



A Safe Return to In-Person Schooling

*An Urgent Call to Action for Health
Plans to Close the Adolescent
Vaccination Care Gap*

March 4, 2021

WHY THIS WEBINAR?

School-age vaccination rates dropped 5%-21% during the pandemic.

Catching-up is critical to ensure a safe return to in-person schooling.

Adolescent immunizations have dropped since the pandemic hit.

Speakers

Sepheen Byron

Assistant Vice President, NCQA

Lindsey Roth

Senior Research Associate, NCQA

Sara Comstock

Director, Clinical Interventions
American Cancer Society

Jennifer Nkonga

Director, Health Systems & Provider Engagement
National HPV Vaccination Roundtable

Melinda Wharton, MD

Director, Immunization Services Division
Centers for Disease Control & Prevention



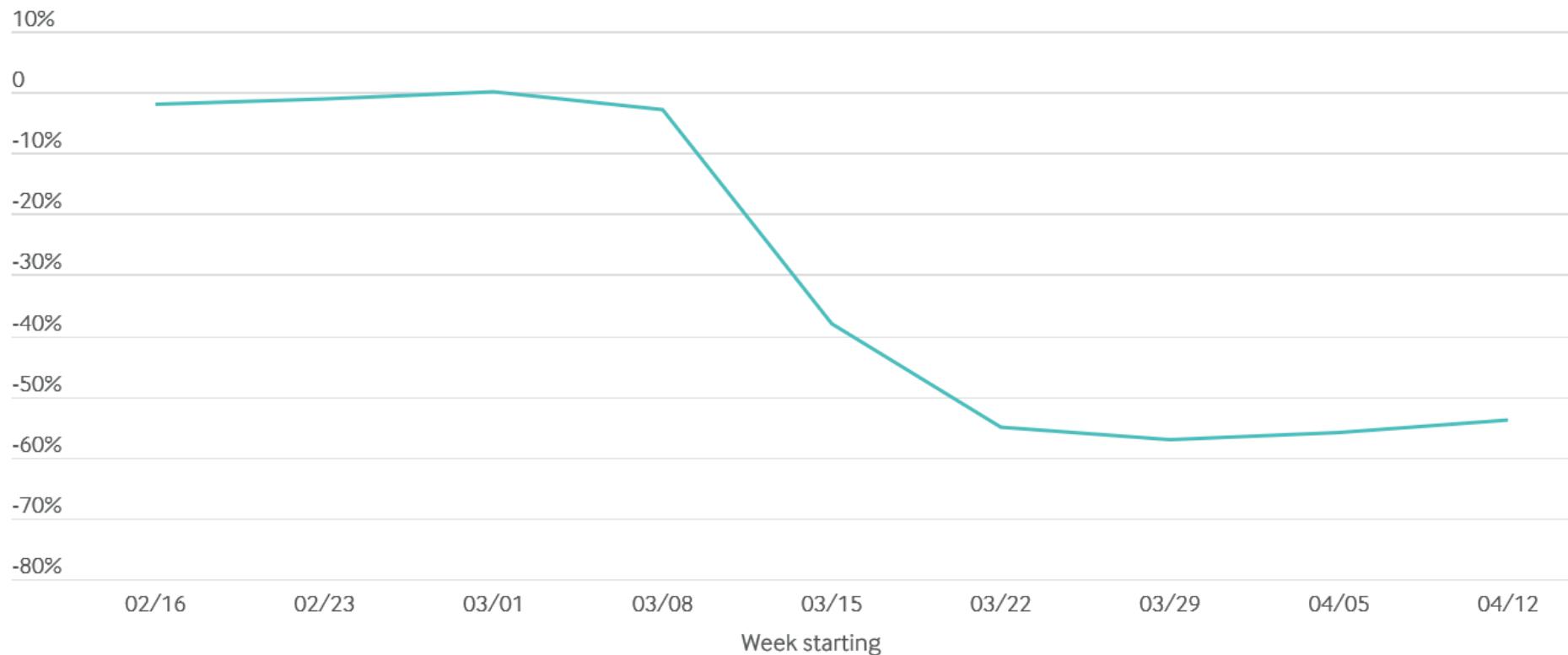
Routine Childhood Vaccination in the Time of COVID-19: Safe Return to School Requires Catch-Up Vaccination

Melinda Wharton, MD, MPH
Director, Immunization Services Division

National Committee for Quality Assurance
March 4, 2021

The number of visits to ambulatory practices declined nearly 60 percent in mid-March and has remained low through mid-April.

