

**NEW JERSEY  
PRETEEN & TEEN VACCINE WEEK**

*May 13-19, 2018*

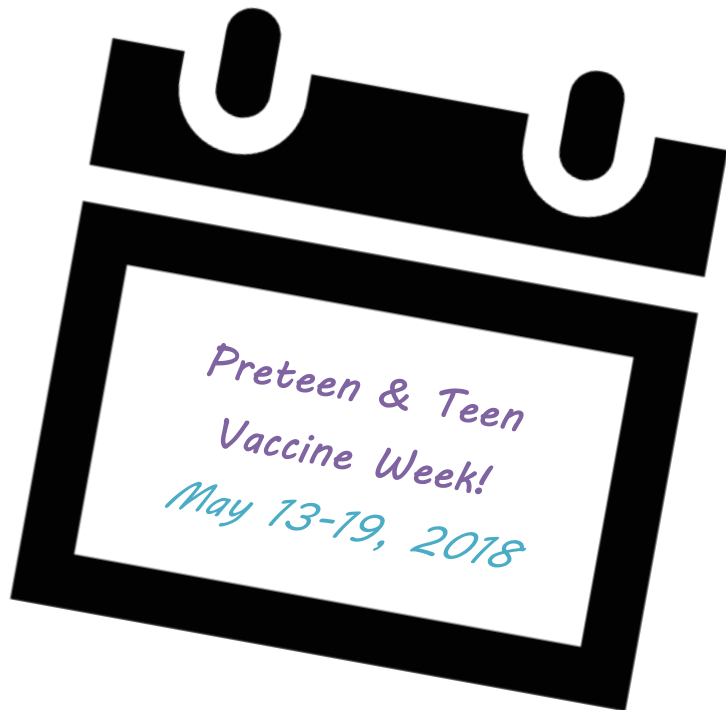
***Campaign Toolkit***



**#NJPTVW**

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*Although these materials have been developed for Preteen & Teen Vaccine Week, please consider adapting them for use throughout the year and during other immunization awareness campaigns.*

## INTRODUCTION MESSAGE

The New Jersey Department of Health (NJDOH), Vaccine Preventable Disease Program (VPDP) would like to announce our first Preteen & Teen Vaccine Week (PTVW) which will be held May 13-19, 2018.

PTVW is an observance that promotes recommended immunizations for preteens and teens from 11 years through 18 years of age. Preteen and teen vaccines are important because adolescents are at increased risk for certain serious, but preventable diseases and protection from vaccines that were received in childhood may begin to wane. In addition, some vaccines are more effective when given during preteen years. Vaccinating adolescents before they are exposed to serious and life-threatening diseases is the best way to protect them. Preteen doctor's visits, camp or sports physicals, and other visits are all excellent opportunities to discuss how to stay healthy through preventive measures such as getting immunized.

The following immunizations are recommended for preteens and teens:

- **Tdap** – one dose protects against tetanus, diphtheria, and whooping cough (pertussis)
- **Meningococcal conjugate** – one dose at 11-12 years and a booster dose at age 16 helps protect against serious types of bacterial meningitis and other related infections
- **Human papillomavirus (HPV)** – two doses (if started before age 15, otherwise 3 doses) helps protect against HPV infection and HPV-associated cancers
- **Influenza (flu)** – one dose is needed each flu season
- **Catch-up vaccinations** – any other vaccines that were missed as a child can be brought up to date

We invite you to participate in Preteen & Teen Vaccine Week!

### Campaign Ideas

- **Create a preteen & teen immunization display in your lobby.** Educational materials can be downloaded from the NJDOH/VPDP website. Hard copies of some documents are available upon request.
  - Vaccine Preventable Disease Main Page: <http://nj.gov/health/cd/vdpd.shtml>
    - HPV Page: <http://nj.gov/health/cd/topics/hpv.shtml>
    - Influenza Page: <http://nj.gov/health/cd/topics/flu.shtml>
    - Meningococcal Page: <http://nj.gov/health/cd/topics/meningo.shtml>
    - Tetanus Page: <http://nj.gov/health/cd/topics/tetanus.shtml>
    - Diphtheria Page: <http://nj.gov/health/cd/topics/diphtheria.shtml>
    - Pertussis Page: <http://nj.gov/health/cd/topics/pertussis.shtml>
  - Protect Me With 3+: [www.protectmewith3.com](http://www.protectmewith3.com)
- **Update your website.** Post Preteen & Teen Vaccine Week information on your website, list facilities offering Tdap, meningococcal conjugate, HPV, and flu vaccines, or post educational materials.
- **Use Social Media** to promote key preteen and teen immunization messages:
  - New Jersey Preteen & Teen Vaccine Week is May 14-18. Are your kids vaccinated? #PreteenVax #NJPTVW #GetVaccinated
  - You can't protect your preteens & teens from everything, but you can help protect them from infectious diseases. #PreteenVax #NJPTVW #GetVaccinated

- Shots don't end at kindergarten. Make sure your 11- or 12-year-old gets the recommended shots. #PreteenVax #NJPTVW #GetVaccinated
  - Shots don't end at kindergarten. Make sure your 16-year-old gets the recommended shots. #NJPTVW
  - Getting ready for college? Vaccinate before you graduate! #NJPTVW
  - Getting ready for 6<sup>th</sup> grade? Vaccinate before you graduate! #NJPTVW
- **Remind providers to use every visit to promote vaccination**, including well-child check-ups and sports physicals as an opportunity to vaccinate.
  - **Host an adolescent immunization clinic**, students entering 6<sup>th</sup> grade and college will need vaccinations for school entry. Now is a great time to vaccinate before the back-to-school rush and while older teens are still eligible for the Vaccines for Children Program.
  - **Host a *Protect Me With 3+* Viewing Party or Meeting** to watch 30-second videos and posters created by preteens and teens to promote adolescent vaccinations. <http://protectmewith3.com/> and <http://protectmewith3.com/winners/>
  - **Attend meetings with community providers, parents, PTAs, etc.** to share information and distribute relevant materials.
  - **Invite community libraries or bookstores** to display flyers and information on adolescent vaccines. They can also provide a list of adolescent health books available for those who want more information.
  - **Invite schools to include PTVW information** in their school newspapers or websites.
  - **Conduct outreach to local media** to offer qualified staff members for interviews. Send a press release to local media to inform them of PTVW and key messages, information about your clinics, extended hours, services, etc.
  - **Include a PTVW message in your email signature** this week.
  - **Share PTVW materials** with patients, parents, and partners.

