

Vaccine Bundling Language

Why use bundling language?	Tdap is required for middle school entry in Kansas. Using bundling language at that visit can increase vaccination rates. The rates in Kansas for adolescent immunizations are far below the Healthy People 2020 goal.
What is bundling language?	Bundling language is recommending multiple vaccines to be administered at the same time, such as Tdap, HPV, and meningococcal vaccines.
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.
11-12 years Example bundling language:	"Your child is due for recommended vaccinations of Tdap, HPV, and Meningococcal today to protect him against tetanus, HPV cancers, and meningitis. We'll give those shots at the end of the visit."
16-18 years + Catch-up Vaccines Example bundling language:	"As a 16-18 year old, your teen will get the recommended meningococcal booster shot and begin the catch-up, 3-shot series to protect against HPV cancers. Let's also talk about the MenB vaccine and the extra protection it gives against meningitis. We'll give those shots at the end of her visit today."