



Community Immunization Education Guide Toolkit

Provided By:

HEALTHY CHICAGO
CHICAGO DEPARTMENT OF PUBLIC HEALTH

EverThrive Illinois
Champions for Healthy Communities

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Tab 1

The Purpose

Purpose

This toolkit is meant to be a simple collection of immunization resources and materials.

This toolkit is meant to provide background information to a person who trains peers and other community workers on how to educate the public about immunizations.

Your Role

You play an important role in ensuring that community residents are protected from childhood diseases.

As an advocate for timely immunizations, your primary role and responsibility is to educate community workers, peers, and parents about the importance of timely immunizations of children under five years of age.

Your Responsibilities

- Know the resources and services available in your community
- Educate parents and the community about the importance of immunizations
- Motivate parents to get their babies immunized
- Distribute easy to read immunization materials for parents and the community
- Develop a simple approach of talking to parents about immunizations
- Promote the 5 Key Messages

Tab 2

How to Use the Five Key Messages

The 5 Key Messages

1. Immunizations are safe
2. Immunizations are low or no cost
3. Fully immunize your baby by age two
4. Keep your child's immunization record in a safe place and take it with you to every doctor's visit and WIC appointment
5. Don't wait for school to get your baby immunized

1. Immunizations Are Safe

- All recommended immunizations are extraordinarily safe

  Safer than the diseases they prevent
  There are many myths in the media that make immunizations seem scary

- The most common side effects are:

  Pain and tenderness where the shot was given
  Low – grade fever

2. Immunizations Are Low or No Cost

- The Vaccines for Children Program (VFC) allows doctors to provide vaccines at no or low cost to parents

  Ask your doctor if they are a part of the VFC program

- Chicago Department of Public Health (CDPH) Walk-in clinics and mobile CareVan provide immunization services

  Call 311 for the nearest locations

3. Fully Immunize Your Baby by 2 years

- Your baby needs at least five doctor visits for immunizations before he/she is 2 years old

  Immunizations will protect your baby from 14 diseases
  Most immunizations require more than one dose

- Young babies are more likely than adults to be hospitalized or die if they get sick with any of the 14 immunization preventable diseases

4. Keep Your Child's Immunization Record in a Safe Place and Take it to Every Doctor or WIC Visit

- When your child receives immunizations, make sure your doctor updates your child's immunization record
- Doctors may not give the needed immunization if you do not bring your record
- All WIC sites require a copy of immunization records

5. Don't Wait for School to Get Your Baby Immunized

- The reason to get your baby immunized is to prevent serious diseases long before s/he is old enough for school
- Babies are more likely than adults to be hospitalized or die if they get any of the immunization preventable diseases
- All WIC sites require a copy of immunizations records

Utilizing the 5 Key Messages

- A parent may not always be able to convey all five messages at a single doctor's visit
- The most important message is for a parent to bring the child's immunization record to every health care visit and keeping the record updated
- The immunization schedule is complicated. Bringing an updated immunization record to every health care visit will prevent the following:
  - Doctors missing immunizations
  - Parents missing immunizations
  - Some doctors may not give all the immunizations at one visit.
  - Parents can help the doctors stay on track by providing an updated immunization record

Motivating Parents

As a community worker you should be committed to develop respectful relationships with the parents and their children

Developing Respectful Relationships

As a community worker:

- Make sure you understand the community and the families you have to reach
- Avoid focusing on your perceptions regarding why the parent has not immunized their child, and focus on helping them bring their child up-to-date
- Look beyond your own biases. Find the root causes for the parent not immunizing their child and look for solutions to the problems
- Try to reach all parents but also accept that you are not going to reach every parent

Communication Skills Check List

- Demonstrate respect, compassion, and understanding
- Be determined to succeed
- Maintain a nonjudgmental attitude
- Maintain a positive and friendly approach
- Use appropriate communication skills and body language