Although these materials have been developed for Preteen & Teen Vaccine Week, please consider adapting them for use throughout the year and during other immunization awareness campaigns. A list of some examples of other public health observances is included on page 19.

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*Please inform the Adolescent/Adult Immunization Coordinator, Erika Lobe (erika.lobe@doh.nj.gov), of how you plan to celebrate Preteen & Teen Vaccine Week.*

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## Adolescent Immunizations – General Information

The New Jersey Department of Health, Vaccine Preventable Disease Program (VPDP) is pleased to announce the week of May 14<sup>th</sup> as Preteen & Teen Vaccine Week (PTVW) This is the first year New Jersey has dedicated an entire week to promote recommended immunizations for preteens and teens. Please share the following information with your patients and/or colleagues.



### Background & Basics

#### Why preteens and teens?

As children get older, some of the vaccinations they received when they were younger begin to wear off, so they need a booster (an additional dose) to remain protected. Additionally, changes in preteen and teen behavior can increase their exposure to certain diseases. Preteen and teen vaccines protect against serious diseases including meningococcal disease, whooping cough and even some cancers. Vaccinating preteens and teens before they are exposed to serious and life-threatening diseases is the best way to protect them. If enough people are vaccinated, vaccines can also provide protection to the people around them who are not able to get vaccinated, a concept known as herd immunity.

#### Routine Vaccination

Preteens and teens should receive the following vaccines:

- Tetanus, diphtheria, acellular pertussis (Tdap)
- Meningococcal conjugate (MenACWY)
- Human papillomavirus (HPV)
- Influenza (Flu)

When your child is:	The vaccines they need are:
11-12 years old	<input type="checkbox"/> Tdap <input type="checkbox"/> HPV (multi-dose series) <input type="checkbox"/> Meningococcal conjugate
16 years old	<input type="checkbox"/> Meningococcal conjugate (booster)
All ages	<input type="checkbox"/> Flu (Each year, for ages 6 months and older) <input type="checkbox"/> Travel specific vaccines (as needed)

Some preteens and teens may also need to catch-up on other immunizations, including varicella (chickenpox), MMR (measles, mumps, rubella), and hepatitis B. For age-appropriate vaccinations, please refer to the Centers for Disease Control and Prevention (CDC) Recommended Immunization Schedule for Preteens and Teens (7-18 years): [www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html](http://www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html).

In New Jersey, certain immunizations are required for students. Students at least 11 years of age at the sixth-grade level or higher, are required to receive one dose of Tdap and one dose of meningococcal vaccine for school attendance in addition to other previously required vaccines. For more information, visit [www.nj.gov/health/cd/documents/imm\\_requirements/k12-parents.pdf](http://www.nj.gov/health/cd/documents/imm_requirements/k12-parents.pdf).

## Key Messages

### For preteens/teens

- Getting shots may sting a little, but it's much better than getting sick. Immunizations will help you stay healthy, so you can do the things you love—instead of being sick.
- It's very important for you to get your shots, because you can spread diseases to others, even before you feel sick. If you get your shots, you will also help keep your friends, family, and school healthy.

### For parents

- Since you can't be by your preteen's side every minute, immunizing your child is one way to protect their health today and for the years ahead.
- The Centers for Disease Control and Prevention (CDC) and the American Academy of Pediatrics (AAP) recommend that all 11- and 12-year-olds get a preteen check-up.  
[www.cdc.gov/Features/PreteenVaccines/](http://www.cdc.gov/Features/PreteenVaccines/)
- If your preteen or teen does not have health insurance, or his/her health insurance does not cover the costs for vaccines, ask your doctor or local health department about the Vaccines for Children Program (VFC). To learn more about VFC, visit:  
[www.cdc.gov/vaccines/programs/vfc/parents/index.html](http://www.cdc.gov/vaccines/programs/vfc/parents/index.html)

## Social Media

### Facebook

- While your preteens and teens are thinking about all the fun things they will be doing this summer, you are probably thinking about keeping them healthy and safe. Vaccines can help prevent serious diseases. There are vaccines specifically recommended for preteens and teens. Don't wait – make their next doctor's appointment today. #PreteenVax #NJPTVW #GetVaccinated
- Shots are not just for babies. Preteen & Teen Vaccine Week, May 13-19, is a reminder that 11-12-year-olds and 16-year-olds need shots too. Talk to your child's doctor about recommended vaccines today. #PreteenVax #NJPTVW
- Did you know preteens ages 11-12 years old need 3 vaccines: HPV, Tdap, and meningococcal vaccines? Ask your child's doctor about them during your next visit. #PreteenVax

### Twitter

- Shots don't end at kindergarten. Make sure your preteen & teen get the recommended shots. #PreteenVax #NJPTVW #GetVaccinated
- You can't protect your preteens from everything, but you can help protect them from infectious diseases. #PreteenVax #NJPTVW #GetVaccinated
- Protect their health now for the years ahead. Immunize your preteens today! #PreteenVax
- Beat the rush. Get your preteen's back-to-school vaccines now! #NJPTVW
- Preteens need vaccines to prevent serious diseases. Are your kids protected? #PreteenVax
- Parents! Take this quiz to help determine which vaccines your preteen or teen may need:  
<https://www2a.cdc.gov/vaccines/childquiz/>. #NJPTVW