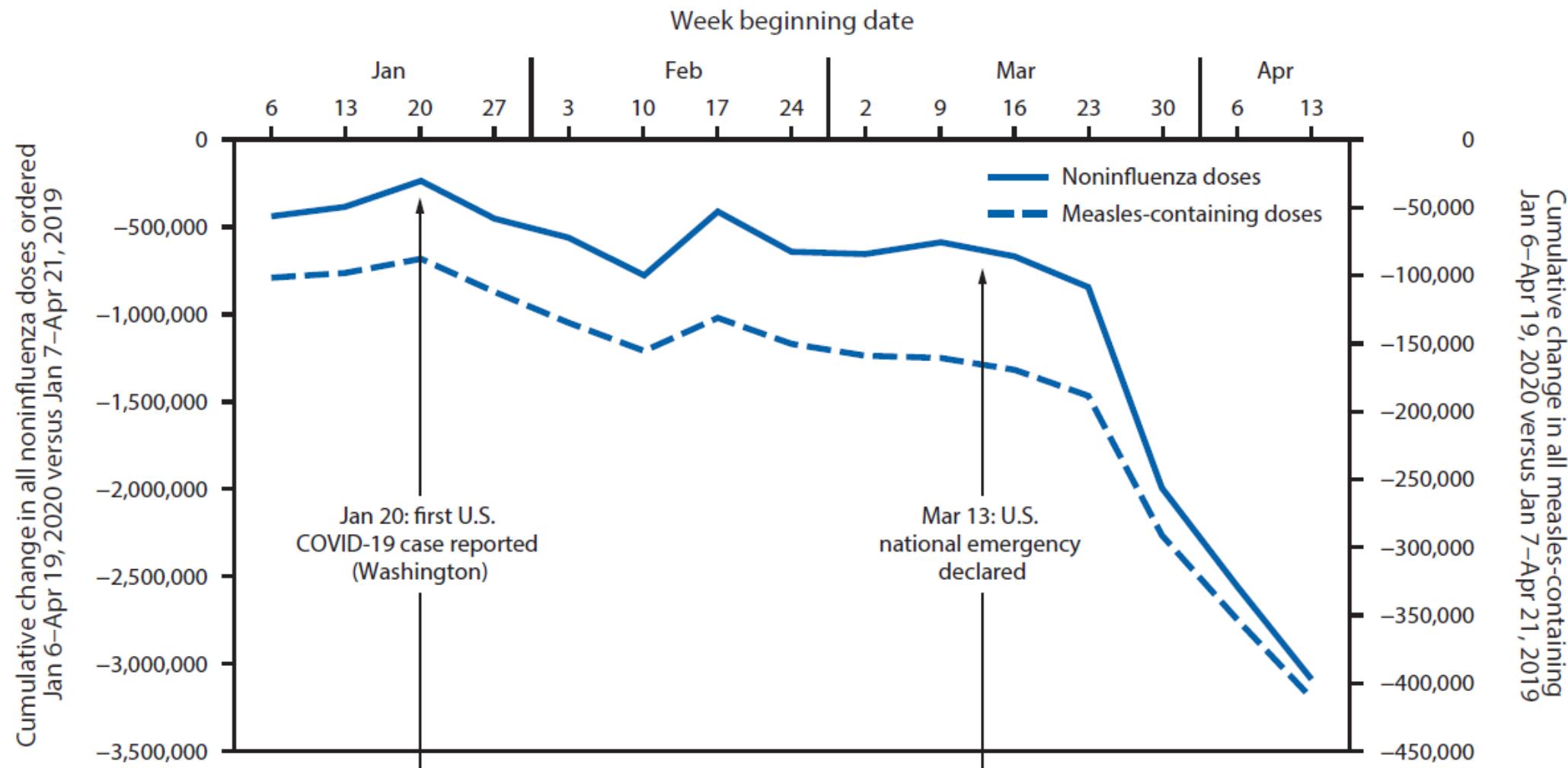
Percent change in visits from baseline



Note: Data are presented as percentage change in number of visits in a given week from the baseline week (March 1–7). Data for week of April 12 are through April 16.

Source: Ateev Mehrotra et al., “[What Impact Has COVID-19 Had on Outpatient Visits?](#),” *To the Point* (blog), Commonwealth Fund, Apr. 23, 2020. <https://doi.org/10.26099/ds9e-jm36>

Weekly changes in Vaccines for Children program provider orders for pediatric vaccines – United States, January 6-April 19, 2020

