

Partnership with Delaware Department of Public Health

The Delaware Division of Public Health (DPH) has begun an aggressive mission to remind all Delaware parents that, until their children are vaccinated, they are vulnerable. Vulnerable to all types of illness and disease that can not only make a child sick for days or weeks, but also compromise long-term quality of life or, sadly, threaten his or her life.

While we've always advocated for childhood vaccinations, this year we must pursue the mission with more passion and greater urgency than ever. We—and, indeed, the families you serve every day—are counting on your help. Here's why and how.

In April 2020 alone, vaccines for infants and children in Delaware were down by nearly 70%. Like almost everything else, COVID-19 put vaccines on hold. But providers have implemented improved safety measures and opened back up, realizing the importance of children getting “caught up” on their immunizations. This is especially true for daycare and school-aged children, who are gearing up for return to class in just a few short weeks. Getting immunizations now will help keep environments safer for them, as well as those they interact with.

We've created a comprehensive toolkit and resource center just for you — making it easy for you to educate, motivate, and mobilize your community of families to get caught up on immunizations. As an early education provider, who is respected and trusted by the people you serve, you provide a valuable connection between our messages and the families most in need of heeding our call to action about childhood vaccinations. The toolkit and resources (available here) include prewritten social media posts with presized graphics, newsletter content, e-blast copy, and more to make your support of our campaign easy and convenient.

Please take a few minutes today to explore the toolkit and resource center, and reach out to us if you have any questions or additional ideas about using these assets. We thank you in advance for joining DPH on our mission to keep children safe and families empowered on a path to better health.

Thanks again,
Jennifer

Asked By: [Jennifer Buchman](#)

User submitted files:

- [DDPHIMMUNIZE31716 ChildhoodVaccintions Poster 11x17.pdf](#) Delete File
- [DHSS Immunization Social Media ToolKit FINAL.docx](#) Delete File
- [Immunization Eblast Letter FINAL.docx](#) Delete File
- [Immunization Newsletter FINAL.docx](#) Delete File
- [Social Media Toolkit 1 .zip](#)

Thank you!-- Jennifer Buchman, jbuchman@abccreative.com

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