"One to One" and Small Group Presentations

- **Small group presentations consist of 1 - 9 persons**
- **Each session should be 45 – 60 minutes**
- **Designate an area that will allow sharing of information**
  Use flip charts, hand-outs, and related resource materials
- **Leave time for questions and answers and sharing of personal experiences**

- **At these sessions:**
  1. Review the five key messages
  2. Explain why immunizations are important
  3. Use flip charts to review vaccine-preventable diseases
  4. Review the immunization schedule
  5. Explain the risk of not immunizing on time
  6. Provide resource materials
- **Motivate them toward our common goal. Make them care!**

Large Group Presentations

- A large group is one that consists of 10 or more individuals. Think BIG. Use slides, overheads, or large flip charts
- Have plenty of handouts and resources that will reinforce your presentation
- Reserve the date, time, place, and equipment well in advance
- Arrange for printed resource materials to be made available prior to the day of presentation
- Know your target audience
- Schedule time for the formal presentation, fun and games, and questions/answers

Tab 3

Pre-Training Survey

- [x] Yes
- [ ] No
- [ ] Maybe

Pre-Training Survey

Please read the following statements. Some are "true" (correct) and some are "false" (Not true or not correct). If you think what the statement says is true, please circle T (TRUE). If you think what the statement says is not true, please circle F (FALSE).

1.	When a person has a communicable disease, no one else can get the disease.	T	F
2.	We can immunize children for all diseases.	T	F
3.	Communicable diseases can spread through the air.	T	F
4.	Vaccines contain a small amount or part of bacteria/viruses that the body uses to develop protection against bacteria/viruses.	T	F
5.	If the baby has a stuffy or runny nose, he/she can usually get a shot.	T	F
6.	If a baby misses one vaccination (shot), he/she will need to start the shot series all over.	T	F
7.	If a pregnant mother has young children at home, the children should not get their shots while their mother is pregnant.	T	F
8.	It is not good to give a small baby more than one shot at a time.	T	F
9.	Some diseases, like polio or tetanus, are not common anymore so babies don't need to get shots against them.	T	F
10.	Shots should be a part of well-baby care.	T	F

Pre-Training Survey Answer Key

Please read the following statements. Some are "true" (correct) and some are "false" (Not true or not correct). If you think what the statement says is true, please circle T (TRUE). If you think what the statement says is not true, please circle F (FALSE).

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Tab 4

Overview

Overview

Commonly Asked Questions

Vaccine Preventable Diseases

Five Key Messages

Why Do We Need Vaccines?

- Before vaccines, every year in the U.S.
  - Polio would paralyze 10,000 children
  - Rubella caused birth defects in 20,000 children
  - Measles infected 3 million children
  - Diphtheria was one of the most common causes of death in school-aged children

Why Do We Need Immunizations?

- Since the wide use of immunizations, every year on average, in the U.S.
  - Polio paralyzes 0 children
  - Rubella causes birth defects in 11 infants
  - Measles infects 80-100 children
  - Diphtheria causes disease in 2 children

Commonly Asked Questions

Are vaccinations safe?

- Yes!
- Most common side effects: soreness at the injection site and fever
- Serious reactions are rare, much less common than the diseases vaccines prevent

Commonly Asked Questions

Can children with colds, fevers or who are taking antibiotics be vaccinated?

Are vaccinations safe?

Yes!

Children can be vaccinated if they have minor illnesses, low grade fevers, or are taking antibiotics

Commonly Asked Questions

What if a child is older than two? Is it too late to get him/her vaccinated?

No!

Even though it is best to vaccinate babies on time, there are special schedules to make sure that older children are vaccinated and protected.

Commonly Asked Questions

What if parents cannot afford to get their children vaccinated?

Childhood vaccinations are no or low cost if your children do not have insurance or if your children are enrolled in Medicaid.

Ask your doctor about the Vaccines for Children (VFC) program.

If you don't have a doctor or your doctor is not enrolled in the VFC Program, call 311 to find a Chicago Department of Public Health (CDPH) clinic near you.