## Resources for Parents

### NJDOH education materials

- **Vaccines for Preteens and Teens**  
[www.nj.gov/health/cd/documents/vdpdp/vaccines\\_for\\_teens\\_preteens.pdf](http://www.nj.gov/health/cd/documents/vdpdp/vaccines_for_teens_preteens.pdf)
- **Preteens Need Vaccines Too**  
[www.nj.gov/health/cd/documents/vdpdp/preteen\\_need\\_vaccine.pdf](http://www.nj.gov/health/cd/documents/vdpdp/preteen_need_vaccine.pdf)
- **Questions and Answers for Parents about Preteen and Teen Vaccines**  
[www.nj.gov/health/cd/documents/vdpdp/qa\\_for\\_parents.pdf](http://www.nj.gov/health/cd/documents/vdpdp/qa_for_parents.pdf)
- **NJ School Immunization Requirements**  
[www.nj.gov/health/cd/imm\\_requirements/](http://www.nj.gov/health/cd/imm_requirements/)
- **NJ Immunization Information System (NJIIS)**  
English: [https://njiis.nj.gov/docs/njiis\\_your\\_childs\\_bestshot.pdf](https://njiis.nj.gov/docs/njiis_your_childs_bestshot.pdf)  
Spanish: [https://njiis.nj.gov/docs/njiis\\_your\\_childs\\_bestshot\\_spanish.pdf](https://njiis.nj.gov/docs/njiis_your_childs_bestshot_spanish.pdf)

### CDC education materials

- **CDC Preteen Vaccines, Ages 11-12 Years**  
[www.cdc.gov/vaccines/parents/protecting-children/years-11-12.html](http://www.cdc.gov/vaccines/parents/protecting-children/years-11-12.html)
- **CDC Teen Vaccines, Ages 13-18 Years**  
[www.cdc.gov/vaccines/parents/protecting-children/years-13-18.html](http://www.cdc.gov/vaccines/parents/protecting-children/years-13-18.html)



## Resources for Healthcare Professionals

### NJDOH materials

- **Tips for Immunizing Adolescents**  
[www.nj.gov/health/cd/documents/vdpdp/provider\\_tips\\_immunizing\\_adolescents.pdf](http://www.nj.gov/health/cd/documents/vdpdp/provider_tips_immunizing_adolescents.pdf)
- **NJ Immunization Information System (NJIIS)**  
<https://njiis.nj.gov/njiis/>
- **NJ Vaccines for Children Program**  
[https://njiis.nj.gov/docs/njiis\\_provider\\_brochure.pdf](https://njiis.nj.gov/docs/njiis_provider_brochure.pdf)

### CDC and Immunization Action Coalition (IAC) materials

- **CDC: Provider Resources for Vaccine Conversations with Parents**  
[www.cdc.gov/vaccines/hcp/conversations/conv-materials.html](http://www.cdc.gov/vaccines/hcp/conversations/conv-materials.html)
- **CDC: Print Materials for Preteens and Teens**  
[www.cdc.gov/vaccines/partners/teens/print-materials.html](http://www.cdc.gov/vaccines/partners/teens/print-materials.html)
- **CDC: Reminder Systems and Strategies for Increasing Childhood Vaccination Rates**  
[www.cdc.gov/vaccines/hcp/admin/reminder-sys.html](http://www.cdc.gov/vaccines/hcp/admin/reminder-sys.html)
- **IAC: 12 handouts about childhood diseases/vaccines for patients and parents**  
[www.immunize.org/handouts/vaccine-summaries.asp](http://www.immunize.org/handouts/vaccine-summaries.asp)
- **IAC: Need Help Responding to Vaccine Hesitant Parents?**  
[www.immunize.org/catg.d/p2070.pdf](http://www.immunize.org/catg.d/p2070.pdf)

# Tdap & Meningococcal Vaccines



## Background & Basics

### What is meningococcal disease?

Meningococcal disease is a bacterial infection that can become deadly in 48 hours or less. The infections don't happen very often but can be very dangerous when they do. Even with treatment, 10-15% of people with meningococcal disease die. The two most severe and common illnesses caused by these bacteria include:

- **Meningococcal meningitis (meningitis)**— an infection of the membranes covering the brain and spinal cord, called the meninges. Meningitis can cause brain damage, hearing loss, learning problems, and death.
- **Meningococcemia (septicemia)**— a serious blood infection. This infection can lead to the loss of arms, legs, or other parts of the body and death.

Meningococcal disease can become very serious, very quickly. The meningococcal vaccine is the best way to prevent meningococcal disease.

### Did you know that teens are at higher risk of getting meningococcal disease?

This disease most often strikes older teens and young adults. People who travel internationally to certain countries or have certain medical conditions may also be at increased risk.

## Routine Vaccination

### *Meningococcal Conjugate Vaccine*

- When preteens are 11-12 years old, they will need a single dose of the meningococcal conjugate vaccine (MenACWY).
  - In New Jersey, students who are at least 11 years of age at the sixth-grade level or higher are required to receive one dose of meningococcal vaccine for school attendance. For more information visit [http://nj.gov/health/cd/documents/imm\\_requirements/k12-parents.pdf](http://nj.gov/health/cd/documents/imm_requirements/k12-parents.pdf).
- When teens are 16 years old, they will need a booster (an additional dose) of meningococcal conjugate vaccine to stay protected when their risk is the highest.

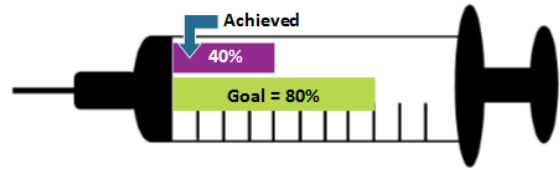
### *Serogroup B Meningococcal Vaccine*

- CDC does not routinely recommend a serogroup B meningococcal vaccine for all teens and young adults. However, teens and young adults (16-23 years) may also be vaccinated with a serogroup B meningococcal vaccine preferably at 16-18 years. This should be given as either two or three doses depending on brand type and certain risk factors.



