Communication Toolkit: Preteens & Teens

Updated 6/15/16

Parents can do a number of things to ensure a healthy future for their child.
One of the most important actions parents can take is to make sure their children are up to date on their vaccines. Following the recommended immunization schedule provides the best protection from serious, and sometimes deadly, diseases.

Preteens and teens need four vaccines to protect against serious diseases:

- quadrivalent meningococcal conjugate vaccine to protect against meningitis and blood infections (septicemia);
- HPV (human papilloma virus) vaccine to protect against cancers caused by HPV;
- Tdap vaccine to protect against tetanus, diphtheria, and whooping cough (pertussis); and
- a yearly flu vaccine to protect against seasonal flu.

Teens and young adults may also be vaccinated with a serogroup B meningococcal vaccine. Adolescents need vaccines because they are at increased risk for certain diseases like meningitis and cancer-causing HPV infections. It is important to get HPV vaccine before being exposed to HPV. Parents can send their preteens and teens to middle school and high school – and also off to college – protected from these vaccine-preventable diseases by ensuring their children are up to date on their vaccines.

Along with helping protect preteens and teens from certain diseases like the flu, being vaccinated also helps stop the spread of these diseases to others in their family, classroom, and community.

Contents

Sample Key Messages

Use key messages as the basis for talking points, presentations, media interviews, news releases, social media messages or other outreach materials. Localize and tailor your messages with information or stories from your own organization or community.

Vaccines are important for protecting children from serious, and sometimes deadly, diseases.

- Adolescents are at increased risk for diseases like meningococcal disease and cancer-causing HPV infections and need the protection of vaccines to keep them healthy.
- Vaccines are recommended for preteens and teens because:
    - Some of the childhood vaccines wear off over time, so preteens and teens need shots to help stay protected from serious diseases like tetanus, diphtheria, and pertussis (whooping cough).
    - As children get older, they are at increased risk of getting certain diseases like meningococcal disease and infections that can lead to HPV cancers.
    - Specific vaccines, like HPV vaccine, are given during the preteen years (ages 11 to 12) because they are needed before being exposed to the virus.
    - Along with protecting preteens and teens from serious diseases, being vaccinated also protects siblings, friends and the people who care for them like their parents or grandparents.
    - Children and teens need an annual flu vaccine because protection from vaccination decreases over time and because flu vaccines are made each year to keep up with changing flu viruses.
- Vaccines do more than protect your child. Some diseases, like whooping cough and the flu, can be deadly for newborns or babies who are too young to be vaccinated themselves. You can help protect our littlest community members from being exposed to vaccine-preventable diseases by making sure your child gets all the recommended vaccines.
- Vaccines are among the safest and most cost-effective ways to prevent disease. Protecting your children from preventable diseases will help keep them healthy and in school.
- When a child comes down with a disease such as whooping cough or the flu, they may miss a lot of school while recovering. A sick child may also mean that a parent has to miss work or other important events.

- Schools are a prime venue for spreading many vaccine-preventable diseases, and school-age children can further spread disease to their families and others with whom they come in contact.

Vaccines are recommended throughout our lives. Following the recommended schedule offers the best protection.

- Vaccines offer the best-known protection against many devastating illnesses. Following the recommended immunization schedule is the best way to ensure your preteens and teens are protected from deadly diseases.
- There is no science behind alternative immunization schedules. Delaying or withholding vaccines only increases the amount of time that children are vulnerable to diseases.
- The vaccine schedule is based on the best scientific information available and provides doctors with information on administration of each vaccine.

Talk to your doctor or other health care professional to make sure that your children get the vaccinations they need when they need them.

- As you get ready to send your preteens and teens back to school, educate yourself. Learn about the benefits and possible side effects of vaccinations.
- If you haven't already, check your child's immunization record and schedule a visit to their doctor or clinic. Doing so now will avoid a potential last minute rush and will help ensure there are no surprises on the first day back to school.
- Most schools require children to be up to date on vaccinations before starting school in order to protect the health of all students.
- If you are unsure of your state's school immunization requirements, check with your child's doctor, school, or local health department.
- Take advantage of any visit to the doctor – check-ups, sick visits, even physicals for sports, camps or college – to ask the doctor about what vaccinations your child needs.
- Vaccines are thoroughly tested before licensing and carefully monitored even after they are licensed to ensure that they are safe. The benefits of vaccination far outweigh any potential risk of side effects.
- Vaccines are among the safest and most effective ways to prevent disease. They help reduce time missed from school due to illness and save money on expensive treatments or hospitalizations. *(More about vaccine safety on page 9.)*

Vaccine Information

Use specific vaccine information to update existing materials or develop new materials to educate people about vaccines and their importance. Check the childhood immunization schedule for all recommended vaccines for preteens and teens: www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html

HPV

Meningococcal

Vaccine Safety

Tdap

Influenza (Flu)

HPV vaccine is cancer prevention.

- HPV is short for human papilloma virus. More than 40 HPV types infect human mucosal surfaces (mostly the genitals and mouth/throat).
- Although most infections go away on their own, some infections that don't go away can cause cancers in men and women.
- HPV vaccines are life-saving vaccines that protect against cancer-causing HPV infections.
- The HPV types targeted by the vaccines cause the majority of cervical cancers and many cases of other cancers, including cancers of the anus, penis, vulva, vagina, and oropharynx (back of the throat, including the base of the tongue and tonsils).
- Preteens need the HPV vaccine now to prevent HPV cancers later in life.
- About 79 million people in the U.S., most in their teens and early 20s, are infected with HPV. About 14 million people become infected every year.
- CDC, the American Academy of Pediatrics and the American Academy of Family Physicians strongly recommend HPV vaccination at ages 11 to 12 for the best protection against HPV cancers.
- HPV vaccine protects against HPV infections that cause HPV cancers and disease. For teens who have not started the series at 11 or 12 years, it's not too late. It is still beneficial to get the vaccine as soon as possible during the teen years.
- The HPV vaccine has a very good safety record. Like any vaccine or medicine, HPV vaccines can cause side effects. Common side effects are pain, redness, or swelling in the arm where the shot was given, as well as dizziness, fainting, nausea and headache
    - The benefits of HPV vaccination far outweigh any potential risk of side effects.