Tab 5

Diseases & Infections

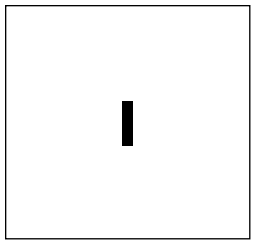
Vaccine Preventable Diseases

Optional Activity

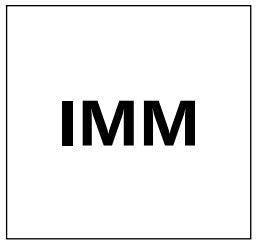
"You've Got It " Game
To prepare:

1. Count out enough blank cards or pieces of paper so each person in the group will get one.
2. Write an "I" (which stands for infected) on one piece of paper. Fold it in half. (tape or staple shut if possible).
3. On half of the remaining cards or pieces of paper, write "IMM" for immunized.
4. Leave the other cards blank (do not write anything on them).
5. Fold all cards in half (with writing on the inside of the paper). Tape or staple shut if possible.

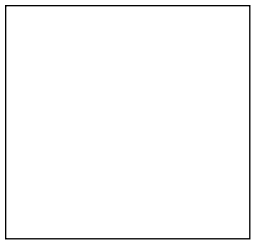
The papers should be labeled in this way.



Prepare 1



Prepare 3 - 5



Prepare 3 - 5

Tell them:

1. "Do not open this paper".
2. "Get 3 people (or 5 people if there are 10 or more in the group) to sign their name on your paper".
3. "Sign your name on 3 (or 5) other people's paper (not the people who signed your card)".

When everyone is finished:

1. Ask everyone to open their piece of paper.
2. Ask the person who has the "I" on her/his paper to stand. Explain that this person is "infected" with a communicable disease that is spread by "touching the paper" (direct contact).
3. Ask the "infected" person to tell you who signed their names on his/her paper. Ask those people to stand.
4. Ask the other people who have the "infected" person's name on their paper to stand.
5. Tell all of the people standing that they have been exposed to this communicable disease (in contact with the infected person).
6. Of the people standing, ask who has an "IMM" on their card. Explain that those people who are "immunized" are protected against this disease. They can sit down.
7. Of the people still standing, ask them if their paper is blank (empty) inside. Explain that they are NOT immunized and are NOT protected against this disease and may catch the disease from this "infected" person.

Disease

A specific illness or disorder characterized
by a recognizable set of signs and symptoms,
due to heredity, infection, diet or environment.

Communicable Disease

Any disease that can be transmitted from one person or animal to another, directly, or indirectly

Infection

Contamination of the body by a disease-producing germ (e.g. bacteria, virus, fungus)

Vaccine Preventable Diseases

- Diseases that can be prevented by vaccines

  Most vaccine preventable diseases are communicable diseases

Vaccine Preventable Diseases

Diphtheria
H. influenzae (Hib)
Hepatitis A
Hepatitis B
Human Papillomavirus (HPV)*
Influenza
Measles
Meningococcal (MCV)*
Mumps
Pertussis
Pneumococcal
Polio
Rotavirus
Rubella
Tetanus
Varicella (chickenpox)

*adolescent

Pertussis
(Whooping Cough)

- Bacteria
- Severe spasms of coughing interfering with eating, drinking and breathing
- Pneumonia, brain swelling, death

Pertussis vaccine can prevent this disease (DTaP, Tdap)

Diphtheria

- Bacteria
- Sore throat and low grade fever
- Blockage of the airway, coma, death

Diphtheria toxoid can prevent this disease (DTaP, Td, Tdap)

Measles

- Virus
- Rash, high fever, cough, runny nose, red and watery eyes
- Pneumonia, brain swelling, seizures, and death

Measles vaccine can prevent this disease (MMR, MMRV)

