



## Promoting Respiratory Illness Vaccinations 2023–2024 Toolkit for K-12 Schools and Early Care and Education Programs

Wisconsin Department of Health Services | Division of Public Health  
Bureau of Communicable Diseases | Immunization Section

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# Health Education and Outreach Tools

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Parents and guardians, staff, and community members trust you to provide up-to-date information on staying healthy and in school. Promote flu, COVID-19, and other routine vaccinations in your community by sharing the information included in this toolkit and the Centers for Disease Control and Prevention’s (CDC) [website](#).

## Posters, Factsheets, and More

- Print free posters from the Wisconsin Department of Health Services (DHS) and hang them in restrooms and common areas:
  - [Children, P-02267](#)
  - [Parents of young children, P-02269](#)
  - [School Immunization Requirements: Kindergarten-6<sup>th</sup> grades, P-02395](#)
  - [School Requirements for Immunization: 7th-11th grades, P-02395A](#)
  - [Respiratory Illnesses, P-02591](#)
  - [School and Child Care: COVID-19 Information for Parents and Guardians, P-02767](#)
  - [Teens, P-02265](#)
- Print free posters for hanging from CDC.
  - [Communication and Print Resources](#)
- Use these CDC resources to help kids stay up to date on their vaccines.
  - [Learn ways schools can help children get caught up on routine vaccines.](#)
  - [Read about 5 evidence-based strategies that schools can use to support routine vaccination catch-up among children.](#)
  - [Resources to encourage routine childhood vaccinations](#)
- Print and distribute free educational fact sheets from DHS and CDC on how to prevent respiratory diseases.

DHS	CDC
<a href="#">Influenza</a>	<a href="#">Influenza</a>
<a href="#">COVID-19</a>	<a href="#">Manage COVID-19 Symptoms</a>
<a href="#">Respiratory Viruses</a>	<a href="#">Handwashing</a>

- Use [animated images](#) from CDC or [trivia questions](#) from the Children’s Hospital of Philadelphia on TVs in common areas or upload them to your website.
- Looking for other resources or posters? Check out the [DHS Back to School](#) page, the DHS the [DHS Respiratory Viruses](#) page, the Children’s Hospital of Philadelphia’s excellent

[education resources](#), and the Public Health Foundation's [toolkit for educational professionals](#).

### **Social Media Posts**

Share sample messages and images (included in this toolkit) on your social media platforms. You can also share social media posts from DHS, CDC, or other organizations on your own social media channels. Please also include information on free or lower-cost vaccine programs you have for people who are un-/underinsured.

### **Website Add-Ons**

The CDC has [flu content](#) and [vaccine content](#) available to add to your website. Easily add the content to your website to help encourage students, parents and guardians, and staff to get vaccinated.

## **Sample Letter to Parents and Guardians**

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This is a sample letter for school and early care and education (ECE) program administrators to send to parents and guardians encouraging routine vaccinations and other everyday actions to prevent respiratory and other serious diseases. We encourage you to modify the letter to meet the needs of your district or program.

Date: [xx-xx-xxxx]

Dear parents and guardians,

With the new school year underway and winter on the horizon, [name of school or ECE program] encourages you to protect yourself and your family by getting up to date on your recommended and routine vaccinations. It's never too early or too late to get your vaccinations. Vaccination is especially important for children with health conditions, such as asthma or heart disease, that can put them at a higher risk for severe respiratory illness. Staying up to date on vaccinations can protect against the serious consequences of respiratory viruses and other diseases to keep your child safe, healthy, and in [school/program].

Children can get seriously sick and spread illnesses to others. Vaccines are a safe and effective way to protect children against disease. The Centers for Disease Control and Prevention (CDC), the Wisconsin Department of Health Services (DHS), and [local health department] recommend that everyone 6 months and older get a yearly flu vaccine and a COVID-19 vaccine. All recommended vaccinations can be found on the DHS website.