- Take advantage of any visit to the doctor – checkups, sick visits, even physicals for sports, camps, or college – to ask the doctor about what vaccines your preteens and teens need.

For more information about HPV vaccine, visit:
http://www.cdc.gov/hpv/parents/vaccine.html

Help protect your child from whooping cough.

- Tdap is recommended at 11 or 12 years old to help protect against three serious diseases: tetanus, diphtheria, and whooping cough.
- Tdap is especially important for older children and adults who will have close contact with babies younger than 1 year old.
- Tetanus, diphtheria, and whooping cough are all caused by bacteria.
    - Both diphtheria and whooping cough are spread from person to person.
    - Tetanus enters the body through cuts, scratches, or wounds.
- In the United States, tetanus and diphtheria are uncommon, but whooping cough is common. Whooping cough has also been on the rise in recent years. More than 18,000 cases of whooping cough were provisionally reported to CDC during 2015.
- CDC estimates that Tdap protects about 7 out of 10 preteens and teens who receive it from whooping cough, but protection fades over time. About 3 or 4 out of 10 teens are fully protected against whooping cough 4 years after getting Tdap.
- For more information about Tdap vaccine, visit: www.cdc.gov/vaccines/who/teens/vaccines/tdap.html.

Protect against meningococcal disease.

- Meningococcal disease is uncommon, but sometimes deadly. It can cause very serious infections of the covering of the brain and spinal cord (meningitis) or blood (septicemia).
- There are two types of vaccines used to help protect preteens and teens from meningococcal disease:
    - All 11 to 12 year olds **should** be vaccinated with a quadrivalent meningococcal conjugate vaccine (MenACWY), with a booster dose at age 16 so they continue to have protection during the ages when they are at highest risk of meningococcal disease.
    - Teens and young adults (16 through 23 year olds) **may** also be vaccinated with a serogroup B meningococcal (MenB) vaccine, preferably at 16 through 18 years old.
- If your teen missed getting either MenACWY vaccine or if you are interested in having your child vaccinated with a MenB vaccine, talk to his or her healthcare professional about getting them now.
- For more information about meningococcal vaccines, visit: http://www.cdc.gov/vaccines/who/teens/vaccines/mening.html.

Protect against influenza (flu).

- The single best way to prevent the flu is to get an annual flu vaccine, which protects against the influenza viruses that experts predict are most likely to cause illness that season.
- Everyone 6 months and older – including preteens and teens – should get a flu vaccine every year, both to protect themselves and to help keep from spreading illness.
- It takes about two weeks after vaccination for antibodies to develop in the body for protection against influenza.
- It's best to get vaccinated before the flu season begins. Though flu seasons vary in their timing from season to season, getting vaccinated by the end of October helps ensure that you are protected before flu activity begins to increase. Some young children need two doses of flu vaccine, given at least 4 weeks apart. These children should get their first dose as soon as possible to allow enough time to get the second dose before flu season starts.
- Flu vaccines prevent flu illness, hospitalizations, and other health problems that can be caused by flu, like pneumonia, bronchitis, ear infections, sinus infections, and worsening of chronic medical conditions, such as asthma, diabetes, or disorders of the brain or nervous system.

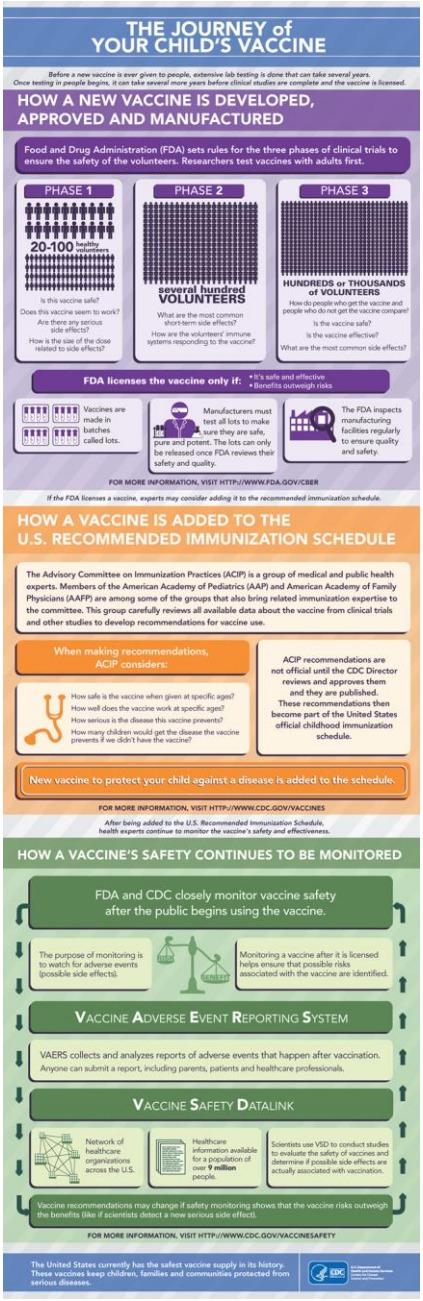
- Flu can be a serious disease for children of all ages, causing them to miss school, activities, or even be hospitalized.
- Since 2004-2005, flu-related deaths in children reported to CDC during regular flu seasons have ranged from 37 deaths (during 2011-2012) to 171 deaths (during 2012-2013). During the 2009 H1N1 flu pandemic, (April 15, 2009 to October 2, 2010), 358 pediatric deaths were reported to CDC.
- Past data indicate that among children 6 months and older, 80 to 85 percent of flu-related pediatric deaths occurred in children who had not received a flu vaccine.
- Even healthy preteens and teens can get very sick from the flu and spread it to others. While all preteens and teens should get a flu vaccine, it's especially important for children who are at high risk of serious flu complications to get vaccinated. People at high risk for developing serious illness and complications from flu include young children, pregnant women and people with chronic medical conditions (e.g., asthma, diabetes, and heart disease). For the complete list of high risk factors, visit: http://www.cdc.gov/flu/about/disease/high_risk.htm.
- Higher vaccination rates of healthy kids can also protect high risk kids by decreasing the amount of flu circulating in the community.
- Flu seasons are unpredictable and can be severe. Children should get a flu vaccine by the end of October if possible. Significant flu activity can begin as early as October and last into May.
- Seasonal flu activity usually peaks in February.
- Flu vaccines will not protect against illnesses caused by non-influenza viruses (which may have similar symptoms to flu).
- For more information about the flu vaccine, visit: www.cdc.gov/vaccines/who/teens/vaccines/flu.html

Vaccines are among the safest and most effective ways to protect preteens and teens from disease.