### Meningococcal Vaccination Coverage

- In 2016, about **9 out of 10** New Jersey youths had received the first dose of meningococcal vaccine.
- Only **4 out of 10**, 17-year-old teens in the US received the second dose (booster dose) of meningococcal vaccine.
- **2020 Goal:** Vaccinate at least **8 out of 10** New Jersey youths with the meningococcal booster dose by the age of 17.



### What is the Tdap vaccine?

The Tdap vaccine protects you against three diseases:

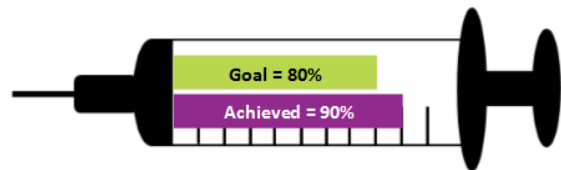
- **Tetanus** (tet-a-nus), also known as lockjaw, is caused by bacteria that enter your body through cuts, scratches, or wounds. It is not spread person-to-person. Tetanus causes painful muscle tightening and stiffness; you might not be able to open your mouth, swallow, or even breathe.
- **Diphtheria** (dif-THEER-ee-a) is caused by bacteria and is spread person-to-person when an infected person coughs and sneezes. It causes a thick coating to form in the back of your throat and can lead to breathing problems, paralysis, heart failure, and death.
- **Pertussis** (per-TUS-iss), also known as whooping cough, is caused by highly contagious bacteria that are easily spread from person-to-person when an infected person coughs or sneezes. It causes rapid, uncontrollable coughing fits that can cause you to vomit, break ribs or have difficulty breathing and sleeping.

### Routine Vaccination

- When preteens are 11-12 years old, they will need a single dose of the Tdap vaccine.
  - In New Jersey, students who are at least 11 years of age at the sixth-grade level or higher are required to receive one dose of Tdap vaccine for school attendance. For more information visit [http://nj.gov/health/cd/documents/imm\\_requirements/k12-parents.pdf](http://nj.gov/health/cd/documents/imm_requirements/k12-parents.pdf).
- After receiving the Tdap vaccine, you will need a Td booster dose every 10 years to maintain protection from tetanus and diphtheria.

### Tdap Vaccination Coverage

- In 2016, about **9 out of 10** New Jersey youths had received the first dose of meningococcal vaccine.
- **2020 Goal:** Vaccinate at least **8 out of 10** New Jersey youths with the Tdap vaccine.



### Key Messages

#### For Parents, Preteens & Teens:

- Preteens and teens are at higher risk for meningococcal disease—a disease which can be deadly in less than 48 hours.
- At 16, your teen may start preparing for a driver's permit, don't forget to get them vaccinated too.
- Make sure you are vaccinated before you graduate! In addition to the recommended preteen vaccines at 11-12 years, you also need a booster dose of meningococcal vaccine at 16 years.

## For Providers

- Teens need the meningococcal vaccine booster around the time they are getting their driving permit. Discussions about safe driving such as wearing seatbelts and refraining from drinking and driving are a great time to also discuss the meningococcal booster dose.
- Sports physicals are an opportunity to vaccinate 16-year-olds with the meningococcal booster dose and to catch-up on any other missed preteen vaccines.
- Don't wait for college entry to give the meningococcal booster.
- Implement a 16-year old immunization platform to provide an opportunity to administer the meningococcal booster dose and catch-up on any other missed vaccines.



## Social Media

- Preteens and teens are at higher risk for meningococcal disease. Are your kids protected? #PreteenVax #NJPTVW
- Is your teen learning to drive? Don't forget their meningococcal booster. #PreteenVax #NJPTVW
- When preteens are 11-12 years old, they will need the meningococcal conjugate vaccine #PreteenVax #NJPTVW
- When teens are 16 years old, they will need the meningococcal conjugate vaccine booster #PreteenVax #NJPTVW
- All 11- & 12-year old's should have one dose of meningococcal vaccine. #PreteenVax



## Resources for Parents

### NJDOH education materials

- **Vaccines for Preteens and Teens**  
[www.nj.gov/health/cd/documents/vpdp/vaccines\\_for\\_teens\\_preteens.pdf](http://www.nj.gov/health/cd/documents/vpdp/vaccines_for_teens_preteens.pdf)
- **Meningococcal Disease, Are You Protected?**  
English: [www.nj.gov/health/cd/documents/topics/meningo/are\\_you\\_protected.pdf](http://www.nj.gov/health/cd/documents/topics/meningo/are_you_protected.pdf)  
Spanish: [www.nj.gov/health/cd/documents/topics/meningo/are\\_you\\_protected\\_spanish.pdf](http://www.nj.gov/health/cd/documents/topics/meningo/are_you_protected_spanish.pdf)
- **NJ School Immunization Requirements**  
[http://nj.gov/health/cd/documents/imm\\_requirements/k12-parents.pdf](http://nj.gov/health/cd/documents/imm_requirements/k12-parents.pdf)
- **NJ Vaccine Preventable Disease Program**  
[www.nj.gov/health/cd/vpdp.shtml](http://www.nj.gov/health/cd/vpdp.shtml)  
**NJ Immunization Information System (NJIIS)**  
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Spanish: [https://njiis.nj.gov/docs/njiis\\_your\\_childs\\_bestshot\\_spanish.pdf](https://njiis.nj.gov/docs/njiis_your_childs_bestshot_spanish.pdf)
- **Protect Me With 3+**  
[www.protectmewith3.com](http://www.protectmewith3.com)

### CDC education materials

- **Vaccines for Children Program**  
[www.cdc.gov/vaccines/programs/vfc/parents/index.html](http://www.cdc.gov/vaccines/programs/vfc/parents/index.html)
- **Preteen & Teen Meningococcal Vaccine**  
[www.cdc.gov/vaccines/who/teens/vaccines/mening.html](http://www.cdc.gov/vaccines/who/teens/vaccines/mening.html)
- **Help Protect Your Preteen and Teen Against Meningococcal Disease**  
[www.cdc.gov/features/meningococcal/](http://www.cdc.gov/features/meningococcal/)
- **Diphtheria, Tetanus, and Whooping Cough Vaccination**  
[www.cdc.gov/vaccines/vpd/dtap-tdap-td/public/index.html](http://www.cdc.gov/vaccines/vpd/dtap-tdap-td/public/index.html)