Mumps

- Virus
- Swelling of the glands near the jaw, fever, headache, muscle pain
- Meningitis, inflammation of testicles or ovaries, deafness

Mumps vaccine can prevent this disease (MMR, MMRV)

Rubella

- Virus
- Rash and fever
- Birth defects if women infected while pregnant
  - Deafness, mental retardation, heart defects

Rubella vaccine can prevent this disease (MMR, MMRV)

Polio

- Virus
- Stiffness of neck, legs and back, fever, sore throat, nausea, headaches
- Paralysis leading to inability to walk or breathe

Polio vaccine can prevent this disease (IPV)

Hepatitis A

- Virus
- Fever, fatigue, nausea, abdominal discomfort, jaundice
- Liver failure and death can occur

Hepatitis A vaccine can prevent this disease

Hepatitis B

- Virus
- Yellow skin or eyes, stomach ache, fatigue, loss of appetite
- Severe liver disease, cancer, death

Hepatitis B vaccine can prevent this disease

Influenza (flu)

- Virus
- High fever, muscle aches, cough, runny nose
- Between 3,000 to 49,000 deaths occur every year

The influenza (flu) vaccine can prevent this disease

Haemophilus Influenzae Type B

- Bacteria
- Blood stream, joint, skin and throat infections, meningitis or pneumonia
- Death in 1/20 children with meningitis

Hib vaccine can prevent this disease

Varicella (Chickenpox)

- Virus
- Skin rash of blister-like lesions
- Bacterial infections of skin, swelling of the brain and pneumonia

Varicella vaccine can prevent this disease (VAR, MMRV)

Tetanus

- Bacteria
- Lockjaw, stiffness in the neck and abdomen, difficulty swallowing
- Death occurs in 1/3 cases

Tetanus toxoid can prevent this disease (DTap, Td, Tdap)

Pneumococcal Disease

- Bacteria
- Otitis Media (ear infections)
  - Fever, ear pain
- Pneumonia
  - Fever, chills, cough, chest pain
- Meningitis
  - Headache, neck pain, seizures, coma

Pneumococcal vaccines can prevent these infections (PCV13)

Meningococcal Disease

- Bacteria
- Blood infection, meningitis (infection of the fluid surrounding the brain and spinal cord)
- Up to 1 in 5 survivors have disabilities (hearing loss, loss of limbs)

Meningococcal vaccine can prevent this disease (MCV4, MenB)

Rotavirus

- Virus
- Severe diarrhea, vomiting and fever
- Worldwide, 500,000 children die every year

The Rotavirus vaccine can prevent this disease (RV)

Tab 6

"Five Key Messages" Childhood Immunization Schedule

The 5 Key Messages

1. Immunizations are safe
2. Immunizations are low or no cost
3. Fully immunize your baby by age two
4. Keep your child's immunization record in a safe place and take it with you to every doctor's visit and WIC appointment
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  Safer than the diseases they prevent
  There are many myths in the media that make immunizations seem scary

- The most common side effects are:

  Pain and tenderness where the shot was given
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  Most immunizations require more than one dose

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- When your child receives immunizations, make sure your doctor updates your child's immunization record
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- All WIC sites require a copy of immunizations records

2020 Recommended Immunizations for Children from Birth Through 6 Years Old

Birth	1 month	2 months	4 months	6 months	12 months	15 months	18 months	19–23 months	2–3 years	4–6 years
HepB	HepB			HepB						
		RV	RV	RV						
		DTaP	DTaP	DTaP		DTaP				DTaP
		Hib	Hib	Hib	Hib					
		PCV13	PCV13	PCV13	PCV13					
		IPV	IPV	IPV						IPV
				Influenza (Yearly)*						
					MMR					MMR
					Varicella					Varicella
					HepA§					

Is your family growing? To protect your new baby against whooping cough, get a Tdap vaccine. The recommended time is the 27th through 36th week of pregnancy. Talk to your doctor for more details.

Shaded boxes indicate the vaccine can be given during shown age range.

