



CALL TO ACTION

Providers Critical Role:

Childhood vaccinations have significantly declined this year due to the pandemic. Parents nationwide have cancelled pediatric check-ups and as a result, vaccine doses distributed to Providers has dropped by 50%. The avoidable suffering and death caused by children missing out on routine immunizations could be far greater than COVID-19.¹ As Primary Care Providers, you play a *critical role* in educating parents about the importance of childhood immunizations. We encourage your office to reach out to members who are overdue on childhood immunizations to discuss their options.

How Can You Help?


- Share your office's COVID-19 protocols to ease parental concerns and decrease apprehension. Post the information on your website so parents will know their concerns are being addressed.
- Review your records to ensure your patients are up to date on all vaccinations
- Reach out to patients who are behind on their vaccines to schedule an appointment
- Discuss the importance of early childhood vaccines with parents
- Share [material](#) with parents that give solid evidence for the efficacy and safety of vaccines
- Register for [ImmTrac2](#), see how keeping up with vaccine records is now easier than ever

Resources:

Reference and review the [BCBSTX Preventive Care Guidelines \(PCGs\)](#), [Clinical Practice Guidelines \(CPGs\)](#) and [THSteps for Medical Providers](#) which includes all current vaccine schedules [ImmTrac2](#), and other important guidance for treating your patients.

¹Blue Cross Blue Shield of Texas (2020). *Childhood Immunization Rates Fall Amidst Pandemic Fears*. Retrieved October 5, 2020 from https://www.bcbstx.com/provider/news/2020_09_18.html

Centers for Disease Control and Prevention (2020). *Toolkit for reaching parents and patients*. Retrieved October 6, 2020, from <https://www.cdc.gov/vaccines/events/niam/parents/communication-toolkit.html>

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