## Resources for Healthcare Professionals

### NJDOH education materials

- **NJDOH Tips for Immunizing Preteens and Adolescents**  
[www.nj.gov/health/cd/documents/vpdp/provider\\_tips\\_immunizing\\_adolescents.pdf](http://www.nj.gov/health/cd/documents/vpdp/provider_tips_immunizing_adolescents.pdf)
- **NJ School Immunization Requirements**  
[www.nj.gov/health/cd/imm\\_requirements/](http://www.nj.gov/health/cd/imm_requirements/)
- **NJ Vaccine Preventable Disease Program**  
<http://nj.gov/health/cd/vpdp.shtml>
- **NJ Immunization Information System (NJIIS)**  
<https://njiis.nj.gov/njiis/>
- **NJ Vaccines for Children Program**  
[https://njiis.nj.gov/docs/njiis\\_provider\\_brochure.pdf](https://njiis.nj.gov/docs/njiis_provider_brochure.pdf)

### CDC and IAC materials

- **CDC: Healthcare Provider Resources for Vaccine Conversations with Parents**  
[www.cdc.gov/vaccines/hcp/patient-ed/parents-questions.html](http://www.cdc.gov/vaccines/hcp/patient-ed/parents-questions.html)
- **CDC: Strategies to Increase Childhood Vaccination Rates**  
[www.cdc.gov/vaccines/hcp/admin/reminder-sys.html](http://www.cdc.gov/vaccines/hcp/admin/reminder-sys.html)
- **IAC: 12 handouts about childhood diseases/vaccines for patients and parents**  
[www.immunize.org/handouts/vaccine-summaries.asp](http://www.immunize.org/handouts/vaccine-summaries.asp)
- **IAC: Need Help Responding to Vaccine Hesitant Parents?**  
[www.immunize.org/catg.d/p2070.pdf](http://www.immunize.org/catg.d/p2070.pdf)

# Human Papillomavirus (HPV) Vaccine



## Background & Basics

### Did you know human papillomavirus (HPV) vaccine prevents against certain types of cancer?

Each year in the United States, there are about 23,300 women and 16,500 men who develop [HPV-associated cancers](#). Cervical cancer is the most common HPV-associated cancer among women, and oropharyngeal cancers (cancers of the back of the throat, including the base of the tongue and tonsils) are the most common among men. Additionally, HPV is thought to be responsible for more than 90% of anal and cervical cancers, about 70% of vaginal and vulvar cancers, and more than 60% of penile cancers. Recent studies have indicated that about 70% of throat and mouth cancers have been linked to HPV, making HPV a greater threat to developing throat and mouth cancer than smoking.

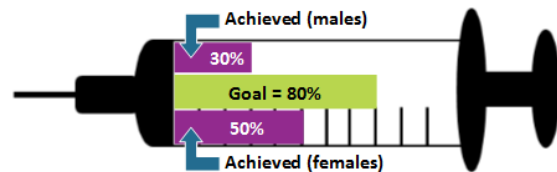
The best way to protect against these HPV-associated cancers is through vaccination.

### Routine Vaccination

- Preteens who are 11 or 12 years old should get the complete HPV vaccine series. When started prior to 15 years, the vaccine is given as two doses six to twelve months apart.
- If starting the HPV series on or after the 15<sup>th</sup> birthday, the series is given as three doses.
- **Catch-up vaccination:** HPV vaccine is recommended for young women through age 26, and young men through age 21. HPV vaccine is also recommended for the following people, if they did not get vaccinated when they were younger:
  - young men who have sex with men, including young men who identify as gay or bisexual or who intend to have sex with men through age 26;
  - young adults who are transgender through age 26; and
  - young adults with certain immunocompromising conditions (including HIV) through age 26.

### Vaccination coverage

- In 2016, about **7 out of 10** New Jersey girls and about **5 out of 10** New Jersey boys received one dose of HPV vaccine.
- In 2016, about **4 out of 10** New Jersey girls and about **3 out of 10** New Jersey boys received three doses of HPV vaccine.
- **2020 Goal:** Vaccinate at least **8 out of 10** New Jersey girls and boys vaccinated with all recommended doses of HPV vaccine by 2020.



## Key Messages

### For parents, preteens, and teens

- The HPV vaccine is cancer prevention. Preventing cancer is better than treating cancer.
- The body's immune system responds better to the HPV vaccine at ages 11 or 12. That's why it's better not to wait to vaccinate.
- It takes 6-12 months to complete the HPV series. The best way to remember to get your child all recommended shots is to make an appointment for any follow-up shots before you leave the doctor's office.
- Every 20 minutes, 1 person in the US gets cancer caused by HPV.

## For providers

- A strong recommendation from a healthcare provider is the single best predictor of vaccination.
- Recommend all adolescent vaccines as a bundle and in the same way as other vaccines.
- The body's immune system responds better to the HPV vaccine when administered at age 11 or 12. That's why it's better not to wait to vaccinate.
- Using messaging that HPV vaccine is cancer prevention resonates with parents.
- HPV vaccine is safe, effective, and provides lasting protection.
- Schedule an appointment for all follow-up shots before the patient leaves your office after getting the first shot.
- Consider implementing standing orders for all adolescent vaccines.