NOTE:
If your child misses a shot, you don't need to start over. Just go back to your child's doctor for the next shot. Talk with your child's doctor if you have questions about vaccines.

FOOTNOTES:

* Two doses given at least four weeks apart are recommended for children age 6 months through 8 years of age who are getting an influenza (flu) vaccine for the first time and for some other children in this age group.

§ Two doses of HepA vaccine are needed for lasting protection. The first dose of HepA vaccine should be given between 12 months and 23 months of age. The second dose should be given 6 months after the first dose. All children and adolescents over 24 months of age who have not been vaccinated should also receive 2 doses of HepA vaccine.

If your child has any medical conditions that put him at risk for infection or is traveling outside the United States, talk to your child's doctor about additional vaccines that he or she may need.

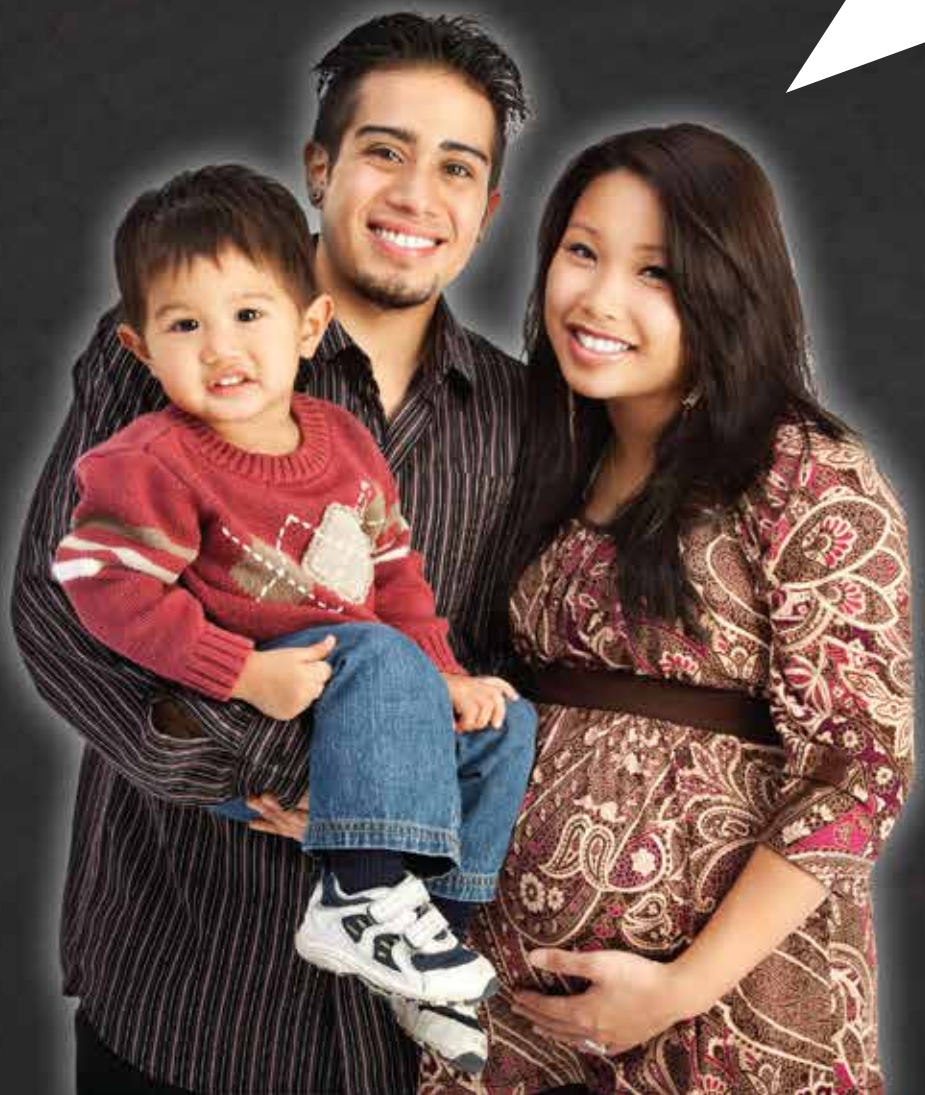
See back page for more information on vaccine-preventable diseases and the vaccines that prevent them.