- All vaccines used in the U.S. require extensive safety testing before they are licensed by the U.S. Food and Drug Administration (FDA).
- FDA and CDC work with doctors and other health care professionals throughout the U.S. to monitor the safety of vaccines.
- Several systems are used to monitor the safety of vaccines after they are licensed and being used in the U.S.

- These systems can monitor side effects already known to be caused by vaccines, as well as detect rare side effects that were not identified during a vaccine's clinical trials.
- One of the systems used to monitor the safety of vaccines after they are licensed and used in the U.S. is called the Vaccine Adverse Event Reporting System (VAERS).
    - VAERS accepts reports of adverse events (any possible side effects) that occur after vaccination. These reports come from health professionals, vaccine manufacturers, and the general public (vaccine recipients or their parents/ guardians).

To see CDC's Vaccine Safety Infographic, visit:
www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html



Frequently Asked Questions

Frequently asked questions can be a helpful tool for developing web content, fact sheets, newsletters, and other educational materials to answer your constituents' questions about vaccines.

HPV Vaccine

Why is HPV vaccine needed?

HPV vaccine is needed because it prevents cancer. About 79 million Americans are infected with human papillomavirus, or HPV. Although most HPV infections will go away on their own, some HPV infections can lead to cancer. HPV vaccine is safe, effective, and can protect people from infection with the types of HPV that can cause certain cancers.

How many types of HPV are there?

More than 40 HPV types can infect the genital areas of males and females. These HPV types can also infect the mouth and throat. Most people who become infected with HPV do not know they have it.

How common is HPV?

A: HPV is the most common sexually-transmitted infection in the US. HPV is so common that nearly all sexually active men and women will get at least one type of HPV at some point in their lives. Most people never know that they have been infected and may give HPV to a partner without knowing it. About 79 million Americans are currently infected with HPV. About 14 million people become newly infected each year.

If HPV infection is so common, is it really that bad?

Most people with HPV never develop symptoms or health problems. Most HPV infections (9 out of 10) go away by themselves within two years. But, sometimes, HPV infections will persist and can cause certain cancers and other diseases. HPV infections can cause:

- cancers of the cervix, vagina, and vulva in women;
- cancers of the penis in men;
- and cancers of the anus and back of the throat, including the base of the tongue and tonsils (oropharynx) in women and men.

HPV can also cause genital warts in men and women. The types of HPV that can cause genital warts are not the same as the types of HPV that can cause cancers.

How many people get cancer from HPV?

Every year approximately 17,600 women and 9,300 men are affected by cancers caused by HPV.

How many people get genital warts from HPV?
Before HPV vaccines were introduced roughly 340,000 to 360,000 women and men were affected by genital warts caused by HPV every year.* Also, about one in 100 sexually active adults in the U.S. have genital warts at any given time.

*As these figures only look at the number of people who sought care for genital warts, this could be an underestimate of the actual number of people who get genital warts.

How do people get HPV?
People get HPV from another person during sexual activity. Most of the time people get HPV from having vaginal and/or anal sex. Men and women can also get HPV from having oral and other sex play. A person can get HPV even if their partner (straight or same-sex) doesn't have any signs or symptoms of HPV infection. A person can have HPV even if years have passed since he or she had sexual contact with an infected person. Most people do not realize they are infected. They also don't know that they may be passing HPV to their sex partner(s). It is also possible for someone to get more than one type of HPV.

What other ways could someone get HPV?
It's not very common, but sometimes a pregnant woman with HPV can pass it to her baby during delivery. In these cases, the child can develop recurrent respiratory papillomatosis (RRP), a rare condition where warts caused by HPV (similar to genital warts) grow in the throat.

Who should get HPV vaccine?
All girls and boys who are 11 or 12 years old should get the recommended series of HPV vaccine. Teen boys and girls who did not get the vaccine when they were younger should get it now. Young women can get HPV vaccine through age 26, and young men can get vaccinated through age 21. The vaccine is also recommended for:

- gay and bisexual young men (or any young man who has sex with men) through age 26 and
- men with weakened immune systems (including HIV) through age 26, if they did not get HPV vaccine when they were younger.

Why is the vaccine recommended at age 11 or 12?
For HPV vaccines to be effective, they should be given prior to exposure to HPV. It is important not to wait until a teen is having sex to offer HPV vaccination.

Preteens should receive all three doses of the HPV vaccine series before they begin *any* type of sexual activity and are exposed to HPV.

Is the vaccine still effective if you have had sexual intercourse?
Even if someone has already had sex, they should still get HPV vaccine. Although HPV infection can occur soon after someone starts having sex, a person might not be exposed to any or all of the HPV types that are in the vaccine. Males and females in the age groups recommended for vaccination are likely to get some protection from the vaccine.

Should boys get HPV vaccine too?
HPV vaccination protects boys against HPV infections than can cause cancers of the back of the throat, penis, and anus. HPV vaccination also prevents genital warts. When boys are vaccinated, they are less likely to spread HPV to their current and future partners.

How well does HPV vaccine work?
HPV vaccination works extremely well. Clinical trials showed the vaccines provided close to 100% protection against precancers and, for Gardasil® and Gardasil 9®, genital warts. Since vaccination was first recommended in 2006, there has been a 64% reduction in vaccine type HPV infections among teen girls in the U.S., even with low HPV vaccination rates.

Research has also shown that fewer teens are getting genital warts. In other countries such as Australia where there is higher HPV vaccination coverage, HPV vaccine has also reduced the number of cases of precancers of the cervix in young women in that country. Also, genital warts have decreased dramatically in young women and men in Australia since the HPV vaccine was introduced.

