



August/September 2025 | Issue #6

# ImmuNews

Wisconsin Vaccines for Children (VFC) Program Newsletter

## Annual Training:

Annual VFC training is just around the corner. All primary and backup VFC coordinators are required by the CDC (Centers for Disease Control and Prevention) to complete annual training.

Please watch your email for details around the requirements and resources for this year's training.

## Vaccine Delivery Reminder:

No orders will be delivered on Friday, August 29, 2025, or on Labor Day, Monday, September 1, 2025. If your clinic will be closed on additional days around the holiday weekend, be sure to update your delivery hours in WIR.

## In This Issue:

- Respiratory Season Reminders
- RSV Resources
- Back to School
- Spotlight on Immunization Quality Improvement
- National Immunization Month
- Returning Expired Flu Vaccine
- Open Forums
- VFC Stickers



# Respiratory Season

Influenza, COVID, and RSV

---

## RSV Products

**Ordering:** Abrysvo and Beyfortus (nirsevimab) are now available to order in WIR.

We encourage you to prepare for the upcoming season with the products that are currently available.

We are closely monitoring the status of [clesrovimab \(Enflonsia\)](#), another RSV monoclonal antibody for infants, as it continues its way through final approval steps at the federal level. It is unclear when this product will be available through the VFC program. Providers should plan to use nirsevimab to start; you will be notified via a GovD if and when it becomes available through VFC.

## COVID-19 Vaccine

**Ordering:** COVID-19 products will be available to order in your WIR order screen. We advise ordering a four week supply and ordering more once your stock has depleted.

As a reminder, Wisconsin VFC providers should continue to carry all routinely recommended vaccines for the VFC patient populations they serve, including COVID-19, to ensure there are no missed vaccination opportunities.

## Influenza Vaccine

**Ordering:** Vaccine was prebooked in January. The amounts each clinic pre-booked will be automatically sent (likely in multiple shipments) as the vaccine supply becomes available.

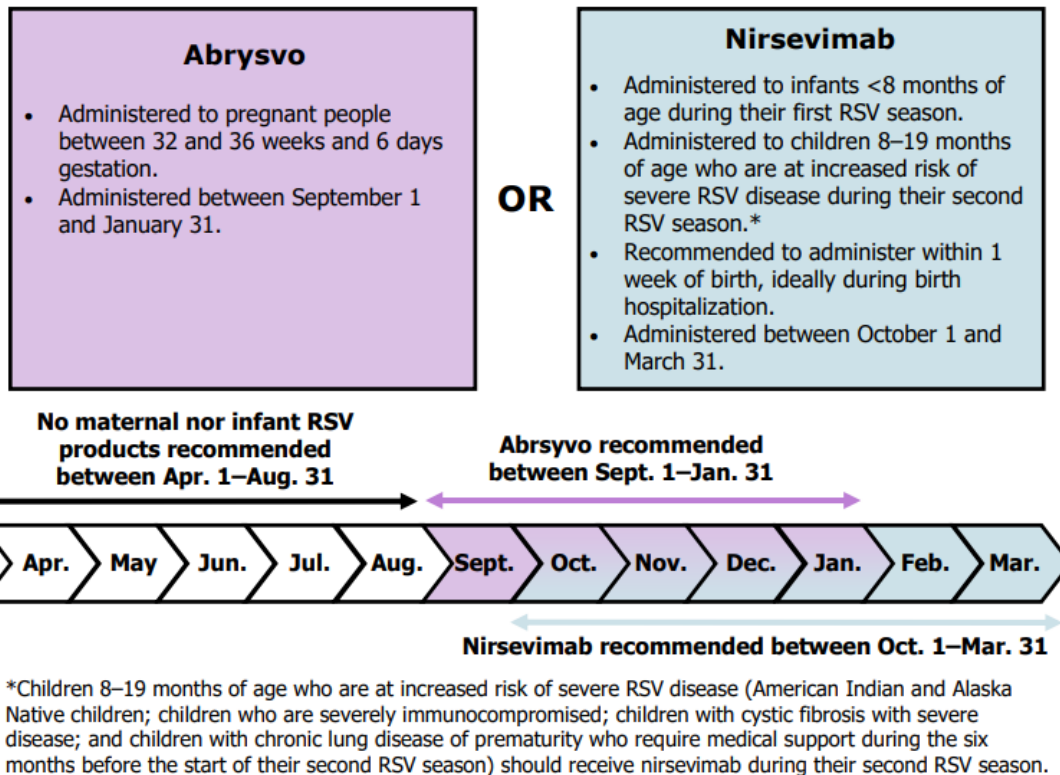
If you are in need of additional doses or your clinic did not prebook, you will need to reach out to the VFC Program at [vfc@wi.gov](mailto:vfc@wi.gov).