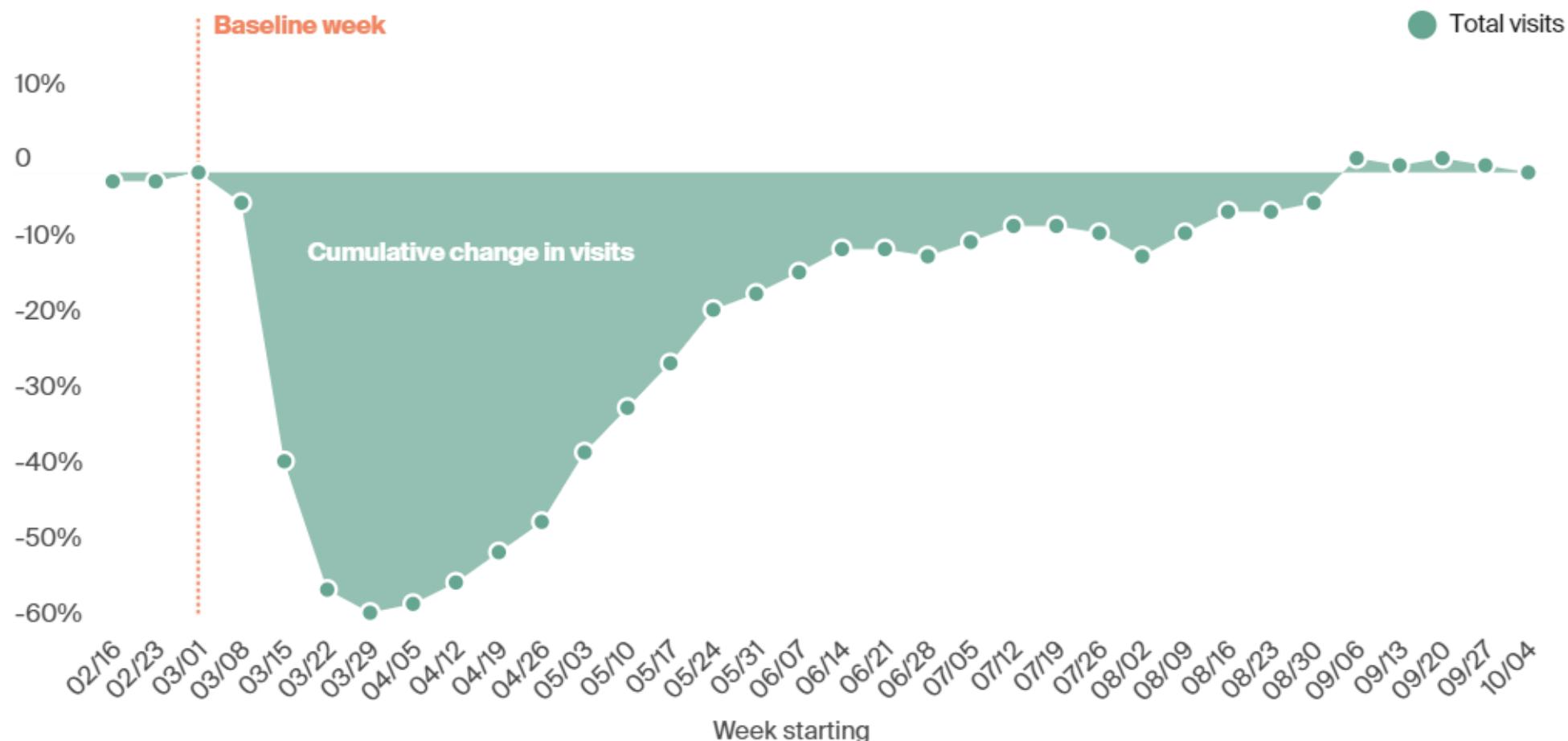


* VFC data represent the difference in cumulative doses of VFC-funded noninfluenza and measles-containing vaccines ordered by health care providers at weekly intervals between Jan 7–Apr 21, 2019, and Jan 6–Apr 19, 2020.

Santoli JM et al, MMWR (May 8, 2020)

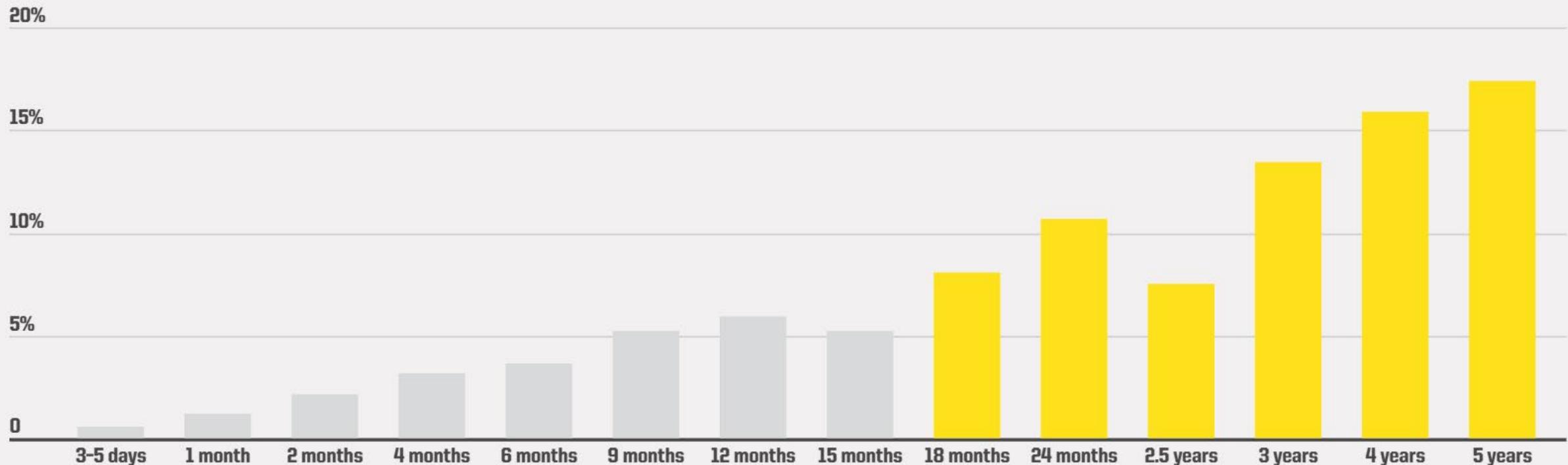
Visits to ambulatory providers fell nearly 60 percent by early April. Since then visits have rebounded, returning in the past month to prepandemic levels.

Percent change in visits from baseline



Source: Ateev Mehrotra et al., *The Impact of the COVID-19 Pandemic on Outpatient Care: Visits Return to Prepandemic Levels, but Not for All Providers and Patients* (Commonwealth Fund, Oct. 2020). <https://doi.org/10.26099/41xy-9m57>

