



## VACCINE CONFIDENT CAMPAIGN: PEDIATRIC MESSAGING

As the American College of Preventive Medicine (ACPM) initiates the second year of the Vaccine Confident Campaign, high emphasis will be placed on pediatric vaccinations – getting pediatric patients back on schedule and into routine care in addition to taking COVID-19 vaccines and boosters. The messages focus on pediatric and COVID-19 vaccinations, with secondary messages around overall health.

The following key messages will support the development of campaign materials, interview briefing documents, and spokesperson talking points. Messages will be updated on an ongoing basis pending CDC guidance and relevant news of the day.

### CORE VACCINE CONFIDENT MESSAGES:

*Vaccines are developed from science-based and evidence-supported research and are essential to improving health on a global scale. Not taking advantage of proven vaccines turns back the clock on prevention.*

- Vaccines are integral to combatting the biggest health crisis of the century.
  - They are an essential component in maintaining one’s overall health and well-being and prevent disease, disability, and even death.
  - Vaccines reduce health care costs and improve economic stability through disease prevention.
- Nearly all 2,000+ ACPM members received their COVID-19 vaccine and recommend their families and friends do the same.
- The COVID-19 vaccine isn’t the only vaccine people should get – we encourage people to stay up to date with essential vaccines including flu, shingles and measles.
- The Vaccine Confident campaign is designed to create a dialogue about why preventive medicine physicians are Confident in the science behind vaccines and their effectiveness.
  - If you have vaccine-related questions, visit [vaccineconfident.org](https://vaccineconfident.org) and have your questions answered by a preventive medicine physician.

### COVID-19 VACCINATION IN PEDIATRIC PATIENTS:

*Getting children and teens vaccinated against COVID-19 can safeguard them from serious illness. However, many remain unvaccinated.*

- As of October 20, 2022, 27.6% of the U.S. population 5 years and older didn’t complete their primary series of COVID-19 vaccination.
  - A similar percentage of the U.S. population 12 through 17 years didn’t complete their primary COVID-19 vaccination series.
- 50.7% of children 5 years and older have yet to receive a first booster dose for COVID-19.

### COVID-19 VACCINE SAFETY AND EFFICACY IN PEDIATRIC PATIENTS:

*The COVID-19 vaccines and boosters are safe and effective for pediatric patients. The CDC recommends these vaccines for children to help prevent the spread of disease and reduce risks of complications.*

- As of June 2022, COVID-19 vaccines are recommended for children aged 6 months and older. The CDC also recommends (bivalent) COVID-19 boosters for children ages 5 through 11 years old.
- The COVID-19 vaccines have undergone rigorous testing to ensure they are effective and safe for children.
- The approval process for developing these vaccines and bringing them to market is similar to other immunizations approved for children for the last several decades.
- The CDC recommends everyone who is eligible – including those who are moderately or severely immunocompromised – receive 1 dose of the updated (bivalent) booster if it has been at least 2 months since their last dose of a COVID-19 vaccine (either the final primary series dose or a monovalent booster).

### ROUTINE VACCINATIONS IN PEDIATRIC PATIENTS:

*For the first time in decades, our nation’s children are at risk of exposure to diseases previously controlled through vaccines.*

- At the end of 2021, there were more than 25 million missed doses of routine immunizations among children worldwide.
- On-time vaccinations throughout childhood are essential because they help provide immunity before children are exposed to potentially life-threatening diseases.
- During the COVID-19 pandemic, diseases considered eradicated or nearly eradicated in the United States, such as poliovirus and the measles, showed signs of resurging.
- Routine immunizations not only protect individuals from disease, but also help keep our communities safe through herd immunity. When higher percentages of a population are not immunized, it creates an opportunity for disease to spread to vulnerable patients.
- Vaccines are tested to ensure they are safe and effective for children to receive at the recommended ages.

### TALKING TO PARENTS ABOUT VACCINES:

*Many parents and caregivers have questions about their children’s vaccines, and answering their questions can help parents feel confident in choosing to immunize their child according to the CDC’s recommended immunization schedule.*

#### The CDC recommends the following routine vaccinations from birth to 6 years old:

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| <ul style="list-style-type: none"><li>• Hepatitis B (HepB)</li><li>• Rotavirus (RV)</li><li>• Diphtheria, Tetanus, and Acellular Pertussis (DTaP)</li></ul> | <ul style="list-style-type: none"><li>• Haemophilus Influenzae Type B (Hib)</li><li>• Pneumococcal Conjugate (PCV13)</li><li>• Inactivated Poliovirus (IPV)</li><li>• Influenza (Flu)</li></ul> | <ul style="list-style-type: none"><li>• COVID-19</li><li>• Measles, mumps, rubella (MMR)</li><li>• Varicella (VAR)</li><li>• Hepatitis A (HepA)</li></ul> |
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#### The CDC recommends the following routine vaccinations from 7 to 18 years old:

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| <ul style="list-style-type: none"><li>• Influenza</li><li>• Tetanus, Diphtheria, &amp; Pertussis (Tdap)</li><li>• Human Papillomavirus (HPV)</li><li>• Meningococcal (MenACWY)</li></ul> | <ul style="list-style-type: none"><li>• Meningococcal (MenB) (Only recommended for children with certain health or lifestyle conditions that put them at an increased risk for serious diseases)</li></ul> | <ul style="list-style-type: none"><li>• Pneumococcal (Only recommended for children with certain health or lifestyle conditions that put them at an increased risk for serious diseases)</li><li>• Dengue (Only in places where dengue spreads)</li></ul> |
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