For more information, call toll-free
1-800-CDC-INFO (1-800-232-4636)
or visit
www.cdc.gov/vaccines/parents

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Tab 7

Parent Tips



Be there for your child during shots.

Before shots

Infants:

- Bring your child's immunization record.

- Read vaccine information statements.
- Ask any questions.
- Bring along a favorite toy or blanket.
- Stay calm–your baby picks up your feelings.

Toddlers–All above, plus:

- Reassure your child honestly, "It might sting but it will only last a few seconds."
- Never threaten your child with shots, "If you are not good, I will have the nurse give you a shot."
- Encourage older siblings to reassure and comfort, not to scare your toddler.

During shots

Infants–Distract and comfort by:

- Touching soothingly and talking softly.
- Making eye contact as you smile at him/her.

Toddlers–Also try:

- Holding your child securely on your lap.
- Talking to or singing with your child.
- Helping your child take deep breaths and slowly blow out the pain.
- Using a hand puppet.
- Pointing out posters or objects around the room.
- Telling your child a story or have him/her tell you one.
- Allowing your child to cry, don't force him/her to be brave.

After shots

Infants–Comfort by:

- Holding, cuddling, caressing, and/or breastfeeding
- Talking lovingly and soothingly.
- Asking your doctor for advice on using a non-aspirin pain reliever when you get home.

Toddlers–Also try:

- Giving praises and hugs or a surprise.
- Reassuring your child that everything is okay.

At home

- Mark your calendar for your next appointment.
- Review vaccine information statements for possible reactions.
- A cool wet cloth can reduce redness, soreness, and/or swelling where the shot was given.
- Observe your child for the next few days. You might see a small rash or notice a fever. If your child has any reaction that concerns you, call your doctor or seek medical attention.
- To reduce pain or fever, your doctor may recommend you give your child a non-aspirin pain reliever.
- Also try giving your child a sponge bath with lukewarm water to reduce fever.
- Give your child plenty of fluids. It is normal if he/she eats less than usual for the next 24 hours.

A parent's love makes all the difference.

IMMUNIZATION TECHNIQUES
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IMM-686 E/S (1/01)