% OF MISSED WELLNESS VISITS BY AGE OF CHILD



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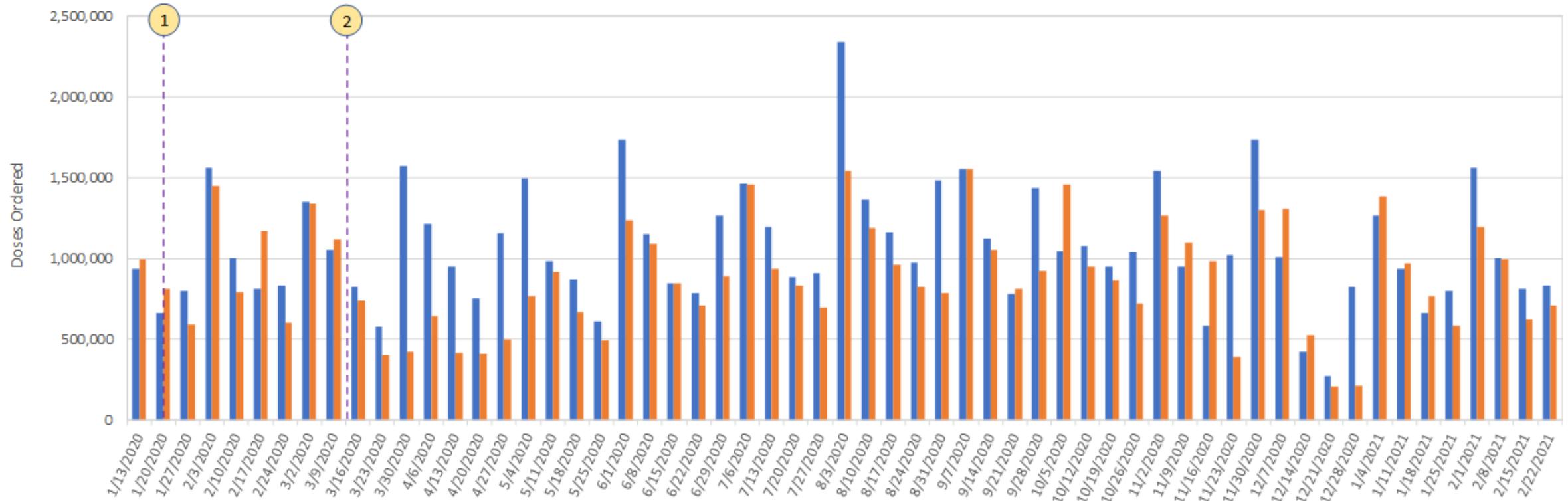
Health (still) interrupted - WEEK 17

R

Center for Translational Neuroscience (2020, October 13). Medium. <https://medium.com/rapid-ec-project/health-still-interrupted-pandemic-continues-to-disrupt-young-childrens-healthcare-visits-e252126b76b8>

VFC provider orders have rebounded...

Comparison of FY19 Weekly Provider Orders to FY20 and FY21 - All Non-Flu Vaccines

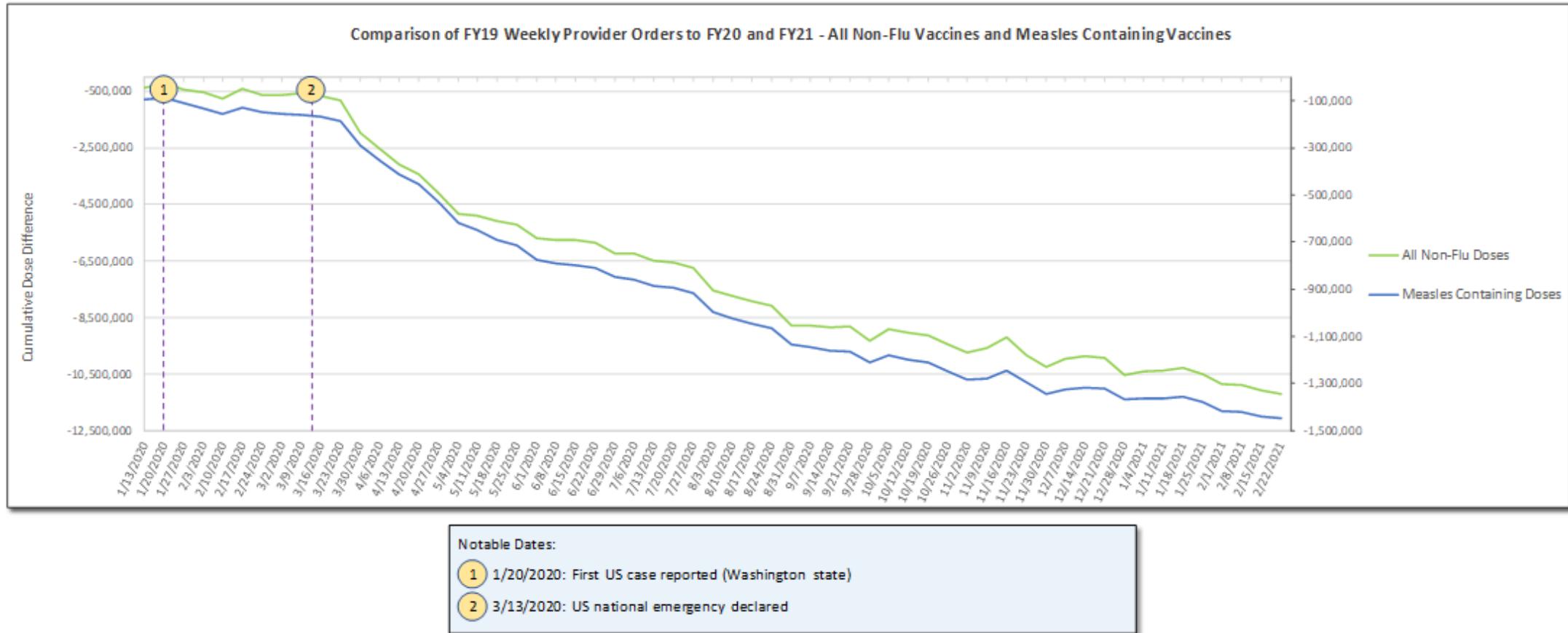


Notable Dates:

1 1/20/2020: First US case reported (Washington state)

