

RESOURCES FOR PEDIATRIC
HEALTH CARE PROVIDERS

SUMMER 2021



BACK TO SCHOOL, *SAFELY*



County
Health Officials
of New York
Leading the Way to Healthier Communities

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Pediatric wellness, preventive care, and immunization is now more important than ever

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FAMILY OUTREACH

Template Letter to Families

This customizable template for Pediatricians and Family Practitioners can be utilized to send to families either via mail or email encouraging and reminding them to return to the office for well-child visits and vaccinations prior to returning to school. Be sure to include this message on your organization's letterhead.

Greetings from [Practice Name].

With the new school year approaching, we hope that this note finds you and your family safe and healthy! We appreciate your ongoing flexibility and understanding as we adjust office protocols in accordance with the New York State Department of Health and Centers for Disease Control and Prevention (CDC) safety guidelines to keep patients and families as safe as possible during this COVID-19 health crisis.

New Yorkers are encouraged to schedule necessary health care visits including regular checkups, physicals and routine immunization visits. As a reminder, all kids going to public, private and religious schools, pre-K and day care, must get all required vaccinations unless they have a valid medical exemption. Requirements will differ based on your child's age and their immunization history or health record.

Your family's health and safety is our primary concern. For more information on Back-to-School vaccination requirements, including deadlines, vaccine safety and more, please visit https://www.health.ny.gov/prevention/immunization/schools/school_vaccines/.

Here are the measures we are currently implementing to protect our patients as they visit our offices:

Contact us today at [include phone number and/or email] to schedule your child's Back-to-School immunization appointment or to answer any questions you might have regarding your child's health and wellbeing.

We wish you an enjoyable and safe remainder of the summer.

Sincerely,

[Insert Practice Name]

FAMILY OUTREACH

Sample Phone Call Script

"Good morning or afternoon. This is [name] from [practice name]. As a reminder, I am calling to touch base regarding your child's Back-to-School wellness visit and vaccinations. [Provider name] wants to make sure your child is up-to-date with the immunizations necessary to protect you, your child and your community from serious and potentially life-threatening illnesses. Please give us a call if you have any questions or if there is anything that we can do for you. For more information on vaccine requirements, please visit www.health.ny.gov and search for "School Vaccination Requirements." See you soon!



FAMILY OUTREACH

Office Rack Card

BACK TO SCHOOL, *SAFELY*



Vaccines have the power to keep your child safe against serious diseases as they head back to school.

Five important reasons, as reported by Centers for Disease Control and Prevention (CDC), to vaccinate your child:

- 1** Immunizations can protect your child's life.
- 2** Immunizations are very safe and effective.
- 3** Immunizations prevent epidemics.
- 4** Immunizations eliminate disease.
- 5** Immunizations protect future generations.

Immunization requirements will differ based on your child's age and their immunization history or health record. Find out today what vaccinations are required for your school-age child.

All kids going to public, private and religious schools, pre-K and day care, must get all required vaccinations unless they have a valid medical exemption.

Don't wait, talk to your healthcare provider today or schedule your child's vaccination appointment now!



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SOCIAL MEDIA MESSAGING

Facebook and Instagram Images



Social Media Toolkit for Providers