How long will the HPV vaccine provide protection?
HPV vaccine offers long-lasting protection against HPV infection and HPV associated disease. Protection produced by HPV vaccine lasts at least 8-10 years according to data from clinical trials and ongoing research. There is no evidence to suggest that HPV vaccine loses the ability to provide protection over time.

Will the vaccine require a booster?
In the U.S., the HPV vaccine series requires three shots given over six months; booster doses are not recommended. Like all vaccines, HPV vaccine is monitored continually to make sure it remains safe and effective. If protection from HPV vaccine doesn't last as long as it should, then the Advisory Committee

on Immunization Practices would review the data and determine if a booster shot should be recommended.

Does someone have to restart the HPV vaccine series if too much time passes between the shots?
The Advisory Committee on Immunization Practices recommends that all three shots of the HPV vaccine series be given over six months; the second shot should be given one to two months after the first, and the third dose should be given six months after the first dose. However, if someone waits longer than that between shots, they do not need to restart the series. Even if has been months or years since the last shot, the series should still be completed.

Does HPV vaccination offer similar protection from cervical cancer in all racial/ethnic groups?
Yes. Several different HPV types cause invasive cervical cancer. HPV vaccines are designed to target the HPV types that cause most invasive cervical cancers, so HPV vaccination will provide high protection for all racial/ethnic groups.

All HPV vaccines protect against types 16 and 18, which cause the majority of invasive cervical cancers across racial/ethnic groups (67% of the invasive cervical cancers among whites, 68% among blacks, and 64% among Hispanics).[1] Along with protecting against types 16 and 18, the 9-valent HPV vaccine protects against five additional HPV types that cause invasive cervical cancer and two HPV types that cause genital warts. The 9-valent HPV vaccine is designed to protect against seven HPV types that cause about 80% of invasive cervical cancer among all racial/ethnic groups in the United States.

The most important thing is for all preteens to complete the HPV vaccine series before they turn 13. Teens and young adults who haven't started or finished the HPV vaccine series should get make an appointment today to get vaccinated. For the best protection against cervical cancer, women should continue to get screened for cervical cancer and get follow-up care as recommended by their doctor or nurse.

Reference
Saraiya M., Unger E. R., Thompson T. D., Lynch, C. F., Hernandez, B. Y., et al. US Assessment of HPV Types in Cancers: Implications for Current and 9-Valent HPV Vaccines. J Natl Cancer Inst (2015) 107 (6).

How do we know that the HPV vaccine is safe?
The United States currently has the safest, most effective vaccine supply in history. Years of testing are required by law to ensure the safety of vaccines

before they are made available for use in the United States. This process can take 10 years or longer. Once a vaccine is in use, CDC and the Food and Drug Administration (FDA) monitor any associated side effects or possible side effects (adverse events) through the Vaccine Adverse Event Reporting System and other vaccine safety systems.

All three HPV vaccines licensed in the US—Cervarix®, Gardasil®, and Gardasil® 9—went through years of extensive safety testing before they were licensed by FDA. Cervarix was studied in clinical trials with more than 30,000 females. Gardasil trials included more than 29,000 females and males, and Gardasil 9 trials included more than 15,000 females and males. No serious safety concerns were identified in these clinical trials. FDA only licenses a vaccine if it is safe, effective, and the benefits outweigh the risks. CDC and FDA continue to monitor HPV vaccines to make sure they are safe and beneficial for the public.

What are some possible side effects of HPV vaccination?
Vaccines, like any medicine, can have side effects. Many people who get HPV vaccine have no side effects at all. Some people report having very mild side effects, like a sore arm from the shot. The most common side effects are usually mild. Common side effects of HPV vaccine include:

- Pain, redness, or swelling in the arm where the shot was given
- Fever
- Headache or feeling tired
- Nausea
- Muscle or joint pain

Brief fainting spells and related symptoms (such as jerking movements) can happen after any medical procedure, including vaccination. Sitting or lying down for about 15 minutes after a vaccination can help prevent fainting and injuries caused by falls.

On very rare occasions, severe (anaphylactic) allergic reactions may occur after vaccination. People with severe allergies to any component of a vaccine should not receive that vaccine.

Will the vaccine cause cancer?
HPV vaccine cannot cause HPV infection or cancer. HPV vaccine is made from one protein from the virus that cannot cause HPV infection or cancer. Not receiving HPV vaccine at the recommended ages can leave one vulnerable to cancers caused by HPV.

Will the vaccine cause fertility issues?
No. There are no data that suggest getting HPV vaccine will have an effect on future fertility. In fact, getting vaccinated and protecting against cervical cancer can help women have healthy pregnancies and healthy babies.
Not getting the HPV vaccine leaves people vulnerable to HPV infection; for women, this could lead to cervical cancer. The treatment of cervical cancer (hysterectomy, chemotherapy, and/or radiation, for example) could leave a woman unable to have children. Even the treatment of cervical precancers caused by HPV can cause preterm labor or problems at the time of delivery.

Why is this vaccine not mandatory for school entry?
Each state determines which vaccines will be required for school entry. Many factors are taken into consideration before requiring any vaccine for school entry, including: community support for the requirement, financial resources needed to implement the requirement, burden on school personnel for enforcing the requirement, vaccine supply, and current vaccination coverage levels.
HPV vaccine was first recommended for girls only, and many states did not want to implement a requirement that only applied to half the student population. Healthcare providers do not need to wait to recommend and/or administer the HPV vaccine until there is a school requirement. Almost every state has a Tdap requirement for middle school entry. Providers should use this opportunity to administer HPV and quadrivalent meningococal conjugate vaccines.

How can someone get help paying for HPV vaccine?
The Vaccines for Children (VFC) program helps families of eligible children who might not otherwise have access to vaccines. The program provides vaccines at no cost to children ages 18 years and younger who are uninsured, Medicaid-eligible, or American Indian/Alaska Native. To learn more, see VFC program.

Tdap Vaccine

What is whooping cough (pertussis)? Why do preteens and teens need to be protected from it?
Pertussis – also known as whooping cough – is a highly contagious respiratory disease known for uncontrollable violent coughing that often makes it hard to breathe. Whooping cough can make teens ill with a serious cough that can last for weeks and be quite debilitating. While they are sick, people can easily spread the disease. In the United States, most vaccine-preventable diseases are rare, but this is not true with whooping cough. It still causes outbreaks.