## Social Media

- About 39,800 men and women in the U.S. get cancer from HPV each year. HPV vaccine is cancer prevention. #PreteenVax #NJPTVW
- More throat and mouth cancers are caused by HPV than smoking - Vaccinate your 11- and 12-year-olds TODAY. #PreteenVax #NJPTVW
- HPV vaccine is cancer prevention. Protect your kids today. #PreteenVax #NJPTVW
- Every 20 minutes, 1 person is diagnosed with an HPV-associated cancer in the US. HPV vaccine is cancer prevention. #PreteenVax #NJPTVW
- HPV vaccine is cancer prevention. Protect your preteen today. Learn more: [www.cdc.gov/hpv/parents/vaccine.html](http://www.cdc.gov/hpv/parents/vaccine.html).
- If there were a vaccine for cancer, wouldn't you get it for your kids? #PreteenVax
- Protect your preteen against cancer with HPV vaccine before they can become infected. #PreteenVax
- Studies show the immune system responds better to HPV vaccine at age 11 or 12 years. Protect your preteen now!
- Before you graduate, make sure you have received all recommended doses of the recommended adolescent vaccines. Get vaccinated. Get protected. #NJPTVW



## Resources for Parents

### NJDOH education materials

- **Vaccines for Preteens and Teens**  
[www.nj.gov/health/cd/documents/vpdp/vaccines\\_for\\_teens\\_preteens.pdf](http://www.nj.gov/health/cd/documents/vpdp/vaccines_for_teens_preteens.pdf)
- **HPV Disease Information Page**  
[www.nj.gov/health/cd/topics/hpv.shtml](http://www.nj.gov/health/cd/topics/hpv.shtml)
- **HPV Vaccine: Information for Parents**  
English: [http://www.nj.gov/health/cd/documents/topics/hpv/hpv\\_brochure.pdf](http://www.nj.gov/health/cd/documents/topics/hpv/hpv_brochure.pdf)  
Spanish: [http://www.nj.gov/health/cd/documents/topics/hpv/hpv\\_brochure\\_spanish.pdf](http://www.nj.gov/health/cd/documents/topics/hpv/hpv_brochure_spanish.pdf)
- **HPV Vaccine for Boys and Young Men**  
[http://www.nj.gov/health/cd/documents/topics/hpv/hpv\\_vaccine\\_boys\\_young\\_men\\_brochure.pdf](http://www.nj.gov/health/cd/documents/topics/hpv/hpv_vaccine_boys_young_men_brochure.pdf)
- **Protect Me With 3+**  
[www.protectmewith3.com](http://www.protectmewith3.com)

### CDC education materials

- **HPV Resources for Parents**  
[www.cdc.gov/hpv/parents/index.html](http://www.cdc.gov/hpv/parents/index.html)
- **Preteen & Teen HPV Vaccine**  
[www.cdc.gov/vaccines/who/teens/vaccines/hpv.html](http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html)

- **HPV Vaccine for Boys and Girls Fact Sheet**  
[www.cdc.gov/vaccines/parents/diseases/teen/hpv-indepth-color.pdf](http://www.cdc.gov/vaccines/parents/diseases/teen/hpv-indepth-color.pdf)
- **Human Papillomavirus Associated Cancers**  
[www.cdc.gov/cancer/hpv/basic\\_info/cancers.htm](http://www.cdc.gov/cancer/hpv/basic_info/cancers.htm)
- **Vaccines for Children Program**  
[www.cdc.gov/vaccines/programs/vfc/parents/index.html](http://www.cdc.gov/vaccines/programs/vfc/parents/index.html)



## Resources for Healthcare Professionals

### NJDOH education materials

- **CDC Tips & timesavers for talking with parents about HPV**  
[http://www.nj.gov/health/cd/documents/vpdp/provider\\_tips\\_immunizing\\_adolescents.pdf](http://www.nj.gov/health/cd/documents/vpdp/provider_tips_immunizing_adolescents.pdf)
- **NJ Vaccine Preventable Disease Program**  
[www.nj.gov/health/cd/vpdp.shtml](http://www.nj.gov/health/cd/vpdp.shtml)

### CDC and IAC materials

- **CDC: Disease Information Page**  
[www.cdc.gov/hpv/index.html](http://www.cdc.gov/hpv/index.html)
- **CDC: Clinician Resources on HPV**  
[www.cdc.gov/vaccines/who/teens/for-hcp.html](http://www.cdc.gov/vaccines/who/teens/for-hcp.html)
- **IAC: Need Help Responding to Vaccine Hesitant Parents?**  
[www.immunize.org/catg.d/p2070.pdf](http://www.immunize.org/catg.d/p2070.pdf)

## Influenza (Flu) Vaccine

Though flu activity usually does not begin until the fall, it is important to start thinking about flu prevention. Vaccines are typically available in August, around the beginning of the school year.



### Background & Basics

#### What is influenza?

Influenza, or the flu, is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness. Serious outcomes of flu infection can result in hospitalization or even death. Signs and symptoms of the flu can include: fever, cough, sore throat, runny or stuffy nose, muscle aches, headaches, and fatigue.

#### Who is at risk for the flu?

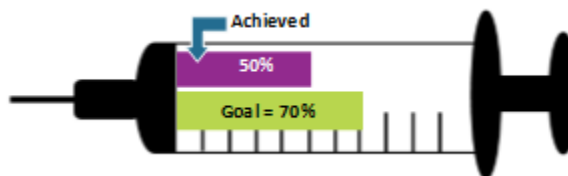
Anyone can get the flu. People with certain health conditions such as asthma, diabetes, kidney disease, or heart disease; young children; pregnant women; and people 65 and older are at increased risk for complications. Each year, up to 35.6 million people become infected with the flu in the United States and up to 710,000 people are hospitalized. During the 2016-2017 flu season, 101 flu-associated deaths in children were reported in the United States.

#### Routine Vaccination

Everyone 6 months and older, including preteens and teens, should get a flu vaccine every year.

#### Vaccination coverage

- During the 2016-2017 flu season, less than **5 out of 10** New Jersey youths received the flu vaccine.
- **2020 Goal:** Vaccinate at least **7 out of 10**, New Jersey youths vaccinated with flu vaccine each year by 2020.



### Key Messages

#### For parents, preteens, and teens

- The flu can be very serious, even for healthy preteens and teens, and especially for those with certain health conditions like asthma or diabetes.
- Protection from last year's flu vaccine wears off. To be fully protected, you and your family need a flu vaccine every year.
- Be a Hero. When you and your family are vaccinated against the flu, you can stop the spread to people around you. The flu can be life threatening to babies and elders, so you can save a life by stopping the disease.
- Although people with the flu are most contagious in the first 3-4 days after their illness begins, you may be able to infect others beginning 1 day before symptoms develop and up to 5 to 7 days after becoming sick.