2 3/13/2020: US national emergency declared

...but there still is a substantial deficit for 2020-2021

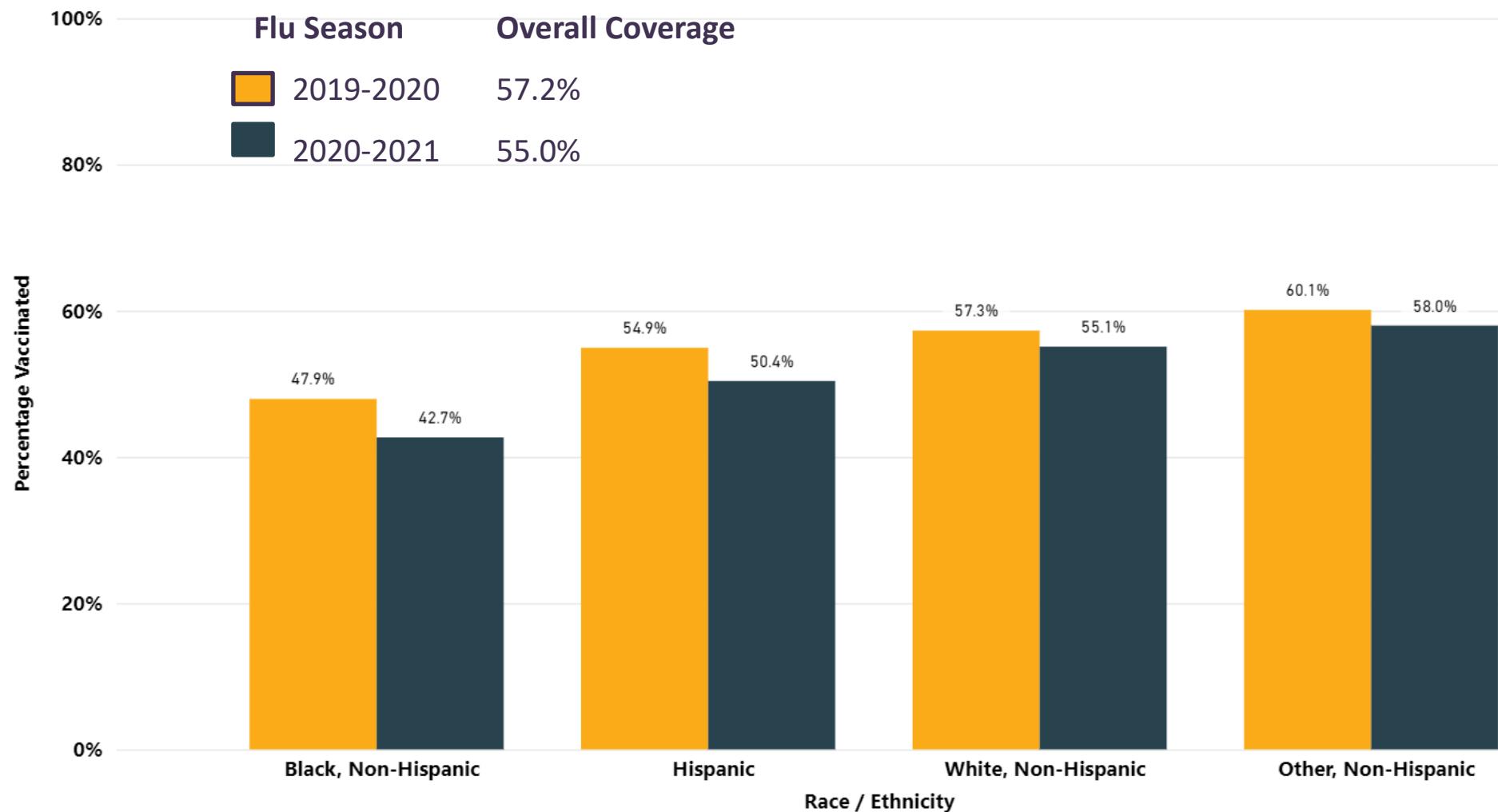


As of February 28, overall VFC provider orders (other than flu) are down by **11.2M doses** with MMR/MMRV down by **1.4M doses**
Other data show a slower recovery in the public sector compared with the private sector

The COVID-19 gap is larger for some pediatric vaccines than others

- Many vaccines primarily given to younger age children have smaller gaps than those given to older kids.
 - Rotavirus vaccine – down 5.9%
 - PCV13 – down 8.6%
 - DTaP-containing vaccines – down 10.4%
 - Tdap – down **21.1%**
 - HPV – down **21.0%**
 - Meningococcal conjugate vaccine – down **17.4%**
- *Measles-containing vaccines are down by 21.3%*

