

HOW TO USE THE TOOLKIT

Available Resources & Suggested Uses



Thank you for partnering with us to increase awareness of the importance of vaccinating children in our community before the beginning of the 2023-2024 school year! Below we have listed the items in the toolkit with suggestions on how you can use them. If you have any questions, please reach out to csdinfo@vdh.virginia.gov.

Together we can encourage parents and guardians to make a plan. It's not too early to schedule an appointment to vaccinate!

Accessing Vaccines

- **What it is:** Links to find local health departments offering vaccines as well as information about accessing vaccines through a VFVC provider (Virginia Vaccines for Children) or the VDH Newcomers / Refugee Program.
- **Suggested use:** Include links in communication with parents/guardians, such as in newsletters, emails, social media, etc.

Childhood Vaccination Flyers (English and Spanish)

- **What it is:** Flyers encouraging parents/guardians to make a plan to get their child up to date on their vaccinations. Contains a QR code with a link to required vaccinations.
- **Suggested use:** Print the flyer and hang in high traffic areas. You can also print copies to hand out to people.

Frequently Asked Questions

- **What it is:** A document that discusses questions that parents/guardians frequently have about vaccines, like the safety of ingredients, risks and benefits, herd immunity, etc.
- **Suggested use:**
 - Encourage others in your organization to read over the FAQs to familiarize themselves with questions they may get from parents/guardians.
 - Print and have available for parents/guardians in high traffic areas like waiting areas, lobbies, etc.



General Resources

- **What it is:** Links from trusted sources providing more information about vaccines, requirements, accessing immunization records, and more.
- **Suggested use:** Include links that are relevant to groups you work with in communications, such as newsletters, emails, social media, etc.

How Vaccines Work

- **What it is:** A handout with brief information about how a vaccine works with the immune system.
- **Suggested use:** Print and have available for parents/guardians in high traffic areas like waiting areas, lobbies, etc. You can also hang in bathrooms and hallways.

CSHD Vaccine Clinic Schedules (English and Spanish)

- **What it is:** Flyers with vaccination clinic information for the Central Shenandoah Health District health departments.
- **Suggested use:** Print the flyer and hang in high traffic areas. You can also have copies available for people to take.

Importance of Vaccinations

- **What it is:** A handout with brief information about why it is important to get children vaccinated.
- **Suggested use:** Print and have available for parents/guardians in high traffic areas like waiting areas, lobbies, etc.



Sample Captions

- **What it is:** Brief captions for social media about making a plan to vaccinate.
- **Suggested use:** Post to your social media accounts and ask others to share. These captions and information found throughout the toolkit can also be used in newsletters!
- Check out the "Branded Graphics" and "Photos for Captions" files for images to go with your posts

Tips for Talking to Children about Vaccinations

- **What it is:** List of tips for explaining vaccines to children. It also includes information on how to support children during an appointment.
- **Suggested use:**
 - Encourage others in your organization to read over the tips so they can share with parents/guardians or use themselves.
 - Include relevant tips in communication, such as newsletters, emails, social media, etc.

Tips for Talking to Parents about Vaccinations

- **What it is:** List of tips to use when discussing vaccines with parents/guardians and how to encourage them to start making a plan to vaccinate their child.
- **Suggested use:** Encourage others in your organization to read over the tips to improve confidence when talking to parents/guardians about vaccination.

VDH Vaccination Schedules (English and Spanish)

- **What it is:** Required vaccines for children from birth to age 18
- **Suggested use:** Print and have available for parents/guardians in high traffic areas like waiting areas, lobbies, etc.