#### For providers

- The flu can be very serious, even for healthy preteens and teens, and especially for those with certain health conditions like asthma or diabetes.

- Sports physicals are an opportunity to vaccinate preteens and teens against the flu to keep them in the game and to protect their teammates.



## Resources for Parents

### NJDOH education materials

- **Seasonal Influenza Webpage**  
<http://nj.gov/health/cd/topics/flu.shtml>
- **Vaccines for Preteens and Teens**  
[www.nj.gov/health/cd/documents/vdp/vaccines\\_for\\_teens\\_preteens.pdf](http://www.nj.gov/health/cd/documents/vdp/vaccines_for_teens_preteens.pdf)
- **Teens & the Flu**  
[http://nj.gov/health/cd/documents/flu/flu\\_and\\_your\\_teen.pdf](http://nj.gov/health/cd/documents/flu/flu_and_your_teen.pdf)
- **Protect Me With 3+**  
[www.protectmewith3.com](http://www.protectmewith3.com)

### CDC education materials

- **Vaccines for Children Program**  
[www.cdc.gov/vaccines/programs/vfc/parents/index.html](http://www.cdc.gov/vaccines/programs/vfc/parents/index.html)
- **Preteen & Teen flu Vaccine**  
[www.cdc.gov/vaccines/parents/diseases/teen/flu.html](http://www.cdc.gov/vaccines/parents/diseases/teen/flu.html)



## Resources for Healthcare Professionals

### NJDOH education materials:

- **NJDOH Seasonal Influenza Webpage**  
<http://nj.gov/health/cd/topics/flu.shtml>
- **NJ Immunization Information System (NJIIS)**  
<https://njiis.nj.gov/njiis/>
- **NJ Vaccines for Children Program**  
<https://njiis.nj.gov/njiis/html/vfc.html>

### CDC and IAC materials

- **CDC: Flu Information for Healthcare Professionals**  
[www.cdc.gov/flu/professionals/index.htm](http://www.cdc.gov/flu/professionals/index.htm)
- **CDC: What can you do to ensure your patients get fully vaccinated?**  
[www.cdc.gov/vaccines/who/teens/for-hcp.html](http://www.cdc.gov/vaccines/who/teens/for-hcp.html)
- **IAC: Influenza Disease Page**  
[www.immunize.org/influenza/](http://www.immunize.org/influenza/)
- **IAC: Need Help Responding to Vaccine Hesitant Parents?**  
[www.immunize.org/catg.d/p2070.pdf](http://www.immunize.org/catg.d/p2070.pdf)



# Travel & Catch-Up Vaccines



## Background & Basics

### Why are travel vaccinations important?

Travel vaccines are shots that travelers get before visiting certain areas of the world to help protect them from serious illnesses. While many diseases such as measles and yellow fever may not be common in the United States, the risk of infection may be higher in other countries. It is important to check to see which vaccines are recommended, or required, prior to travel.

Before travel occurs, please consult the Centers for Disease Control and Prevention travel website at [www.cdc.gov/travel](http://www.cdc.gov/travel) for detailed information about staying healthy during travel.

### What are catch-up vaccines?

There are several vaccines children need as they get older. Sometimes new vaccines are added to the schedule or a child may be behind on getting all of the recommended shots. It's not too late to protect your preteen and teen. Make sure they are up-to-date with all the recommended vaccinations.

### Routine Vaccination

- Check Immunization Action Coalition's list to make sure your preteen or teen has received all the recommended vaccinations. [www.immunize.org/catg.d/p4020.pdf](http://www.immunize.org/catg.d/p4020.pdf)
- Check CDC Travelers' Health [www.cdc.gov/travel](http://www.cdc.gov/travel) to see if your preteen or teen needs additional vaccines to keep them healthy before they travel.



## Key Messages

### For parents, preteens, and teens

- It's not too late to catch-up on missed vaccinations for your preteen or teen.
- If your preteen or teen will be traveling outside the United States, additional vaccines may be needed.

### For providers

- The preteen visit, sports physicals, and other visits are an opportunity to make sure preteens and teens are up to date on all the recommended vaccinations.



## Social Media

- It's not too late to catch-up on missed vaccinations for your preteen or teen #PreteenVax #NJPTVW
- If you're preteen or teen will be traveling outside the United States, additional vaccines may be needed #PreteenVax #NJPTVW



## Resources for Parents

### NJDOH education materials

- **Vaccines for Preteens and Teens**  
[www.nj.gov/health/cd/vpdp/documents/vaccines\\_for\\_teens\\_preteens.pdf](http://www.nj.gov/health/cd/vpdp/documents/vaccines_for_teens_preteens.pdf)
- **NJ School Immunization Requirements**  
[www.nj.gov/health/cd/imm.shtml](http://www.nj.gov/health/cd/imm.shtml)

- **NJ Vaccine Preventable Disease Program**  
[www.nj.gov/health/cd/vpdp/index.shtml](http://www.nj.gov/health/cd/vpdp/index.shtml)
- **NJ Immunization Information System (NJIIS)**  
[https://njiis.nj.gov/njiis/docs/njiis\\_your\\_childs\\_bestshot.pdf](https://njiis.nj.gov/njiis/docs/njiis_your_childs_bestshot.pdf)
- **Protect Me With 3+**  
[www.protectmewith3.com](http://www.protectmewith3.com)

#### CDC education materials

- **Vaccines for Children Program**  
[www.cdc.gov/vaccines/programs/vfc/parents/index.html](http://www.cdc.gov/vaccines/programs/vfc/parents/index.html)
- **CDC Preteen & Teen HPV Vaccine**  
[www.cdc.gov/vaccines/who/teens/vaccines/hpv.html](http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html)
- **CDC: HPV Vaccine for Boys and Girls Fact Sheet**  
[www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-HPV-color-office.pdf](http://www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-HPV-color-office.pdf)



