

# Immunization Media Campaign

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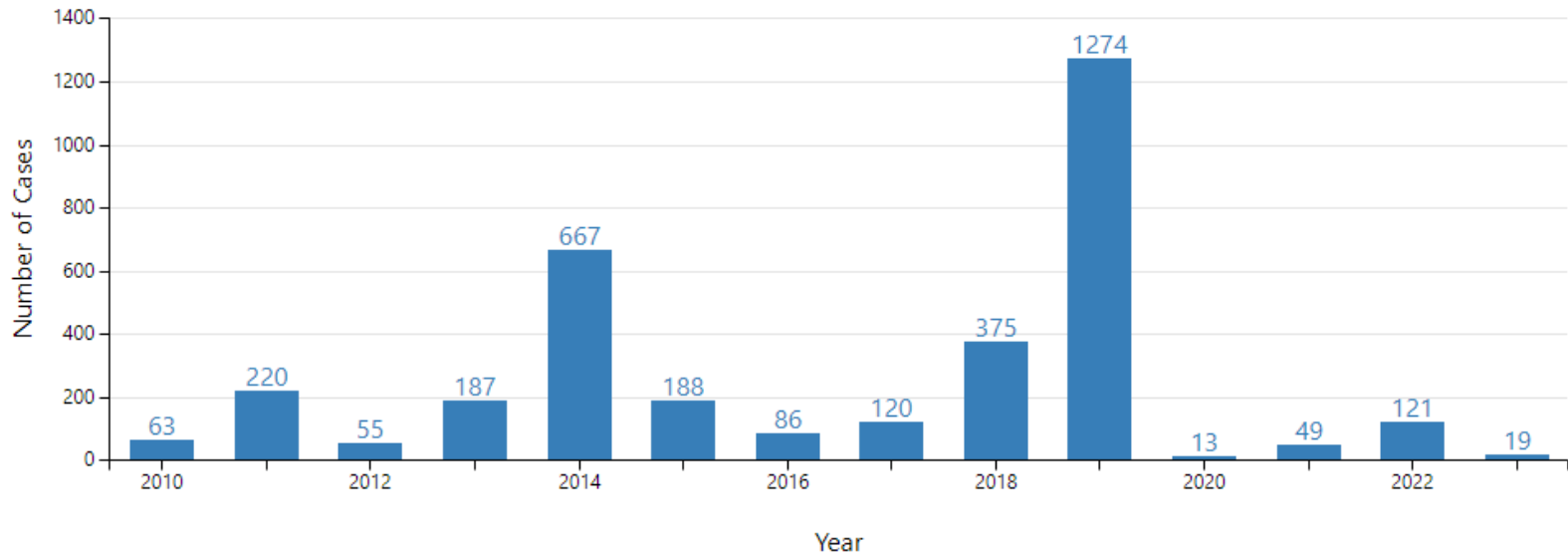


KITSAP PUBLIC HEALTH DISTRICT

# Importance of Immunizations

- CDC graph representing number of measles cases reported by year in the United States

2010-2023\* (as of June 8, 2023)



<https://www.cdc.gov/measles/cases-outbreaks.html>



# School Immunization Requirements

- WAC 246-105-030 and WAC 246-105-040
  - School Administrators have final responsibility when it comes to immunization compliance in their facility.
- RCW 28A. 210.120
  - Duty of the school administrators to exclude children who do not meet immunization requirements.



# Parents— Are Your Kids Ready for School?

## Required Immunizations for School Year 2023-2024



**Instructions:** To see which vaccines are required for school, find your child's grade in the first column. Look at the matching row across the page to find the amount of vaccines required for your child to enter school.

	<b>DTaP/Tdap</b> (Diphtheria, Tetanus, Pertussis)	<b>Hepatitis B</b>	<b>Hib</b> ( <i>Haemophilus influenzae</i> type B)	<b>MMR</b> (Measles, mumps, rubella)	<b>PCV</b> (Pneumococcal Conjugate)	<b>Polio</b>	<b>Varicella</b> (Chickenpox)
<b>Preschool</b> Age 19 months to <4 years on 09/01/2023	4 doses DTaP	3 doses	3 or 4 doses* (depending on vaccine)	1 dose	4 doses*	3 doses	1 dose**
<b>Preschool/Transitional Kindergarten</b> 4 years of age or older on 09/01/2023	5 doses DTaP*	3 doses	3 or 4 doses* (depending on vaccine) (Not required at 5 years of age or older)	2 doses	4 doses* (Not required at 5 years of age or older)	4 doses*	2 doses**
<b>Kindergarten through 6th</b>	5 doses DTaP*	3 doses	Not Required	2 doses	Not Required	4 doses*	2 doses**
<b>7th through 10th</b>	5 doses DTaP* Plus Tdap at age ≥10 years	3 doses	Not Required	2 doses	Not Required	4 doses*	2 doses**
<b>11th through 12th</b>	5 doses DTaP* Plus Tdap at age ≥7 years	3 doses	Not Required	2 doses	Not Required	4 doses*	2 doses**



# Impacts of COVID

WA Department of Health Report: Effects of the COVID 19 Pandemic on Vaccine Doses Administered and Routine Childhood Vaccination Coverage (June 2019-December 2021)

- Vaccine administration across the state in 0-18 year-old were below pre-pandemic levels
- Vaccination coverage declined in all age groups across the state
- Between June 2019-Dec 2021 fully vaccinated children 19-35 months decreased by 28% in Kitsap

Updated December 2022 vaccination coverage data

- December 2021-December 2022, vaccination coverage slightly increased in the 19-35 month olds across the state
- Between December 2021-December 2022, fully vaccinated children 19-35 months increased by 5.3% in Kitsap



# Campaign Objectives

- Increase awareness of and foster positive perceptions around routine immunization across all age levels in Kitsap County
- Encourage people to learn about recommended vaccines and know their vaccination status
- Increase access to immunization information
- Create a framework for healthcare providers, community organizations, and individuals to promote immunization in Kitsap County
- Create a flexible framework that KPHD can build on in the future to promote immunization among specific populations



# Lessons learned from COVID-19

- Healthcare providers are a widely trusted source of vaccine information.
- People want information and inspiration, not directives.
- Representation and inclusion matter.



# Campaign strategies



*Mockups of campaign materials.*

Paid media featuring Kitsap healthcare providers and other trusted community leaders sharing affirming statements about immunization







Your guide to immunization in Kitsap County.

Staying up to date on routine immunizations is a safe and effective way to protect yourself, your family, and our community. Let's get caught up!



What immunizations are recommended for me?

Find Out!



How do I know what immunizations I've already had?

Find Out!



How do I get immunized?

Find Out!

Need more help?

Learn about free immunization programs, how to get health insurance, and other assistance available.

Start Here

Website mockup.

# Campaign strategies

A straightforward landing page for immunization information and campaign materials.

# Community engagement



We are gathering community input on key messages and trusted messengers.



# Next steps

- Community engagement
- Spokesperson outreach
- Content finalization
- Campaign launch
- Potential for additional phases



The background is a vibrant teal color filled with a repeating pattern of speech bubbles. Each bubble is a different color (red, yellow, pink, white) and contains a large, dark blue question mark. The bubbles are scattered across the frame, creating a sense of inquiry and curiosity.

**QUESTIONS?**