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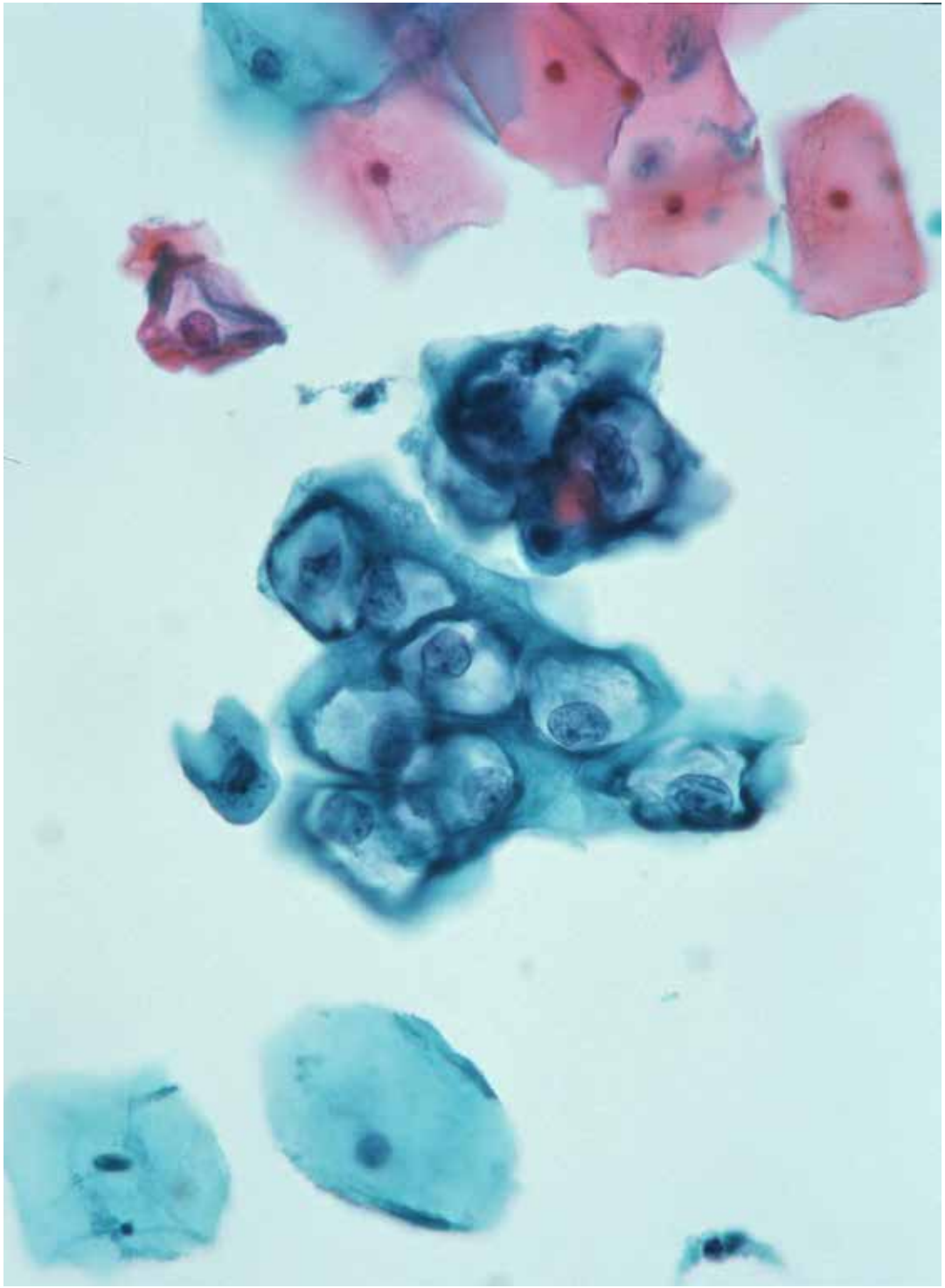
Tab 8

Adolescent Vaccines



Human Papillomavirus (HPV)

- A virus that causes genital warts, cervical cancer, oropharyngeal cancer and anal cancer
- 80% of people will get an HPV infection in their lifetime without HPV vaccination
- HPV causes over 32,000 cases of cancer in men and women every year in the U.S.

The HPV vaccine prevents the most common causes of cervical cancer, anal cancer, oropharyngeal cancer and genital warts.

Meningococcal Disease

- Bacteria
- Blood infection, meningitis (infection of the fluid surrounding the brain and spinal cord)
- Up to 1 in 5 survivors have disabilities (hearing loss, loss of limbs)

Meningococcal vaccine can prevent this disease (MCV4, MenB)

Pertussis
(Whooping Cough)

- Bacteria
- Severe spasms of coughing interfering with eating, drinking, and breathing
- Pneumonia, brain swelling, death

Pertussis vaccine can prevent this disease (Tdap)