#### Resources for Healthcare Professionals

##### NJDOH education materials

- **NJ Vaccine Preventable Disease Program**  
[www.nj.gov/health/cd/vpdp.shtml](http://www.nj.gov/health/cd/vpdp.shtml)
- **NJ Immunization Information System (NJIIS)**  
<https://njiis.nj.gov/njiis/>
- **NJ Vaccines for Children Program**  
[https://njiis.nj.gov/docs/njiis\\_provider\\_brochure.pdf](https://njiis.nj.gov/docs/njiis_provider_brochure.pdf)

##### CDC and IAC materials

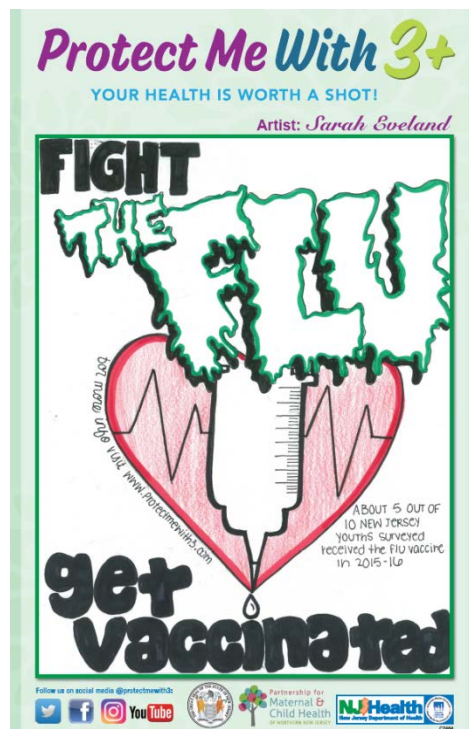
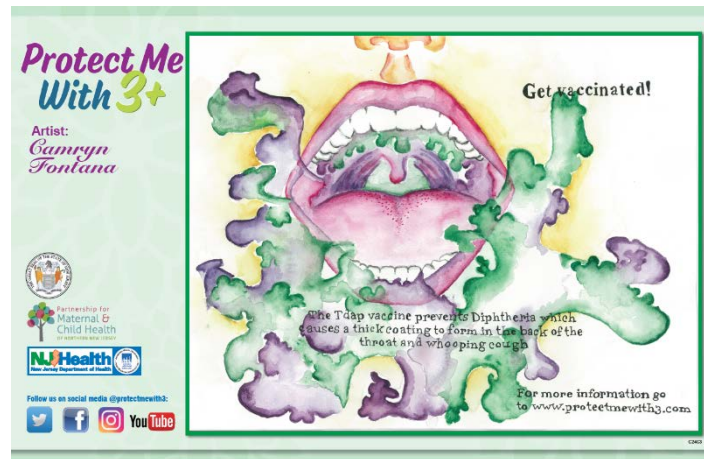
- **CDC: Provider Resources for Vaccine Conversations with Parents**  
[www.cdc.gov/vaccines/hcp/patient-ed/conversations/](http://www.cdc.gov/vaccines/hcp/patient-ed/conversations/)
- **CDC Catch-up Immunization schedule**  
[www.cdc.gov/vaccines/schedules/hcp/imz/catchup.html](http://www.cdc.gov/vaccines/schedules/hcp/imz/catchup.html)
- **CDC Travelers' Health**  
[www.cdc.gov/travel/a](http://www.cdc.gov/travel/a)
- **CDC: What can you do to ensure your patients get fully vaccinated?**  
[www.cdc.gov/vaccines/who/teens/for-hcp.html](http://www.cdc.gov/vaccines/who/teens/for-hcp.html)
- **IAC: Need Help Responding to Vaccine Hesitant Parents?**  
[www.immunize.org/catg.d/p2070.pdf](http://www.immunize.org/catg.d/p2070.pdf)

## Protect Me With 3+

*Protect Me With 3+* is an annual poster and video contest, and a collaboration between The Partnership for Maternal and Child Health of Northern New Jersey and the New Jersey Department of Health. The campaign aims to raise awareness about the importance of adolescent immunizations among preteens, teenagers and parents, and increase vaccination rates for several important vaccines.

Each year, students submit posters and videos to promote adolescent vaccination. Some of the winning posters are pictured below. You may view the prior winners at <http://protectmewith3.com/winners/>.

You may request hard copies of these posters by contacting the New Jersey Department of Health, Vaccine Preventable Disease Program at 609-826-4861. For more information on the campaign, please visit [www.protectmewith3.com](http://www.protectmewith3.com).



## Public Health Observances

Although these materials have been developed for Preteen & Teen Vaccine Week, please consider adapting them for use throughout the year and during other immunization awareness campaigns. Below are some examples of public health observances that take place throughout the year. These serve as great opportunities to incorporate immunization messaging.

<b>Month</b>	<b>Observance</b>
<b>January</b>	Cervical Cancer Awareness Month
<b>February</b>	World Cancer Day
<b>March</b>	March 4: International HPV Awareness Day
<b>April</b>	National Infant Immunization Week (NIIW) <a href="http://www.cdc.gov/vaccines/events/niiw/index.html">www.cdc.gov/vaccines/events/niiw/index.html</a>
	World Immunization Week
<b>August</b>	National Immunization Awareness Month <a href="http://www.cdc.gov/vaccines/events/niam.html">www.cdc.gov/vaccines/events/niam.html</a>
	New Jersey Adult Vaccine Preventable Disease Awareness and Improvement Month
<b>October</b>	Third week of October: National Health Education Week
<b>December</b>	National Influenza Vaccination Week (NIVW) <a href="http://www.cdc.gov/flu/resource-center/nivw/index.htm">www.cdc.gov/flu/resource-center/nivw/index.htm</a>

Please visit [www.cdc.gov/women/observances/index.htm](http://www.cdc.gov/women/observances/index.htm) and <https://healthfinder.gov/NHO/> for more information about these events and to view other national health observances.