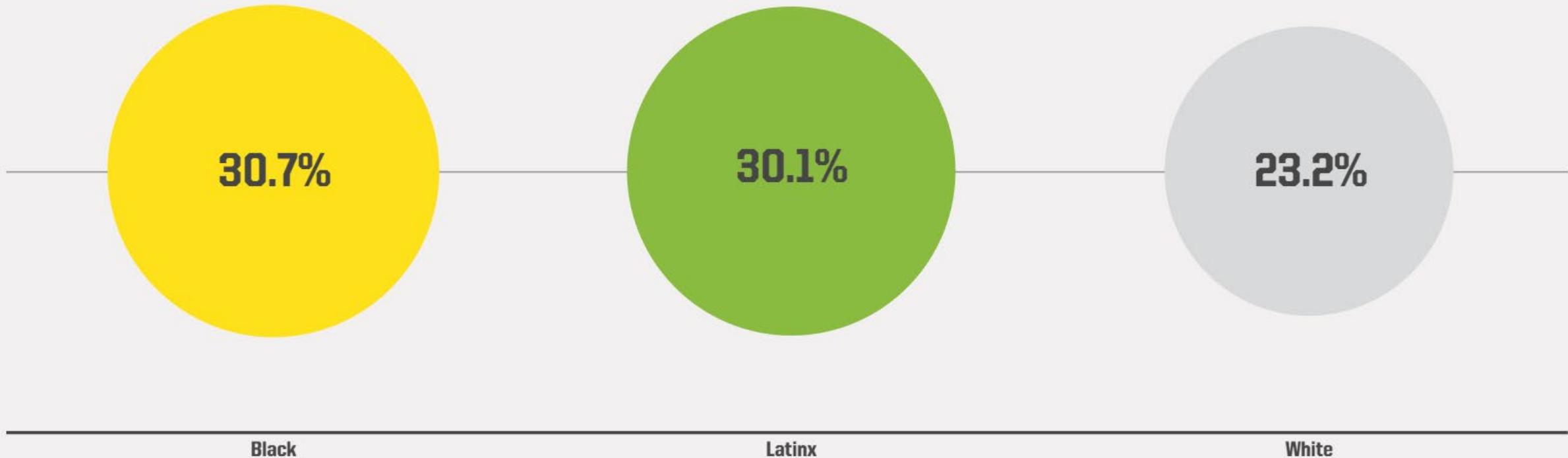
Influenza vaccination coverage among children is lower than last season, and disparities by race and ethnicity have widened



Through week ending January 2, 2021

% OF MISSED WELLNESS VISITS

Middle-upper income households



Share

Health (still) interrupted - WEEK 17

R

The need for catch-up vaccination is urgent as we plan for safe return to in-person school

- Many school-aged children missed recommended vaccines over the last year due to disruptions associated with COVID-19.
 - Especially concerning are gaps for measles vaccine and vaccines routinely recommended at 11-12 years of age
- Schools may not have focused on compliance with school vaccination requirements during the 2020-2021 school year.
- We don't know if or when a COVID-19 vaccine will be available for children, but if it is, we cannot count on being able to administer other vaccines simultaneously or within 2 weeks of COVID-19 vaccination.
- We need to get children caught up **now** on vaccine doses they missed so that they can safely return to in-person learning.

‘They got back to us’: How one school built trust and got reluctant parents to return



Third-grader Za'Quan Daniels, 9, celebrates a correct answer with social worker Alyce Hairston at Patterson Elementary School in Southwest Washington on Friday. (Evelyn Hockstein for The Washington Post)

“Many are unable to return because they lack the immunizations required to enter the buildings. Youth vaccinations have plummeted during the pandemic, and nurses at Patterson are working with these families to schedule appointments at a nearby clinic.”

Call to Action: Urgent Need for Catch-Up Vaccination

- Payors can:
 - Remind all families of the importance of recommended vaccines as children return to in-person school
 - Identify families whose children have missed doses and remind them to schedule appointments with their healthcare provider
- Encourage healthcare providers to
 - Identify children who are due or overdue for recommended vaccines and contact families to schedule appointments
 - Let families know what precautions are in place for safe delivery of in-person services
- Provide sample messaging and templates to healthcare providers for communication with families

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Questions

What Can Your Organization Do?

IMPLICATIONS OF APPROVAL OF COVID-19 VACCINE

FOR AGES 12 & OLDER

Currently, lack of data on safety and efficacy of COVID-19 vaccines given with other vaccines

- CDC recommends routine administration alone
- Minimum 14-day interval unless benefits of vaccination outweigh potential risks of vaccine coadministration



Possibility of a blackout for recommended vaccines during the usual back-to-school season.

THE TIME FOR ACTION IS NOW

Health plans have the ability to influence health systems, providers and parents.

We need your help to close the school-age vaccination gap from March to May.



Health plans can effectively close the vaccination care gap.



Immunizations for Adolescents

Proportion of adolescents who received recommended vaccines by their 13th birthday