**Note:** Ensure all clinical staff are trained on the different respiratory season products and their administration requirements.

# RSV Resources

As RSV season returns, be sure that you and your staff refresh your knowledge about which RSV products are appropriate and when they can be administered.



[RSV Vaccination for Pregnant Persons, P-03654 \(PDF\)](#)



[Infant RSV Immunization, P-03654A \(PDF\)](#)



[Respiratory Syncytial Virus \(RSV\) Protection for Infants, P-03653 \(PDF\)](#)

[New guidance from CDC](#) to support RSV ordering and planning efforts for Alaskan Native and American Indian infants is now available.



# Back to School Reminders



Preparations are being made by parents, schools, and providers to have a successful start to a new school year. One important item is getting the students up to date on age-appropriate immunizations.

Vaccinating students not only protects the child getting vaccinated, but also the community around them. It reduces illness and chances of outbreaks and missed school days. Vaccines are a shared

responsibility of the parents, providers, and public health. Vaccines are safe and effective, and have undergone rigorous research and processes before being recommended.

According to CDC, immunization rates have decreased nationally among school age children since the pandemic in 2019. The rates for Wisconsin follow this national trend, and are among the lowest rates in the country. The amount of religious and personal conviction waivers used in schools have increased from previous years contributing to Wisconsin's low rates. It is imperative that children and adolescents get caught up before they head back to school this fall. Providers and schools play an important role in these efforts.



Providers are encouraged to have open communications with parents about getting their children caught up on immunizations before going back to school.



Providers can check the [Wisconsin Immunization Registry's](#) forecaster feature to get children up to date on their immunizations at well child, sports physicals and other visits.



To assist with school or childcare requirements, providers should provide an updated immunization record or [Student Immunization Record](#) to the parent or guardian. Providers can also show caregivers how to access the record electronically in the EMR or by using WIR with [parent resources](#).



Providers can refer to [CDC's child and adolescent immunization schedule](#) for regular and catch up schedules.



# Spotlight on Immunization Quality Improvement (QI): Strengthen Vaccination Communications

Myths and misinformation about vaccines put on-time vaccination at risk. Trust in vaccines is not built through a top-down approach, but through conversations between parents, doctors, nurses, pharmacists, and community members. Patients and parents can feel more confident about vaccinating when everyone in the practice shares the same message.



## Evidence base and justification:

American Academy of Pediatrics randomized controlled trial found that parents provided with web based content during pregnancy increased on time vaccination of their infant.

Research shows that positive vaccine messaging from nurses and MAs play an important role in supporting vaccine acceptance.

## Resources:

[AIM–Vaccine Confidence Toolkit](#)

[Guide to Talking Vaccines with Adults](#)  
[Strategies to Increase Vaccine Confidence](#)

[Increasing vaccine confidence: Strategies for clinicians](#)

## Examples of strategy implementation activities:

**Develop and implement a practice-wide [vaccination policy](#).**

**Increase positive vaccination messaging** throughout the practice.

- Incorporate and routinely refresh vaccine-related content on the practice's website or social media accounts.
- Update posters, flyers, and educational handouts in waiting room and exam rooms.

**Direct hesitant parents to sources of accurate vaccination information** to combat misinformation and improve vaccine confidence.

**Include vaccine-related material in new patient information packets** such as vaccination policy, ACIP immunization schedule, educational handouts and [resources](#).

**Provide easily accessible and reliable information to staff** to assist with vaccine conversations, gain talking points, and increase confidence in conversations with parents.

**Create a culture of vaccination throughout the practice** as everyone in the office plays an important role in conveying the importance of vaccinations.

- Create an environment where parents feel comfortable voicing their concerns and feel affirmed in their decision to vaccinate.
- Engage in effective vaccine conversations with parents and direct questions to the appropriate staff.
- Encourage staff to share personal stories and anecdotes ("I got **my** teen vaccinated against HPV").





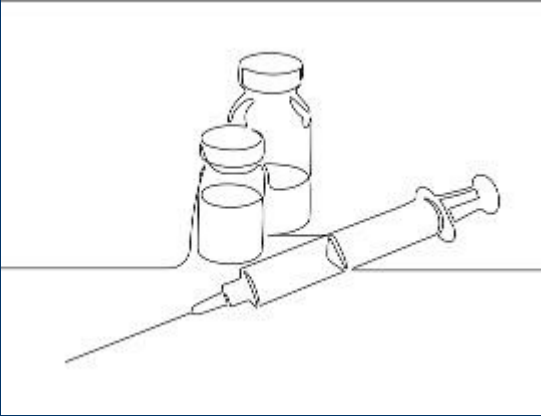
## National Immunization Awareness Month (NIAM)

August is National Immunization Awareness Month, a critical time for public health professionals to highlight the importance of routine vaccination for people of all ages. Immunizations are one of the most effective tools we have to protect communities against vaccine-preventable diseases.

