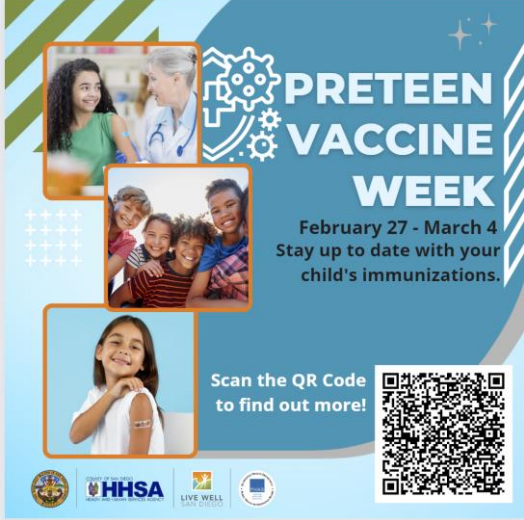
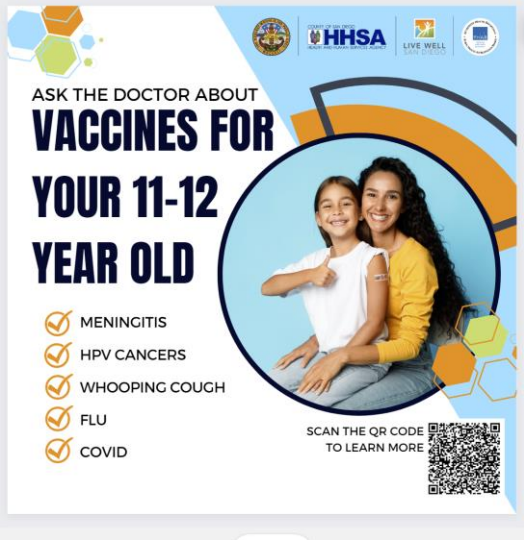


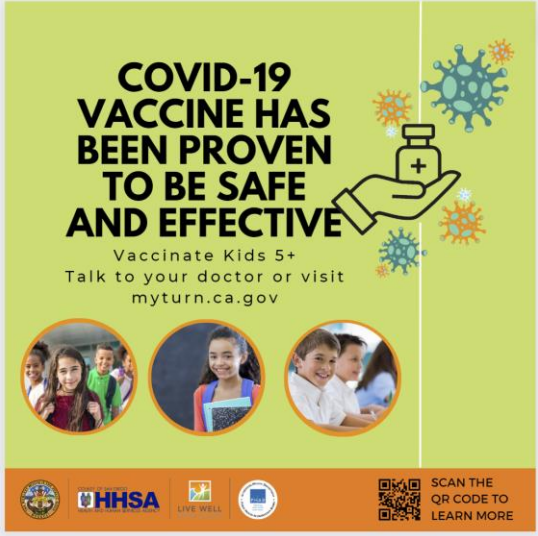
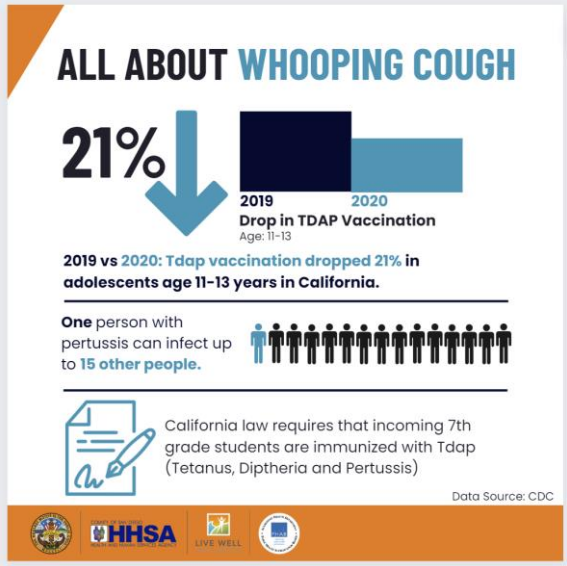