Meningococcal
vaccine

Tdap vaccine

HPV vaccine

Combination Rate

Meningococcal, Tdap, and HPV vaccines

Start With Data

Immunizations for Adolescents
metric

Review last 12-24 months of
data

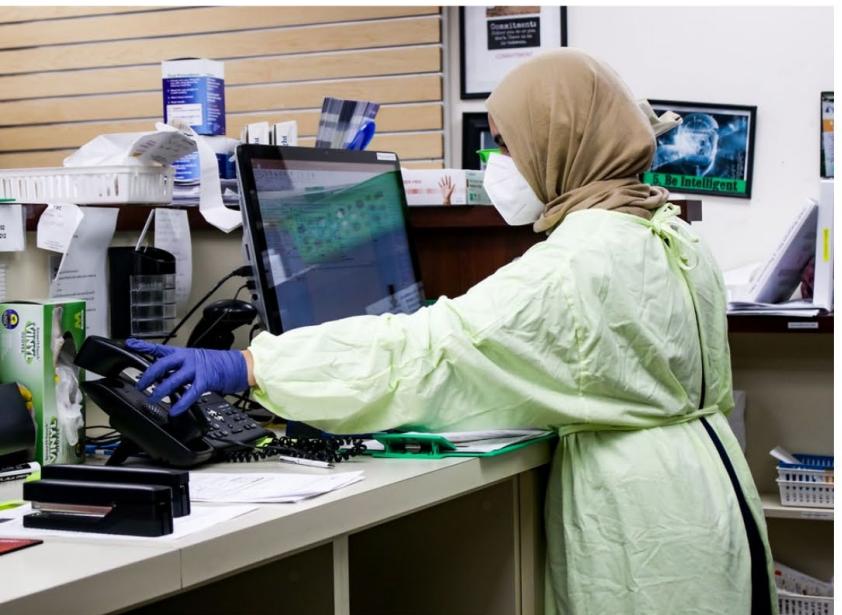
Assess by geography, age,
provider

Share data back with systems
and providers

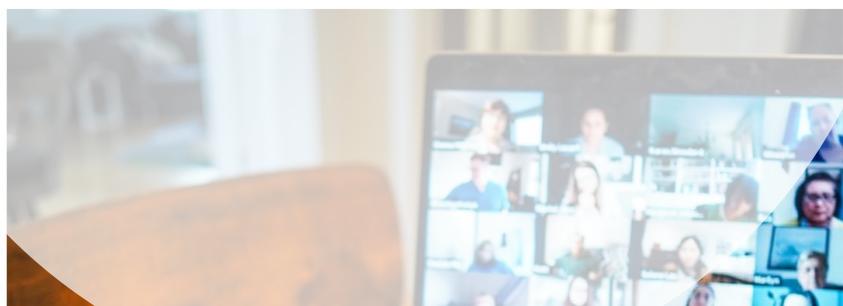
Consider vaccine registry
interoperability

Think about COVID vaccination
capture in immunization information
systems





Getting Adolescent Vaccination Back on Track



Core Components of a Payer Action Plan

What Can Your Organization Do?

Develop a Safe Return to School Immunization Action Plan

- March – May 2021
- Focus on ACIP-recommended adolescent vaccines (HPV, Meningococcal, Tdap)
- Review all opportunities to create consistent messaging and activation
 - Health Systems
 - Providers
 - Members/Parents



Activate a catch-up and early back-to-school vaccination plan from March to May 2021.

Develop a Safe Return to School Immunization Action Plan

- Communicate urgency of an early back to school immunization initiative
- Provide recognition and incentives
 - e.g.: Bonus payments for well-child visits through July 1st
- Increase vaccination opportunities & streamline the process



Other Resources for Health Systems & Providers

- Reminders on patients due for vaccinations
- Education and resources on effective communication strategies
 - Messaging templates
 - CME trainings
 - Collaboration with community organizations
 - Target education in high refusal hotspots



Activate Members and Parents

- Member/Parent Reminders
 - Member Portal
 - Email / Text Messages
 - Phone calls
 - Postcards
- Education Campaign(s)
 - Social media campaign
 - Back-to-School campaign
 - Catch-up campaign
 - Education prior to well child visits
- Address social determinants of health



Pandemic Life



SUCCESS!

Protecting Kids One Shot at a Time

STAY ON COURSE FOR BETTER HEALTH.

And get the preventive care your adolescent may need.

Life has been anything but normal lately. If you haven't been able to schedule a well adolescent visit and vaccination appointment for your child, let's get those back on track now. They're an important part in keeping your children healthy.

Why well adolescent visits are important.

Well adolescent visits are one of the best ways to keep your adolescent's health and development on track. During a wellness visit, your adolescent's weight and height are measured, growth and development checked, and other screenings completed. The appointment gives your provider the chance to detect potential health problems, as well as encourage positive health behaviors. It's also a time for you to ask any questions you may have about your adolescent's growth, development and progress.

Why vaccines are important.

One of the easiest and most important ways to help protect your adolescent from getting serious diseases is to make sure they stay up to date with their vaccines. Vaccines are given starting at birth to help protect children from many serious diseases.

Adolescent vaccines

- Meningococcal
- Human papillomavirus (HPV)

Booster vaccines

- Tdap, also known as tetanus, diphtheria and pertussis (whooping cough)



Tools & Resources

Health Plans Messaging Toolkit

VIDEOS

SOCIAL MEDIA

INFOGRAPHIC
ISSUES BRIEF

LETTER
TEMPLATES

MESSAGING

www.hpvroundtable.org/healthplans



MARCH 4TH WEBINAR FOR HEALTH PLANS

A SAFE RETURN TO IN-PERSON SCHOOLING:
AN URGENT CALL TO ACTION FOR HEALTH PLANS TO CLOSE THE ADOLESCENT VACCINATION CARE GAP

