

# Vaccine Bundling Language

## What is bundling language?

Bundling language is recommending multiple vaccines to be administered at the same time, such as Tdap, HPV, and meningococcal vaccines.

## Why use bundling language?

Using bundling language can increase vaccination rates. The rates in Kansas for adolescent immunizations are far below the Healthy People 2020 goal.

## Does it work?

YES! A study done through Denver Health (an integrated health system that serves more than 17000 adolescents every year) increased their HPV vaccination rates by bundling the HPV vaccine with other routine vaccinations. The rates at Denver Health were 89.8% for female and 89.3% for males in comparison to the national rates, which were 57.3% and 34.6% respectively.

## How do you use effective bundling language?

Remember to highlight that the vaccines are recommended. At the beginning of the visit, state that the child is due for their vaccinations. Bundle the vaccinations and say that they will be able to receive them toward the end of the visit.

## Example bundling language:

"Your child is due for vaccinations today to protect against meningitis, HPV cancers, and pertussis. We'll give those shots at the end of the visit."