Young children are vaccinated against whooping cough, but protection fades over time.

So at 11 or 12 years old, children need one dose of Tdap, even if they were completely vaccinated in early childhood. This dose provides a boost in immunity for whooping cough. Teens who have never received a dose are also recommended to receive Tdap.

How many cases of whooping cough were reported last year?
In 2015, more than 18,000 cases were provisionally reported.

Why are we seeing more whooping cough over the last 20 or so years?
There are several reasons that help explain why we're seeing more reported cases of whooping cough lately. Studies have shown that the whooping cough vaccines we use now do not provide long-lasting protection. This is known as waning immunity. We are also more aware of whooping cough, have better tests to diagnose it, and have better systems for reporting.

CDC's current estimate is that Tdap fully protects 7 out of 10 preteens and teens who receive it against whooping cough, but that protection fades over time. About 3 or 4 out of 10 teens are fully protected against whooping cough 4 years after getting Tdap.

Adolescents who get Tdap and still get whooping cough have fewer coughing fits, shorter illness, and are less likely to suffer from disease complications.

Meningococcal Vaccines

Why does my preteen or teen need to be vaccinated against meningococcal disease?
Meningococcal disease can be devastating and often—and unexpectedly—strikes otherwise healthy people. Although meningococcal disease is uncommon, teens and young adults 16 through 23 years old are at increased risk. Meningococcal bacteria can cause severe disease, including infections of the covering of the brain and spinal cord (meningitis) and blood (bacteremia). Meningococcal disease can result in permanent disabilities, like hearing loss, learning disabilities, and loss of limbs, and sometimes even death.

Is there one meningococcal vaccine that can help protect my child from all common types of meningococcal disease?

No. Some meningococcal vaccines for preteens and teens are designed to protect against four serogroups (A, C, W, and Y), while others help protect against one serogroup (B). There currently is not a meningococcal vaccine that offers protection against all common serogroups in one shot.

All 11 to 12 year olds **should** be vaccinated with a single dose of a quadrivalent (protects against serogroups A, C, W, and Y) meningococcal conjugate vaccine. Since protection decreases over time, a booster dose is recommended at age 16 so teens continue to have protection during the ages when they are at highest risk of meningococcal disease. Teens and young adults (16 through 23 year olds) **may** also be vaccinated with a serogroup B meningococcal vaccine (2 or 3 doses depending on brand), preferably at 16 through 18 years old.
Talk with your teen's clinician about meningococcal vaccination to help protect your child's health.

Can my child receive a quadrivalent meningococcal conjugate vaccine and a serogroup B meningococcal vaccine at the same time?

Yes. Quadrivalent meningococcal conjugate and serogroup B meningococcal vaccines can be given during the same visit, but preferably in different arms. A serogroup B meningococcal vaccine is not recommended until age 16 years, so it's possible your child will get this vaccine and the booster dose of a quadrivalent meningococcal conjugate vaccine at the same visit.

Flu Vaccine

Why is the flu vaccine needed?

Influenza is a serious disease that can lead to hospitalization and sometimes even death. Even healthy people can get very sick from the flu. An annual seasonal flu vaccine (either the flu shot or the nasal spray flu vaccine) is the best way to reduce your risk of getting seasonal flu and spreading it to others. When more people get vaccinated against the flu, less flu can spread through the community. Children should get a flu vaccine by the end of October if possible.

Do preteens and teens need a flu shot?

CDC recommends that everyone 6 months of age and older get a flu vaccine every year soon after the vaccine is available in their community, ideally by October. However, as long as flu viruses are circulating, vaccination should continue throughout the flu season, even in January or later.

It is especially important for young children and children of all ages with certain chronic conditions (like asthma or diabetes, for example) to get vaccinated to decrease their chances of having serious illness and complications from the flu.

Why do I need a flu vaccine every year?
A flu vaccine is needed every season for two reasons. First, the body's immune response from vaccination declines over time, so an annual vaccine is needed for optimal protection. Second, because flu viruses are constantly changing, the formulation of the flu vaccine is reviewed each year and sometimes updated to keep up with changing flu viruses. For the best protection, everyone 6 months and older should get vaccinated annually.

How does flu spread?
Most experts believe that flu viruses spread mainly by droplets made when people with flu cough, sneeze, or talk. These droplets can land in the mouths or noses of people who are nearby. Less often, a person might also get flu by touching a surface or object that has flu virus on it and then touching their own mouth, eyes, or possibly their nose.

Does the flu have complications?
Yes. Complications of flu can include bacterial pneumonia, ear infections, sinus infections, dehydration, and worsening of chronic medical conditions, such as congestive heart failure, asthma, or diabetes.

Is the "stomach flu" really the flu?
Many people use the term "stomach flu" to describe illnesses with nausea, vomiting or diarrhea. These symptoms can be caused by many different viruses, bacteria or even parasites.

While vomiting, diarrhea, and being nauseous or "sick to your stomach" can sometimes be related to the flu — more commonly in children than adults — these problems are rarely the main symptoms of influenza. The flu is a respiratory disease and not a stomach or intestinal disease.

Sample News Release

Customize sample news releases with information, stories or events happening in your community. Submit news releases, articles or op-eds to local news and partner organizations to publish, post on websites, or share through social media. Distribute or make available electronically to key partners and decision-makers.

Word Count: ~279

Send Your Child Back to School Protected from Serious Diseases

National Immunization Awareness Month is a reminder that we all need vaccines throughout our lives.

Back-to-school season is here. It's time for parents to gather school supplies and back packs. It's also the perfect time to make sure your children are up to date on their vaccines.

To celebrate the importance of immunizations for people of all ages – and make sure preteens and teens are protected with all the vaccines they need – the [name of local organization] is joining with partners nationwide in recognizing August as National Immunization Awareness Month.

[Insert information on any events local organization is hosting or is aware of.]

"Getting children all of the vaccines recommended by CDC's immunization schedule is one of the most important things parents can do to ensure a healthy future for their child," said [insert name of local official]" If you haven't done so already, now is the time to check with your doctor to find out what vaccines your child needs."

Preteen and teen vaccines protect against serious and potentially life-threatening diseases, including meningitis, septicemia and cancers caused by HPV.

