

# Promoting routine immunization catch-up



**Let's RISE**  
**March 10, 2023**

## Routine Immunizations on Schedule for Everyone (RISE)



**Let's RISE** is a CDC initiative to provide actionable strategies, resources, and data to support getting people across the country back on-schedule with their routine immunizations to protect everyone from vaccine-preventable disease and disability.

# Let's RISE Webpage – Information Hub

Centralized routine vaccination information and resources that can be leveraged by immunization partners and health care professionals to get routine vaccination back on-schedule across the lifespan.

- Ways to Take Action
- Evidence-based strategies and tools
- Communication Resources
- Data for Action

<https://www.cdc.gov/vaccines/partners/routine-immunizations-lets-rise.html>

# OHA Communications Strategies for Let's RISE Initiative

- **Share data:** ALERT IIS and Tableau dashboard can help determine who is behind on routine immunizations. Reminder/Recall?
- **Engage providers as messengers:** Establish provider confidence in the vaccines, empower providers as effective and credible messengers.
- **Generate earned media:** To raise public interest in routine vaccinations and keep Oregonians informed and engaged.
- **Enhance access** to adult vaccination services.
- **Leverage the influence of social media:** Organize influencers to reach hesitant communities, counter misinformation and establish vaccine as a social norm.
- **Awareness campaign:** Piggyback on events such as Public Health Week and back-to-school.

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# OHA resources for providers

- OHA immunization website and listserv
- “Office Hours” Mondays @ noon
- OIP RISE campaign launching soon!
- Vaccine safety training for providers
- Partner toolkits:
  - FAQs
  - Messaging
  - Culturally competent campaign materials
  - Social media collateral
  - Slides

# Let's RISE Communications Resources

- Resources for Parents
- Creative Assets (infographics and web features)
- Social Media Content
- Newsletter Template
- Free Vaccines for Children Flyer
- HHS Catch-Up Communication Toolkit
- Partner Communication Resources

## Did You Know Your Child Can Get Free Vaccines?

### Vaccines for Children Can Help

The Vaccines for Children (VFC) program provides free vaccines to children who qualify. About half of American children less than 19 years old receive VFC vaccine.

#### Is my child eligible for the VFC Program?

Children are eligible if it is before their 19th birthday and they:

- Qualify for Medicaid
- Don't have insurance
- Are American Indian or Alaska Native

Children whose insurance doesn't cover some or all routinely recommended vaccines (underinsured) can still get vaccines through VFC if they go to a Federally Qualified Health Center or Rural Health Clinic.

#### Where can I go to get my child vaccinated?

- Ask if your child's doctor or nurse is a VFC provider. Nationally, there are thousands of health care providers enrolled in the VFC program.
- If your child does not have a doctor, ask if your local public health department provides vaccines.
- Visit a Federally Qualified Health Center (FQHC) or Rural Health Clinic (RHC).

#### How much will I have to pay?

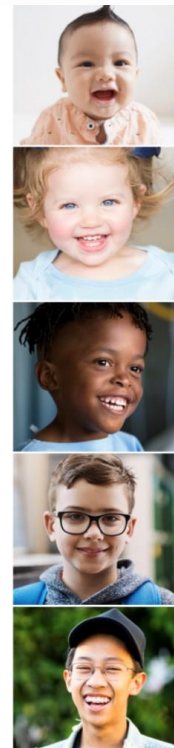
- All routinely recommended vaccines are free through the VFC Program.
- Doctors can charge fees to give each shot. However, they cannot refuse to vaccinate your child if you are unable to pay these fees.
- The doctor can charge additional fees for the office visit or non-vaccine services such as an eye exam or blood test.

#### Where can I get more information?

- Ask your child's doctor's office if they participate in VFC.
- If you don't have a regular doctor's office:
  - See if your state has a searchable website for VFC providers.
  - Call your state or local health department.
  - Visit [findahhealthcenter.hrsa.gov](http://findahhealthcenter.hrsa.gov) to find a Federally Qualified Health Center.



Learn more at [CDC.gov/vaccines/programs/vfc/parents/](https://www.cdc.gov/vaccines/programs/vfc/parents/)



# HHS Resources

## Health & Human Services—Catch Up to Get Ahead Toolkit



Many kids fell behind on their routine vaccines during COVID-19.

➤ **Let parents know it's time to catch-up on recommended vaccines.**



Learn more at [hhs.gov/immunization](https://hhs.gov/immunization)  
#CatchUpGetAhead

**Health**  
Authority



# Resources for promoting routine immunizations: AAP

[American Academy of Pediatrics – #CallYourPediatrician Toolkit](#)

**Many schools,  
sports and other  
activities require  
immunizations.**





# Resources for promoting routine immunizations: AIM

Association of Immunization Managers – Routine Immunization Media Materials



# Resources for promoting routine immunizations: IAC

[Immunization Action Committee—Repository of Resources for Maintaining Immunization During COVID-19](#)

Articles

Webinars

Guidance/Policy

Advocacy

Press/FAQ

Social Media

Infographics



# Resources for promoting routine immunizations: CDC

[Centers for Disease Control and Prevention – Resources for Staying on Track](#)



# Ways to Take Action

**As trusted community leaders, health care professionals and partners, you can:**

- ☐ Prioritize ensuring everyone catches up on routine vaccination
- ☐ Identify individuals behind on their vaccinations
- ☐ Encourage vaccination catch-up through reminders, recall and outreach
- ☐ Make strong vaccine recommendations
- ☐ Make vaccines easy for everyone to find and afford

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# Stories Matter!







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