[Insert any details about school or community-based vaccination clinics, if applicable]. Talk to a doctor or other care provider about getting recommended vaccines for your child. You can also find flu vaccines by searching [www.vaccines.gov/find-vaccines/](http://www.vaccines.gov/find-vaccines/) or [COVID-19 vaccines by searching https://www.vaccines.gov/](http://www.vaccines.gov/). If the cost of the vaccine is a concern, you or your children may be eligible for free or lower-cost vaccines. Visit [www.dhs.wisconsin.gov/immunization/vfc.htm](http://www.dhs.wisconsin.gov/immunization/vfc.htm) for more information [or insert your local vaccine program information].

In addition to getting vaccinated, [name of school or ECE program] encourages children, parents and guardians, and staff to take the following everyday actions to prevent respiratory illnesses:

- Stay home when sick. If possible, avoid close contact with people who are sick and stay home from school and work when you are sick.
- Frequently wash your hands with soap and warm water for at least 20 seconds. Avoid touching your eyes, nose, or mouth with unwashed hands.
- Cover your mouth when you cough and sneeze.
- Clean and disinfect frequently touched surfaces and items in your home, especially when someone in your home is sick.

For more information on back to school routine vaccination, respiratory illnesses, and protecting your family, visit the following websites:

- <https://www.dhs.wisconsin.gov/parents/index.htm>
- <https://www.cdc.gov/vaccines/index.html>
- [www.cdc.gov/flu/prevent/actions-prevent-flu.htm](http://www.cdc.gov/flu/prevent/actions-prevent-flu.htm)
- <https://www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/index.html>

If you have any questions, please contact [Full name and title] at [phone and email address].

Sincerely,  
[Print name, Title]

## Sample Social Media Messages

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You play an important role in keeping your students and their families healthy and in school. Promote back to school, influenza, and COVID-19 vaccination by sharing these important messages on your social media channels. Please use and modify them freely. Edit to reflect the style and voice of your school or program and the needs of your social media followers.

The linked photos are also suggestions. While some of these photos are free to use, your organization may have policies that prohibit their use. Check with your legal team regarding your policies on using the photos linked below.

Timeframe	Post	Photo link
September	<p>We're back in school! Getting up to date with routine vaccines is the best way to protect against serious disease this school year.</p> <p>If cost is a concern, check out the Wisconsin Vaccines for Children program:  <a href="https://www.dhs.wisconsin.gov/library/p-02984.htm">https://www.dhs.wisconsin.gov/library/p-02984.htm</a></p>	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/group-of-people-standing-beside-chalkboard-8500302/">https://www.pexels.com/photo/group-of-people-standing-beside-chalkboard-8500302/</a></li> <li>• <a href="https://www.pexels.com/photo/woman-standing-in-hallway-while-holding-book-1462630/">https://www.pexels.com/photo/woman-standing-in-hallway-while-holding-book-1462630/</a></li> </ul>