PRE-TEEN VACCINE WEEK: SOCIAL MEDIA MESSAGES


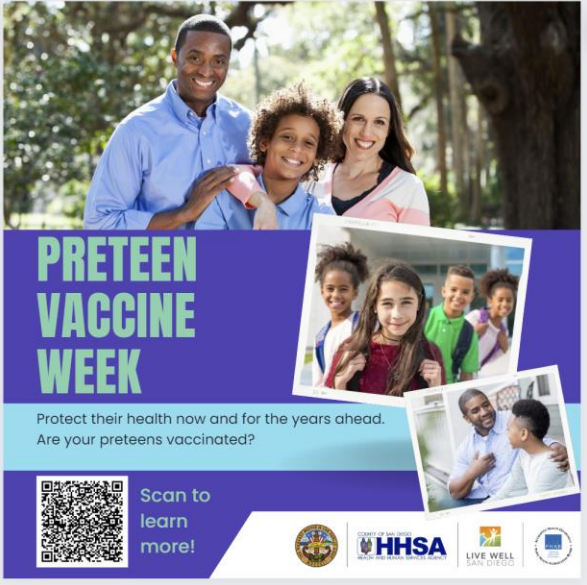
These social media messages are designed for coalitions, groups, individuals, and other immunization stakeholders to use in their educational and outreach efforts during **PRE-TEEN VACCINE WEEK, FEBRUARY 26th – MARCH 4th**. Partners may also use them to craft content for other communications, including websites, e-mails, and newsletters.

Messaging is divided by topic and suggested timeline for sharing:

DAY	Message	Image
<p>Sunday, February 26th</p> <p>Intro Vaccine Message</p>	<p>Preteens need vaccines to prevent serious diseases.</p> <p>Are your kids vaccinated?</p> <p>#PreteenVaxCA tinyurl.com/PreteenVaccineWeek</p>	 <p>The graphic features a blue background with white and green geometric patterns. It includes three photos: a doctor with a patient, a family of four, and a young girl with a vaccine site on her arm. Text reads 'PRETEEN VACCINE WEEK', 'February 27 - March 4 Stay up to date with your child's immunizations.', and 'Scan the QR Code to find out more!' with a QR code. Logos for County of San Diego, HHS, Live Well San Diego, and PHAB are at the bottom.</p>
<p>Monday, February 27th</p> <p>General Vaccine Message</p>	<p>Many kids missed out on routine vaccines during the pandemic. Make sure your preteen isn't one of them! Preteen vaccines protect against serious diseases and cancer.</p> <p>#PreteenVaxCA tinyurl.com/PreteenVaccineWeek</p>	 <p>The graphic has a white background with blue and orange accents. It features a photo of a young girl and a woman. Text includes 'ASK THE DOCTOR ABOUT VACCINES FOR YOUR 11-12 YEAR OLD' and a list of diseases: MENINGITIS, HPV CANCERS, WHOOPING COUGH, FLU, and COVID. A QR code and the text 'SCAN THE QR CODE TO LEARN MORE' are also present. Logos for County of San Diego, HHS, Live Well San Diego, and PHAB are at the top.</p>