When children are not vaccinated, they are at increased risk for diseases and can also spread diseases to others in their classrooms and community – including babies who are too young to be fully vaccinated, and people with weakened immune systems due to cancer or other health conditions.

Preteens and teens need Tdap (tetanus, diphtheria and pertussis or whooping cough) vaccine, quadrivalent meningococcal conjugate vaccine, and HPV (human papillomavirus) vaccine when they are 11 to 12. A booster dose of quadrivalent meningococcal conjugate vaccine is recommended when teens are

16 years old. Teens and young adults (16 through 23 year olds) may also be vaccinated with a serogroup B meningococcal vaccine, preferably at 16 through 18 years old. In addition, yearly flu vaccines are recommended for everyone 6 months or older—not just preteens and teens, but for their parents too.

Parents can find out more about the recommended immunization schedule at www.cdc.gov/vaccines/teens or [insert local organization websites] or call [insert local organization phone number].

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Ready-to-Publish Article

Submit sample articles to local news and partner organizations to publish, post on websites, or share through social media. Increase the chances that the article will be picked up for publication by localizing the story – feature a quote from a state or local spokesperson (e.g., state health officer or immunization program manager), use local or state statistics to reinforce your messages.

Word Count: ~ 418
Audience: Media/Parents

Do you have a preteen or teen? Protect their future with vaccines.

National Immunization Awareness Month is a reminder
that we all need vaccines throughout our lives.

Taking them to their sports physical, making sure they eat healthy and get plenty of sleep…you know these are crucial to your child's health. But did you also you know your preteens and teens need vaccines to stay healthy and protected against serious diseases?

As they get older, preteens and teens are at increased risk for some infections. Plus the protection provided by some of the childhood vaccines begins to wear off, so preteens need an additional dose (booster) to "boost" immunity. You may have heard about whooping cough (pertussis) outbreaks recently. Vaccine-preventable diseases are still around and very real. The vaccines for preteens and teens can help protect your kids, as well as their friends, community, and other family members.

There are four vaccines recommended for all preteens at ages 11 to 12:

- **Quadrivalent meningococcal conjugate vaccine,** which protects against four types of the bacteria that cause meningococcal disease. Meningococcal disease is an uncommon but serious disease that can cause infections of the covering of the brain and spinal cord (meningitis) and blood (bacteremia). Since protection decreases over time, a booster dose is recommended at age 16 so teens continue to have protection during the ages when they are at highest risk of meningococcal disease.
- **HPV vaccine,** which protects against the types of HPV that most commonly cause cancer. HPV can cause future cancers of the cervix, vulva and vagina in women and cancers of the penis in men. In both women and men, HPV also causes cancers in the back of the throat (including base of the tongue and tonsils), anal cancer and genital warts.

- **Tdap vaccine,** which protects against tetanus, diphtheria, and whooping cough. Tetanus and diphtheria are uncommon now because of vaccines, but they can be very serious. Whooping cough is common and on the rise in the United States. It can keep kids out of school and activities for weeks, but it is most dangerous — and sometimes even deadly — for babies who can catch it from family members, including older siblings.
- **Influenza (flu) vaccine,** because even healthy kids can get the flu, and it can be serious. All kids, including your preteens and teens, should get the flu vaccine every year. Parents should also get vaccinated to protect themselves and to help protect their children from the flu.

Teens and young adults (16 through 23 year olds) **may** also be vaccinated with a serogroup B meningococcal (MenB) vaccine, preferably at 16 through 18 years old.

You can use any health care visit, including sports or camp physicals, checkups or some sick visits, to get the shots your kids need. Talk with your child's healthcare professional to find out which vaccines your preteens and teens need. Vaccines are a crucial step in keeping your kids healthy.

Want to learn more about the vaccines for preteens and teens? Check out www.cdc.gov/vaccines/teens or call 1-800-CDC-INFO.

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Word Count: ~ 346
Audience: Media/Parents

Protect Your Preteens Today from HPV Cancers Tomorrow

National Immunization Awareness Month is a reminder that we all need vaccines throughout our lives.

HPV vaccination is recommended for preteen girls and boys at age 11 to 12. If your son or daughter hasn't started or finished the HPV vaccine series yet, it's not too late! Now is a good time to ask their doctor or nurse about vaccines for your preteens and teens.

HPV is short for human papillomavirus. In the U.S. each year, there are about 17,600 women and 9,300 men affected by HPV cancers. In both women and men, HPV can cause anal cancer and mouth/throat (oropharyngeal) cancer. It can also cause cancers of the cervix, vulva and vagina in women, and cancer of the penis in men. Most of the HPV infections that cause these cancers could be prevented with vaccination.

The HPV vaccine has a very good safety record. Nearly 90 million doses have been distributed in the US since the vaccine was introduced, and no serious safety concerns have been linked to HPV vaccination. Possible side effects after HPV vaccination are generally mild and go away quickly, such as pain, redness, or swelling in the arm where the shot was given.

Jacquelyn, a real-life mother of two and cervical cancer survivor, shares her story:

> When I got a Pap test after my son was born, I found out I had cancer and needed a total hysterectomy.
>
> My husband and I have been together for 15 years, and we were planning to have more children. We are so grateful for our two wonderful children, but we were hoping for more – which is not going to happen now.

Although they caught the cancer early, I still have medical issues, taking time away from my family, my friends and my job.

Worse, every time the doctor calls, I hold my breath until I get the results. Cancer is always in the back of my mind.

I will protect my son and daughter by getting them both the HPV vaccine as soon as they turn 11. I tell everyone to get the HPV vaccine series to protect them from cancer.

For more information about vaccines recommended for preteens, visit: www.cdc.gov/vaccines/who/teens/for-parents.html

Sample Facebook Posts

Use these sample Facebook posts as they are–or as a starting point to customize and localize your own posts. These messages are ideally 250 characters or less to allow the entire post to be viewed in the newsfeed. Check the Web Links and Resources section on page 32 for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource at: www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf.

