

# SPECIAL eBULLETIN

FOR PROFESSIONAL AND FACILITY PROVIDERS

APRIL 18, 2022

## NATIONAL INFANT IMMUNIZATION WEEK: URGING PARENTS TO STAY ON TRACK WITH WELL VISITS AND VACCINES

National Infant Immunization Week (NIIW) begins April 25 and ends May 2, 2022. This week highlights the positive impact of vaccinating infants and children, even during the pandemic. During NIIW, Highmark encourages you to remind parents and pregnant women about the importance of on-time infant and childhood immunization.

If you notice any members who may have missed or delayed their routine wellness checkups and vaccinations, reach out to their parents to ensure they get caught up as soon as possible. If the parents are concerned about health hazards during the pandemic, share the precautions you and your office have taken to keep their children safe during this time. To assist you with these conversations, the Centers for Disease Control and Prevention (CDC) has created the following resources:

- [Provider Resources for Vaccine Conversations with Parents](#): A suite of materials created by CDC, the American Academy of Pediatrics (AAP), and the American Academy of Family Physicians (AAFP)
- [Talking with Parents about Vaccines for Infants](#)
- [Preparing for Questions Parents May Ask about Vaccines](#)
- A [slide deck](#) you can use to with staff to discuss how to create a culture of immunization in your practice
- The [Vaccines for Children \(VFC\) Program](#), which provides free vaccines to children who qualify

### WHY YOUR WORDS MATTER

According to the CDC, many parents make vaccine decisions before their babies are even born, however, parents consistently identify you as their most trusted source of health and immunization information.

The CDC and the AAP recommend children continue to attend well-child appointments and receive recommended vaccinations during the pandemic. As children are returning to daycare and school, on-time vaccination is important to help provide immunity against potentially life-threatening diseases. Your recommendation for children to get vaccinated on-time is especially important to decrease outbreaks of preventable diseases during the COVID-19 pandemic.



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