<p>Tuesday, February 28th</p> <p>COVID-19 Vaccination</p>	<p>COVID vaccines prevent severe illness, hospitalization, and death. Make sure your preteen has gotten the updated (bivalent) COVID booster!</p> <p>Call your doctor or visit MyTurn.ca.gov to make an appointment. #PreteenVaxCA #BeCOVIDSafe</p>	 <p>COVID-19 VACCINE HAS BEEN PROVEN TO BE SAFE AND EFFECTIVE</p> <p>Vaccinate Kids 5+ Talk to your doctor or visit myturn.ca.gov</p> <p>SCAN THE QR CODE TO LEARN MORE</p>
<p>Wednesday, March 1st</p> <p>Pertussis Vaccination (Tdap)</p>	<p>All incoming 7th graders in California must show proof of Tdap vaccination and 2 doses of chickenpox before entry. Make sure your student is ready for school by scheduling their preteen vaccine appointment today! #PreteenVax</p> <p>tinyurl.com/PreteenVaccineWeek</p>	 <p>ALL ABOUT WHOOPING COUGH</p> <p>21% ↓</p> <p>2019 2020 Drop in TDAP Vaccination Age: 11-13</p> <p>2019 vs 2020: Tdap vaccination dropped 21% in adolescents age 11-13 years in California.</p> <p>One person with pertussis can infect up to 15 other people.</p> <p>California law requires that incoming 7th grade students are immunized with Tdap (Tetanus, Diphtheria and Pertussis)</p> <p>Data Source: CDC</p>

<p>Thursday, March 2nd</p> <p>Meningococcal Vaccination (MenACWY)</p>	<p>A lot of parents never find out where their children picked up bacterial meningitis; just sharing a soda might bring infection. Shield your precious preteen with the MenACWY vaccine. #PreteenVaxCA</p> <p>tinyurl.com/PreteenVaccineWeek</p>	<p>ALL ABOUT MENINGITIS</p> <p>90% MenACWY vaccine has decreased rates of meningococcal disease by 90%</p> <p>Vaccine recommendations are:</p> <ul style="list-style-type: none"> One dose of MenACWY vaccine at age 11-12 Booster dose of MenACWY vaccine at age 16 Two doses of MenB vaccine at age 16-23 <p>Survivors can have long-term disabilities, such as loss of limb(s), deafness, nervous system problems, or brain damage.</p> <p>10% DEATHS IN TEENS WHO GET THE DISEASE</p> <p>15% LONG TERM DISABILITY IN TEENS WHO GET THE DISEASE</p> <p>Data Source: CDC</p> <p>HHS HHS</p>	
<p>Friday, March 3rd 8:00AM</p> <p>HPV Vaccination</p>	<p>Matthew would rather get 100 shots than suffer through throat cancer like his dad. Kids can get HPV vaccine starting at age 9 to protect them against cancer. #PreteenVax</p> <p>tinyurl.com/PreteenVaccineWeek</p>	<p>Matthew's Story on HPV</p> <p>"I had a lot of questions and I was really scared...most of all, I wanted to know if my dad was going to die." -Matthew</p> <p>Read Matthew story about supporting his dad through HPV throat cancer treatment.</p> <p>HHS HHS</p>	

<p>Friday, March 3rd</p> <p>12PM HPV Vaccination</p>	<p>The human papillomavirus (HPV) can cause oral cancers later in life including cancers of the mouth, throat, tonsils, and tongue. HPV vaccine is recommended for everyone beginning age 11 or 12. Talk to their doctor about the HPV Vaccine!</p> <p>American Dental Association: https://bit.ly/3JPsWs5</p> <p>CDC: https://bit.ly/40BGRbf</p>	 <p>PROTECT YOUR TEEN</p> <p>The HPV vaccine is recommended for everyone beginning age 11 or 12. Talk to their doctor and get the HPV vaccine today!</p> <p>Scan the QR Code for more information</p> <p>Logos: HHS, HHSA, LIVE WELL SAN DIEGO</p>
<p>Saturday, March 4th</p> <p>General Preteen Vaccine Week Info</p>	<p>You can't protect your preteen every minute, but immunizing your child is one way to ensure they are protected from dangerous diseases now and for the years ahead.</p> <p>#PreteenVaxCA #BeCOVIDSafe</p> <p>tinyurl.com/PreteenVaccineWeek</p>	 <p>PRETEEN VACCINE WEEK</p> <p>Protect their health now and for the years ahead. Are your preteens vaccinated?</p> <p>Scan to learn more!</p> <p>Logos: HHS, HHSA, LIVE WELL SAN DIEGO</p>