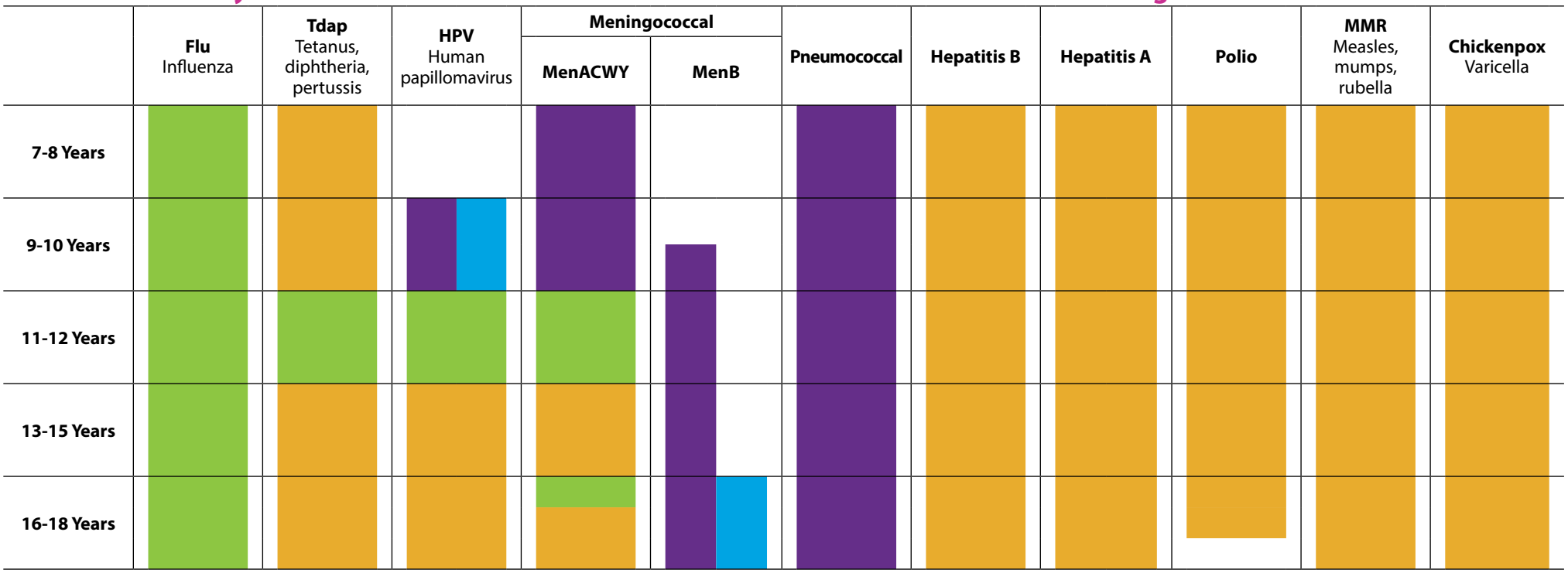
Influenza (flu)

- Virus
- High fever, muscle aches, cough, runny nose
- Between 3,000 to 49,000 deaths occur every year

The influenza (flu) vaccine can prevent this disease

2020 Recommended Immunizations for Children 7–18 Years Old

Talk to your child's doctor or nurse about the vaccines recommended for their age.



More information:	Everyone 6 months and older should get a flu vaccine every year.	All 11- through 12-year olds should get one shot of Tdap.	All 11- through 12-year olds should get a 2-shot series of HPV vaccine. A 3-shot series is needed for those with weakened immune systems and those who start the series at 15 years or older.	All 11- through 12-year olds should get one shot of meningococcal conjugate (MenACWY). A booster shot is recommended at age 16.	Teens 16–18 years old **may** be vaccinated with a serogroup B meningococcal (MenB) vaccine.

These shaded boxes indicate when the vaccine is recommended for all children unless your doctor tells you that your child cannot safely receive the vaccine.

These shaded boxes indicate the vaccine should be given if a child is catching up on missed vaccines.

These shaded boxes indicate the vaccine is recommended for children with certain health or lifestyle conditions that put them at an increased risk for serious diseases. See vaccine-specific recommendations at www.cdc.gov/vaccines/hcp/acip-recs/.

This shaded box indicates children not at increased risk may get the vaccine if they wish after speaking to a provider.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention