annual child physical and dental exams today.

dchealth.dc.gov/immunizations

DC HEALTH GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

Post 1.5 DC Health: Health forms

Text: All students attending DC schools are required to be up to date on vaccines as well as submit a Universal and Oral Health Certificate annually to ensure students receive the health care they need. Access the forms for well-child visits here: bit.ly/schoolhealthforms #ivax2protect



LET'S PLAY CATCH-UP ON ROUTINE VACCINES

CDC

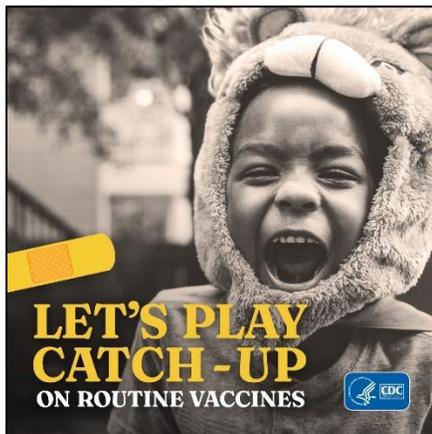


LET'S PLAY CATCH-UP ON ROUTINE VACCINES

CDC

Post 1.6 CDC: Catch up on vaccine-preventable diseases

Text: Vaccines are required for school attendance. Learn how vaccinating according to CDC's recommended immunization schedule can help protect children from 14 vaccine-preventable diseases by age 2. cdc.gov/vaccines/parents/resources/index.html #ivax2protect



LET'S PLAY CATCH-UP ON ROUTINE VACCINES

CDC



LET'S PLAY CATCH-UP ON ROUTINE VACCINES

CDC

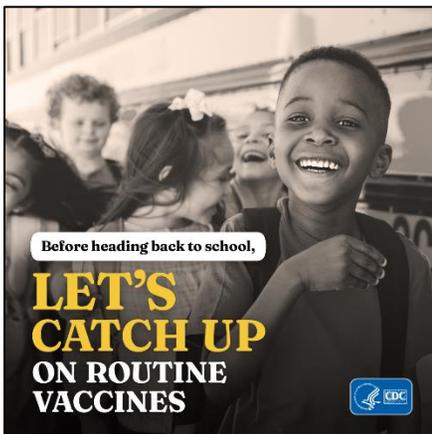
Post 1.7 CDC: Vaccines are safe and effective

Text: Vaccines are safe and effective in protecting against infectious diseases. New vaccines are evaluated by a long-standing, rigorous and transparent process by the FDA and CDC. Talk to your child's doctor about any routine vaccines your child may be missing. bit.ly/DCvax #ivax2protect



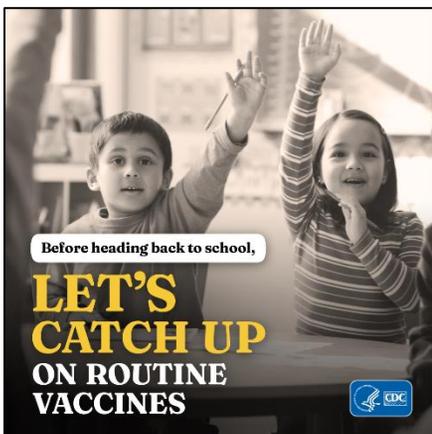
Post 1.8 CDC: Return to school with vaccinations

Text: Immunizations keep students, families and communities healthy as well as help to stop the spread of disease to those most vulnerable. For required health forms, visit bit.ly/schoolhealthforms



Post 1.9 CDC: Don't skip or delay shots

Text: Immunizations protect children from preventable diseases like measles, meningitis, polio, whooping cough, flu and other dangerous illnesses. It's important not to skip or delay shots. Talk to your child's health care provider today, and access required health forms here: bit.ly/schoolhealthforms



Post 1.10 CDC: Healthy bodies and minds

Text: Healthy bodies and minds are the foundation of academic success! Immunizations and regular visits to the doctor help protect students' health and readiness to learn. Have questions about vaccines? Talk to your child's health care provider, and visit <https://www.cdc.gov/vaccines/parents/FAQs.html>

Group 2 Posts: National Immunization Awareness Month (August)

National Immunization Awareness Month (#NIAM) is an annual observance held in August to highlight the importance of routine vaccination for people of all ages. Additional information is available on the CDC's National Immunization Awareness Month website: cdc.gov/vaccines/events/niam/index.html. Images are available with text in English and Spanish for download [here](#), more graphics are available [here](#) and additional resources from ImmunizeDC are available [here](#).



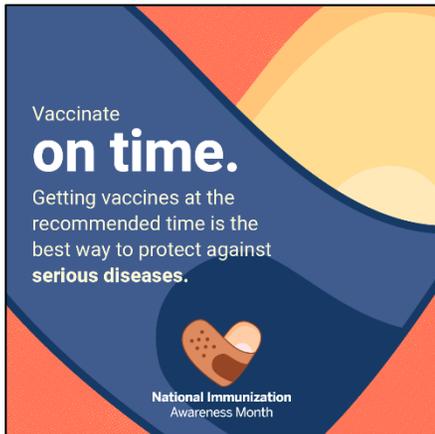
Post 2.1 NIAM: Power to protect

Text: August is National Immunization Month! You have the power to protect your children against serious diseases like measles, cancers caused by HPV, and whooping cough. Now is the time to catch up on vaccines required for school attendance! bit.ly/DCvax #ivax2protect



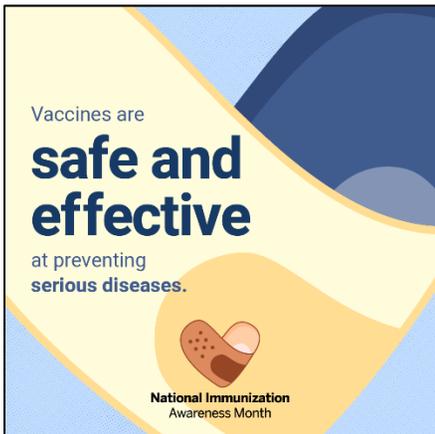
Post 2.2 NIAM: Immunization schedule

Text: Is your child up to date on vaccines? The immunization schedule is designed to provide immunity early in life, before children are likely to be exposed to serious, potentially life-threatening diseases. Schedule your annual well-child visit with your primary care provider today! dchealth.dc.gov/service/immunization-forms



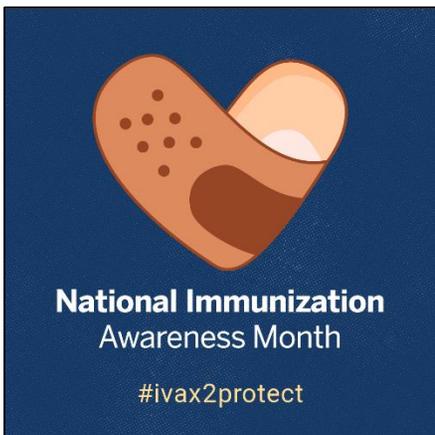
Post 2.3 NIAM: Vaccinate on time

Text: Most parents choose to vaccinate their children according to the recommended schedule. But some parents may still have questions about vaccines. Bring your questions to your primary care provider. Here is more info addressing common concerns: [cdc.gov/vaccines/parents/why-vaccinate/vaccine-decision.html](https://www.cdc.gov/vaccines/parents/why-vaccinate/vaccine-decision.html) #ivax2protect



Post 2.4 NIAM: Vaccines are safe and effective

Text: Vaccines work with your child's natural defenses to help them safely develop protection from diseases. Vaccines are tested to ensure they are safe and effective, even after they are in use. Schedule your vaccine appointment today! Learn more: [cdc.gov/vaccinesafety/ensuringsafety/monitoring/](https://www.cdc.gov/vaccinesafety/ensuringsafety/monitoring/) #ivax2protect



Post 2.5 NIAM: Importance of herd immunity

Text: Some diseases are no longer common in the US because of vaccination. However, diseases can spread quickly if we stop vaccinating against them. Schedule your child's vaccine appointment today so they are ready for the first day of school! bit.ly/DCvax #ivax2protect



Post 2.6 NIAM: Vaccines protect

Text: Vaccines are required for school! Vaccine-preventable diseases are still a threat. Since 2010, CDC has seen between 10,000-50,000 cases of whooping cough each year. Whooping cough can cause serious complications for children and teenagers. bit.ly/DCvax #ivax2protect



Post 2.7 NIAM: Impact of vaccinations

Text: Make sure your teen is vaccinated for the start of school! Did you know that among children born from 1994-2018, vaccinations will prevent an estimated 936,000 early deaths, 8 million hospitalizations and 419 million illnesses? bit.ly/DCvax #ivax2protect



Post 2.8 NIAM: Catch up

Text: It's important for your child to catch up on checkups and recommended vaccines to help protect their health now and in the future. Even if you experienced delays due to the pandemic, you can get back on track – it's not too late! bit.ly/DCvax #ivax2protect