For Parents

Preteens and teens need four vaccines to be protected against serious diseases like the flu and cancers caused by HPV. Make an appointment to make sure your children get all the vaccines they need before they go back to school. #NIAM16

It's back-to-school time again. Are your preteens protected from cancers caused by HPV? http://go.usa.gov/chHcy #NIAM16

Has your preteen received the #HPV vaccine? Make an appointment with your child's healthcare professional today to protect your preteen today from HPV cancers tomorrow. http://go.usa.gov/chHSA #CancerPrevention #NIAM16

Don't miss out on the chance to protect your kids from cancer. HPV vaccine is recommended at ages 11-12 to protect against cancers and other diseases caused by HPV. Make an appointment for your preteen to get the vaccines recommended for them before they go back to school. #NIAM16

Do you know how CDC sets the recommended immunization schedule? The schedule is designed to protect school-aged children and teens by providing immunity early, before they are exposed to life-threatening diseases. Visit CDC's vaccine website for parents to learn more: http://go.usa.gov/chHkH #NIAM16

While your preteens and teens are thinking about all the fun things they did this summer, you are probably thinking about keeping them healthy and safe for the upcoming school year. HPV vaccination is recommended at ages 11-12 to protect against cancer-causing HPV infections. Is HPV vaccination on your back-to-school checklist? http://go.usa.gov/chHS9 #NIAM16

For Health Care Professionals

Need help addressing parents' questions about HPV vaccine? Check out CDC's Tips and Time-savers to assist you in communicating about HPV vaccine with parents: http://go.usa.gov/chsz8 #NIAM16

Why give HPV vaccine at age 11-12? Get ready-to-use tools and resources for your practice to successfully communicate with parents about HPV vaccination. Visit http://go.usa.gov/chHgU #NIAM16

Do you need vaccine materials in Spanish for your patients? CDC has resources in Spanish to help you communicate about adolescent vaccines: http://go.usa.gov/chsuv #NIAM16

During your back-to-school appointments, make sure all preteen patients get Tdap, quadrivalent meningococcal conjugate, and HPV vaccines. Here are resources to help educate parents: http://go.usa.gov/chHgU #NIAM16

When it comes to vaccines, doctors and other health care professionals are a parent's most trusted resource. Find all the materials you need to have a successful vaccination conversation on CDC's website: http://go.usa.gov/chsuZ #NIAM16

Sample Tweets

Use these sample tweets as they are–or as a starting point to customize and localize your own tweets. Check the Web Links and Resources section on page 32 for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource at: www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf.

For Parents

Beat the rush. Get your preteens and teens back-to-school vaccines now: http://go.usa.gov/chHcS #NIAM16

Don't let your kids miss out on activities & fun. Learn how to help protect them from serious diseases before school starts: http://go.usa.gov/chHcS #NIAM16

Is HPV vaccination on your back-to-school checklist? Learn more: http://go.usa.gov/chHcy #NIAM16

If there were a vaccine for cancer, would you get it for your kids? #PreventCancer #HPVVaccine: http://go.usa.gov/chH3v #NIAM16

There are 4 vaccines preteens and teens need to prevent serious diseases. Are your kids protected? #NIAM16

Is your teen protected against meningococcal meningitis? Teens need a booster shot at 16: http://go.usa.gov/chst6 #NIAM16

HPV vaccine is cancer prevention. Protect your kids today: http://go.usa.gov/chH3v #NIAM16

Need info on back-to-school shots? Talk to your health care provider or visit your state health department website. #NIAM16

Checking off your to do list before the kids head back to school? Remember to get everyone in your family the vaccines they need. #NIAM16

For Health Care Professionals

Need help addressing parents' questions about HPV vaccine? Check out CDC's Tips and Time-savers: http://go.usa.gov/chsz8 #NIAM16

The school year is almost here! Make sure your preteen patients are up to date on all their recommended vaccines. #NIAM16

Have the CDC's childhood immunization schedule at your fingertips. Visit http://go.usa.gov/chsuM #NIAM16

Do you need vaccine materials in Spanish for your patients? CDC has tools to help: http://go.usa.gov/chsuv #NIAM16

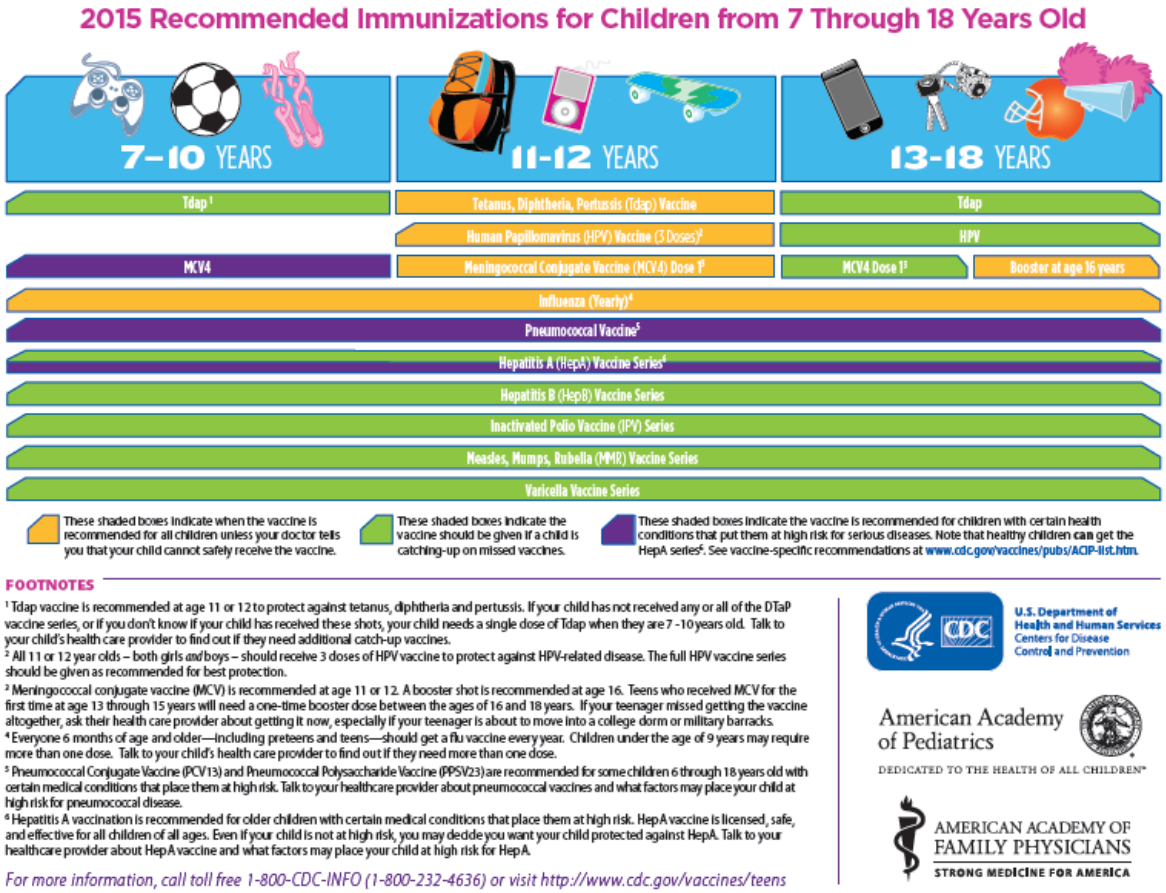
Help parents understand vaccine benefits and risks: http://go.usa.gov/chsuZ #NIAM16