This month, we encourage providers and public health professionals to engage communities, address vaccine hesitancy with evidence-based communication, and ensure individuals are up to date on CDC-recommended vaccines across the lifespan—from infancy to older adulthood.

## How You Can Take Action

- **Conduct routine reminder/recall** to identify patients who are due or overdue for immunizations. Step by step [instructions](#) are available to aid in running the report.
- **Provide staff trainings** such as a lunch and learn, to ensure all staff are knowledgeable about vaccines and the schedule.
- **Ensure there are no missed opportunities for vaccination** by assessing and offering vaccines at all encounters, as appropriate.
- **Share vaccine information:** Wisconsin DHS offers [immunization information](#) on our website. The CDC (Centers for Disease Control and Prevention) offers communication [toolkits](#) (infographics, social posts, newsletters), and [WIC](#) provides NAMI resources on their website.



## VFC Open Forums

Please save the following dates for future VFC Open Forums:

September 3, 2025, 11:30 a.m.-12:15 p.m.

October 1, 2025, 11:30 a.m.-12:15 p.m.

In case you missed them, [previous open forums](#) are recorded.

## Returning 2024-25 Expired Flu Vaccine

Influenza vaccine provided through the VFC Program for the 2024-25 season expired on June 30, 2025.

Any influenza vaccine provided by the VFC program needs to be returned following the return policies of the Vaccines for Children Program. The form and instructions can be found on the DHS website. [Vaccine Return - Request for Authorization to Return](#). Vaccines should be returned within six months of the expiration date.



## VFC Stock Stickers Available

To help staff easily identify boxes of VFC vaccine in your storage units, the VFC Program has stickers available at no cost to you. The stickers are 1-inch circles, bright green, and have 63 stickers per sheet.

If you are interested in receiving some VFC stickers, please send an email to the VFC email box, [vfc@wi.gov](mailto:vfc@wi.gov). Be sure to include your clinic name, VFC PIN, mailing address, and how many sheets you would like to receive.





# Contact Us

## Program Contact Information

### **Immunization Program**

[DHSImmProgram@wi.gov](mailto:DHSImmProgram@wi.gov) | 608-267-9959

### **VFC Program**

[VFC@wi.gov](mailto:VFC@wi.gov)

### **WIR Helpdesk**

[dhswirhelp@wi.gov](mailto:dhswirhelp@wi.gov) | 608-266-9691

## VFC Site Monitors

Jill Gasperic

*VFC Site Monitor- Southeastern region*

[Jill.Gasperic@wi.gov](mailto:Jill.Gasperic@wi.gov) | 414-469-0826

Fallon Mercier

*VFC Site Monitor- Northeastern region*

[Fallon.Mercier@wi.gov](mailto:Fallon.Mercier@wi.gov) | 920-448-4802

Brianna Murnan

*VFC Site Monitor- Southern region*

[Brianna.Murnan@wi.gov](mailto:Brianna.Murnan@wi.gov) | 608-695-4070

## Immunization Program Regional Advisors

### **Eau Claire Regional Office**

Shayna Nickell

*Western Regional Advisor*

[Shayna.Nickell@wi.gov](mailto:Shayna.Nickell@wi.gov) | 715-836-4028

### **Green Bay Regional Office**

Susan Nelson

*Northeastern Regional Advisor*

[SusanL.Nelson@wi.gov](mailto:SusanL.Nelson@wi.gov) | 920-448-5231

### **Milwaukee Regional Office**

Monica Thakur

*Southeastern Regional Advisor*

[Monica.Thakur@wi.gov](mailto:Monica.Thakur@wi.gov) | 414-227-3995

### **Rhineland Regional Office**

Christie Larmie

*Northern Regional Advisor*

[Christie.Larmie@wi.gov](mailto:Christie.Larmie@wi.gov) | 715-365-2709

### **Southern Regional Office**

Thanee Xiong

*Southern Regional Advisor*

[Thanee.Xiong@wi.gov](mailto:Thanee.Xiong@wi.gov) | 608-267-9391

## IQIP Advisors

Lanya Hibbler

*IQIP Advisor*

[lanya.hibbler@wi.gov](mailto:lanya.hibbler@wi.gov) | 608-334-3042

Brianna Murnan

*IQIP Advisor*

[Brianna.Murnan@wi.gov](mailto:Brianna.Murnan@wi.gov) | 608-695-4070