	(Also available in ASL: <a href="https://vimeo.com/739774714/a882e54f34">https://vimeo.com/739774714/a882e54f34</a> )	
September	It's been a great start to the new school year! Keep your kids learning and in school by staying up to date on routine vaccines, including a COVID-19 and flu vaccine. #PreventionIsProtection	<ul style="list-style-type: none"> <li>• <a href="https://unsplash.com/photos/fu3RFotmMdE">https://unsplash.com/photos/fu3RFotmMdE</a></li> <li>• <a href="https://www.pexels.com/photo/girl-getting-vaccinated-3992931/">https://www.pexels.com/photo/girl-getting-vaccinated-3992931/</a></li> </ul>
Late Fall	Respiratory illness season is here! COVID-19, the flu, and RSV can make kids seriously sick. Help protect your kids by getting them vaccinated and encouraging hand washing. #TogetherWeAreStrong	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/red-leaf-trees-near-the-road-33109/">https://www.pexels.com/photo/red-leaf-trees-near-the-road-33109/</a></li> <li>• <a href="https://www.pexels.com/photo/photo-of-kids-smiling-8087930/">https://www.pexels.com/photo/photo-of-kids-smiling-8087930/</a></li> </ul>
Late Fall	Help your kids stay active and healthy this winter by getting your family vaccinated against COVID-19 and the flu. You can get both at the same time! Call a doctor or pharmacy to make an appointment today. #TogetherWeAreStrong	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/women-playing-basketball-2116469/">https://www.pexels.com/photo/women-playing-basketball-2116469/</a></li> <li>• <a href="https://www.pexels.com/photo/a-man-pulling-a-sled-and-snow-tube-6617820/">https://www.pexels.com/photo/a-man-pulling-a-sled-and-snow-tube-6617820/</a></li> </ul>
Thanksgiving (Post on or near 11/23)	This Thanksgiving we are grateful for vaccines! Vaccines are a safe and effective way to protect against serious disease. Make sure to get your COVID-19 and flu vaccine before the holiday season. #TogetherWeAreStrong	<a href="https://www.pexels.com/photo/family-preparing-food-in-the-kitchen-4262010/">https://www.pexels.com/photo/family-preparing-food-in-the-kitchen-4262010/</a>
Winter	Respiratory illnesses are no joke. Help your kids stay healthy by encouraging handwashing, covering their nose and mouth when they sneeze or cough, and getting a COVID-19 and flu vaccine. #PreventionIsProtection	<a href="https://unsplash.com/photos/ah1dbl_a7l">https://unsplash.com/photos/ah1dbl_a7l</a>
Winter Holidays	Ready for winter break? Stay healthy with these steps so you can continue to enjoy your favorite winter activities: 1. Get your flu and COVID-19 vaccine 2. Wash your hands with soap and water 3. Get plenty of rest and exercise. #HealthIsAGift	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/a-girl-putting-a-christmas-star-on-a-christmas-tree-5727889/">https://www.pexels.com/photo/a-girl-putting-a-christmas-star-on-a-christmas-tree-5727889/</a></li> <li>• <a href="https://www.pexels.com/photo/photo-of-father-kissing-the-forehead-of-his-daughter-6114368/">https://www.pexels.com/photo/photo-of-father-kissing-the-forehead-of-his-daughter-6114368/</a></li> </ul>

January	New year, same great protection against disease! A great New Year's resolution is to get vaccinated against flu and COVID-19. Find a location to get a vaccine near you: <a href="https://www.vaccines.gov/search/">https://www.vaccines.gov/search/</a>	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/a-cute-boy-wearing-a-black-suit-jacket-and-bow-laughing-under-a-falling-confetti-6363874/">https://www.pexels.com/photo/a-cute-boy-wearing-a-black-suit-jacket-and-bow-laughing-under-a-falling-confetti-6363874/</a></li> <li>• <a href="https://www.pexels.com/photo/kids-inside-a-tipi-tent-7600186/">https://www.pexels.com/photo/kids-inside-a-tipi-tent-7600186/</a></li> </ul>
Valentine's Day (Post on or near 2/14)	Roses are red. Violets are blue. Vaccinate you and your family to protect against COVID-19 and the flu. #GiftsThatMatter	<a href="https://www.pexels.com/photo/medical-stethoscope-and-mask-composed-with-red-foiled-chocolate-hearts-4386466/">https://www.pexels.com/photo/medical-stethoscope-and-mask-composed-with-red-foiled-chocolate-hearts-4386466/</a>
March/Early Spring	Spring is almost here! But germs are still very active. It's never too late to get your flu and COVID-19 vaccines and protect against serious disease. #TogetherWeAreStrong	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/a-happy-family-in-the-park-4543640/">https://www.pexels.com/photo/a-happy-family-in-the-park-4543640/</a></li> <li>• <a href="https://www.pexels.com/photo/child-in-red-jacket-and-black-pants-standing-on-water-puddle-5792945/">https://www.pexels.com/photo/child-in-red-jacket-and-black-pants-standing-on-water-puddle-5792945/</a></li> </ul>

If you use any of these template posts or have feedback, please let us know! Questions? Need help? [Email us!](#)

You can also use other free CDC communication resources for [flu](#) and [COVID-19](#) or the Families Fighting Flu [toolkit](#). Consider posting about and sharing the Children's Hospital of Philadelphia's educational vaccination [video game](#) and [trivia game](#).