Need help talking with parents about HPV vaccine? Here's tools to help: http://go.usa.gov/chsz7 #NIAM16

Are you leading the conversation about the importance of HPV vaccination? Learn more: http://go.usa.gov/chHap #NIAM16

Immunization Schedule

Check the easy-to-read adolescent immunization schedule for all the recommended vaccines:
http://www.cdc.gov/vaccines/who/teens/downloads/parent-version-schedule-7-18yrs.pdf



Web Links & Resources

For Parents

CDC: Preteens Need Vaccines Too
www.cdc.gov/Features/PreteenVaccines/

CDC: School Starts Soon – Is Your Child Fully Vaccinated?
www.cdc.gov/features/catchupimmunizations

CDC: Preteen and Teen Vaccines
www.cdc.gov/vaccines/teens

CDC: Human Papilloma Virus
www.cdc.gov/hpv

CDC: Flu Information for Parents
http://www.cdc.gov/flu/parents/index.htm

CDC: Easy-to-Read Immunization Schedule Age 7-18 – English & Spanish
www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html

CDC: 2014 Immunization Schedules for Children, Adolescents and Adults
Display on your website: www.cdc.gov/vaccines/schedules/syndicate.html

CDC: Preteens and Teens Still Need Vaccines
www.cdc.gov/vaccines/who/teens/index.html

CDC: Adolescent Vaccine Ready-to-Publish (Matte) Articles
www.cdc.gov/vaccines/who/teens/products/matte.html

CDC: Vaccines Help Protect Travelers of All Ages
www.cdc.gov/Features/TravelProtection/

World Health Organization: What are some of the myths – and facts about vaccination?
www.who.int/features/qa/84/en/

Children's Hospital of Philadelphia (CHOP): Vaccine Education Center
www.chop.edu/service/vaccine-education-center/home.html

American Academy of Pediatrics: Immunization Website

www2.aap.org/immunization/index.html

National Foundation for Infectious Diseases: Adolescent Vaccination Website
www.adolescentvaccination.org

For Advocates and Educators

CDC: Preteen and Teen Vaccines
www.cdc.gov/vaccines/teens

CDC: Vaccines and Immunizations: For Health Care Professionals/Providers
www.cdc.gov/vaccines/hcp.htm

National Association of County & City Health Officials: Toolbox: Online collection of local public health tools
naccho.org/toolbox/

Children's Hospital of Philadelphia (CHOP): Professional and Parent Groups Listing
www.chop.edu/service/vaccine-education-center/related-information/professional-and-parent-groups.html

President's Cancer Panel Report
deainfo.nci.nih.gov/advisory/pcp/annualReports/HPV/PDF/PCP_Annual_Report_2012-2013.pdf

For Healthcare Professionals

CDC: HPV Vaccine Resources for Health care Professionals
www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html

CDC: Tips and Time-savers for Talking with Parents about HPV Vaccine
www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.html

CDC: HPV Portal
www.cdc.gov/hpv

Immunization Action Coalition: Ask the Experts: Answers to challenging and timely questions about vaccines and their administration
www.immunize.org/askexperts/

Immunization Action Coalition: Need Help Responding to Vaccine Hesitant Parents?
www.immunize.org/catg.d/p2070.pdf

ACOG: Immunization Toolkit
www.immunizationforwomen.org

National Foundation for Infectious Diseases: Adolescent Vaccination Website
www.adolescentvaccination.org

Print Materials, Ready-to-Publish Articles, PSAs

CDC: Preteen and Teen Vaccines Website
www.cdc.gov/vaccines/teens

CDC: Print Materials
www.cdc.gov/vaccines/who/teens/products/print-materials.html


Vaccines for Preteens and Teens: What Parents Should Know

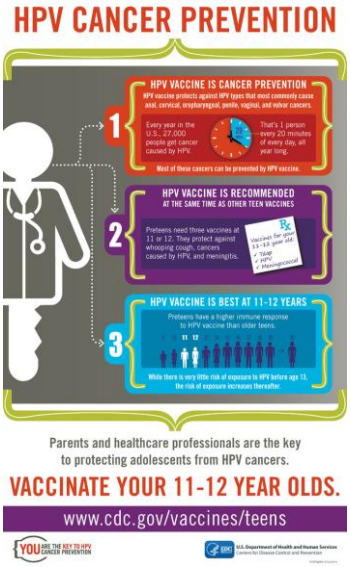
- Posters
- Print ads
- Flyers
- Fact sheets

CDC: Ready-to-Publish (Matte) Articles
http://www.cdc.gov/vaccines/who/teens/products/matte.html

CDC: Radio PSAs, TV PSAs, videos
www.cdc.gov/vaccines/events/niiw/web-etools.html?tab=2#TabbedPanels1

Infographics

CDC: HPV Cancer Prevention
www.cdc.gov/vaccines/who/teens/products/downloads/print-materials/hpv-cancer-prevention-11x17-p.pdf



CDC: Three Things Parents Should Know about Preventing Cancer
http://www.cdc.gov/hpv/infographics/3-things-parents.html