



# Promoting Respiratory Illness Vaccination Toolkit for Early Care Programs and K-12 Schools





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# Education and outreach tools

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 Department of Health Services' (DHS) [website](#). Additionally, parents can find information on vaccine safety and efficacy on the [DHS Vaccine Facts webpage](#).

## Posters, fact sheets, and more

- Print free posters from DHS and hang them in restrooms and common areas:
  - [Children, P-02267 \(PDF\)](#)
  - [Parents of young children, P-02269 \(PDF\)](#)
  - [School Immunization Requirements: Kindergarten-6<sup>th</sup> grades, P-02395](#) (available in multiple languages)
  - [School Requirements for Immunization: 7th-11th grades, P-02395A](#) (available in multiple languages)
  - [School Immunization Requirements: 12<sup>th</sup> Grade, P-03376](#) (available in multiple languages)
- Use [trivia questions](#) from the Children's Hospital of Philadelphia on TVs in common areas or upload them to your website.
- Additional resources include Families Fighting Flu's [free resources](#) or the Children's Hospital of Philadelphia's excellent [vaccine education resources](#).
- Use the sample posts in this toolkit on your social media channels.
- Looking for other resources or posters? Check out the [DHS Back to School](#) webpage and the [DHS Respiratory Viruses](#) webpage.



# Sample letter to parents/guardians

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 starting and respiratory season upon us, [name of school or ECE program] encourages you to protect yourself and your family by getting your recommended and routine vaccinations. It's never too late to get your vaccinations. Vaccines are available as long as viruses are circulating. 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 easily. Vaccines are a safe and effective way to protect children against disease. 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. There are other routine childhood immunizations that your health care provider may also recommend for your child based on their age and vaccination history.

[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. If the cost of the vaccine is a concern, you or your children may be eligible for free or lower-cost vaccines. Visit the [DHS Vaccines for Children website](#) 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.

- 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.
- Wear a mask in crowded areas when respiratory activity is high.

For more information on back-to-school routine vaccination, respiratory illnesses, and protecting your family, visit DHS's [Back to School](#) webpage. To stay up to date on current respiratory activity levels throughout the year, visit the [DHS Respiratory Virus Data webpage](#).

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

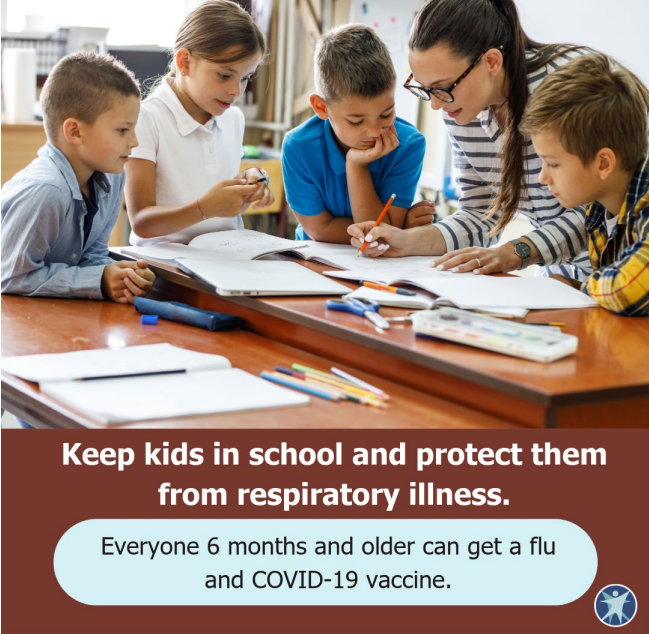
Sincerely,

[Print name, title]



## Sample social media

| Timeline       | Graphic                                                                                                                                                                                                                                                                                   | Caption                                                                                                                                                                             |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Early fall     |  <p><b>Stop the spread of respiratory infections.</b></p> <p>Wash your hands with soap and warm water for 20 seconds to prevent disease.</p> <a href="#">Download here</a>                             | In addition to getting vaccinated, washing your hands regularly, covering your coughs and sneezes, and staying home when you're sick all help keep our school and students healthy. |
| Early/mid fall |  <p><b>Protect kids from getting sick.</b></p> <p>Everyone 6 months and older can get a COVID-19 and flu vaccine. Young infants can receive protection against RSV.</p> <a href="#">Download here</a> | Back to school season means respiratory viruses can spread more easily. Protect your kids and schedule your respiratory virus vaccine appointments now!                             |

|                |                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Early/mid fall |  <p><b>Protect infants from RSV during respiratory season.</b></p> <p>One dose of a monoclonal antibody is recommended for all infants aged younger than 8 months and infants aged 8-19 months with an increased risk of RSV.</p> <p><a href="#">Download here</a></p> | <p>Respiratory syncytial virus (RSV) is the leading cause of infant hospitalizations in the U.S. Infants who have an increased risk of RSV should talk to their health care provider about receiving a dose of RSV antibodies to protect against severe illness during respiratory season.</p> |
| Mid/late fall  |  <p><b>Keep kids in school and protect them from respiratory illness.</b></p> <p>Everyone 6 months and older can get a flu and COVID-19 vaccine.</p> <p><a href="#">Download here</a></p>                                                                             | <p>Keep kids learning in school and don't let respiratory viruses derail your plans. Taking a few minutes to get vaccinated can help protect you and your family from being sick, including missing work or school.</p>                                                                        |

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                     |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Late fall</p> | <div data-bbox="414 191 1052 829"><p data-bbox="467 632 1008 701"><b>Don't let respiratory viruses interfere with your plans.</b></p><p data-bbox="516 722 932 783">Everyone 6 months and older can get a COVID-19 and flu vaccine.</p></div> <p data-bbox="414 829 610 861"><a href="#">Download here</a></p> | <p>Have fun plans with the kids soon? Don't let respiratory viruses interrupt your special moments. Getting the whole family vaccinated is the best way to protect against respiratory disease.</p> |
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