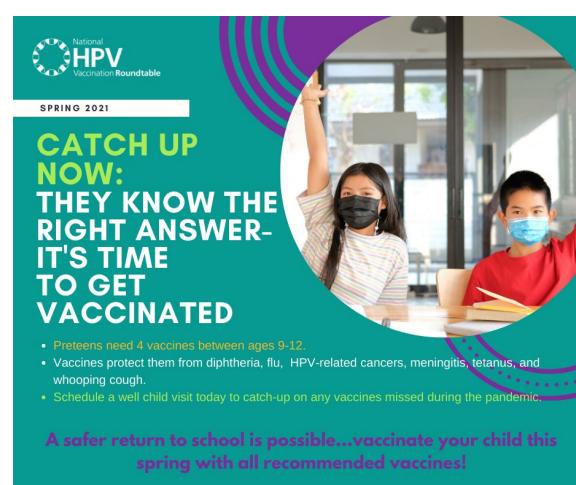
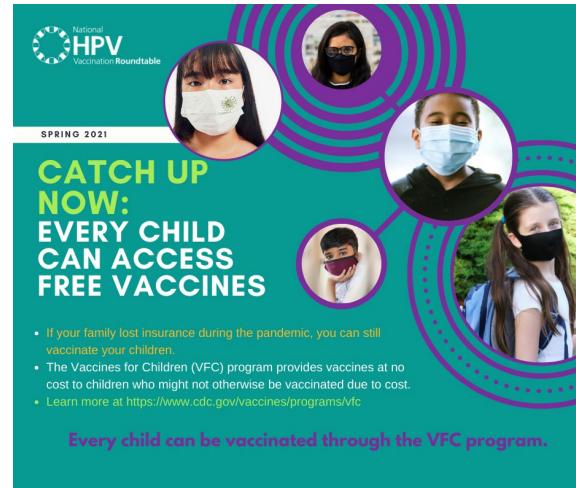
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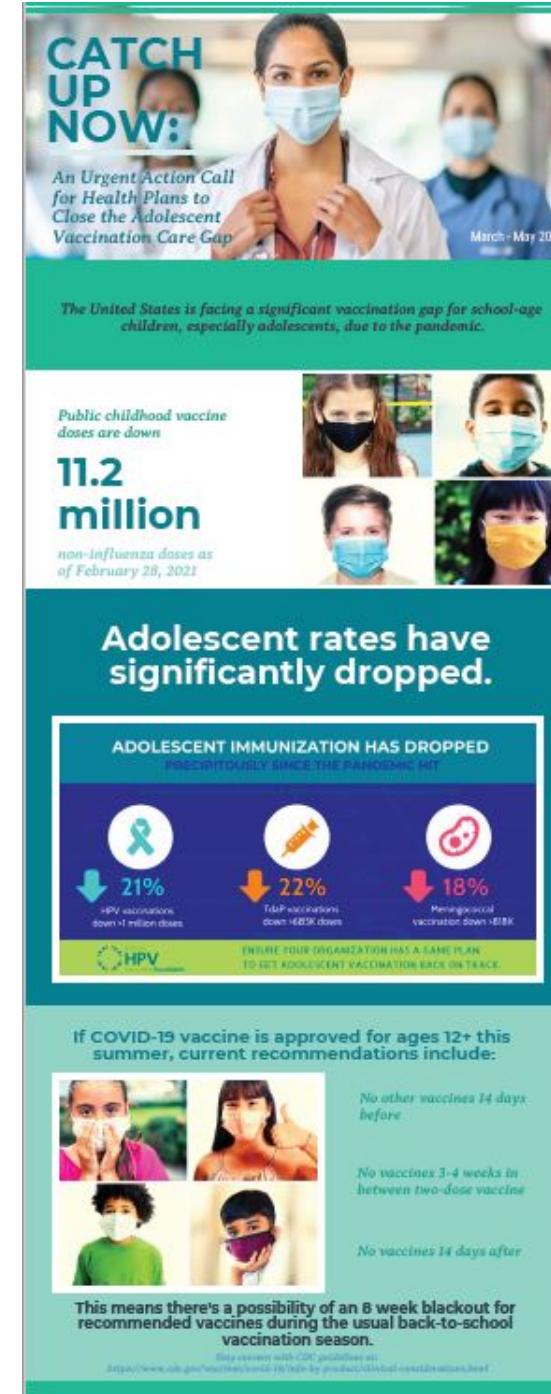
VIDEOS

<https://www.youtube.com/HPVRoundtableTV>

SOCIAL SHAREABLES



INFOGRAPHIC ISSUE BRIEF



CATCH UP NOW:
An Urgent Action Call
for Health Plans to
Close the Adolescent
Vaccination Care Gap
March - May 2021

The United States is facing a significant vaccination gap for school-age children, especially adolescents, due to the pandemic.

Public childhood vaccine doses are down

11.2 million
non-influenza doses as of February 28, 2021

Adolescent rates have significantly dropped.

ADOLESCENT IMMUNIZATION HAS DROPPED PRECIPITOUSLY SINCE THE PANDEMIC HIT

Vaccine	Drop	Reason
HPV	21%	HPV vaccinations down 1 million doses
TdP	22%	TdP vaccinations down 465K doses
Meningococcal	18%	Meningococcal vaccination down 18K

ENSURE YOUR IMMUNIZATION HAS A SAFE PLAN
TO GET ADOLESCENT VACCINATION BACK ON TRACK

If COVID-19 vaccine is approved for ages 12+ this summer, current recommendations include:

- No other vaccines 14 days before
- No vaccines 3-4 weeks in between two-dose vaccine
- No vaccines 14 days after

This means there's a possibility of an 8 week blackout for recommended vaccines during the usual back-to-school vaccination season.

Stay current with CDC guidelines at <https://www.cdc.gov/acip/covid-19-vaccines-by-product/covid-19-vaccines.html>

LETTER TEMPLATES

Sample Letter to Parents from Plans

Dreaming of a return to in-person schooling for your children or a summer family vacation?

Things are looking so much brighter in 2021. The rollout of COVID-19 vaccines is encouraging and will save lives. Vaccination has never been more important to protect our families and communities.

Now is the time to get your children caught up on routine immunizations they may have missed during the pandemic or are due for this year. It's time to call your pediatrician or family doctor's office to schedule a yearly checkup for your child.

In 2020, it was "stay home to stay safe". In 2021, clinics are safe, sanitized and socially distant. Medical offices have taken protective measures to make sure that visits can happen safely, including:

- scheduling sick visits and well-child visits during different times of the day
- asking patients to remain outside until it's time for their appointment to reduce the number of people in waiting rooms
- offering sick visits and well-child visits in different locations

A safer return to school means vaccinating your child/children this spring with all recommended vaccines. Preteens especially need to receive their recommended vaccines. Children ages 9 to 12 are due for 4 vaccines to protect against diphtheria, HPV-related cancers, meningitis, tetanus, and whooping cough.

Call to schedule a well child appointment today. For more information, visit [insert organization's website info].

Visiting your child's pediatrician or family doctor/provider is another way to keep your children safe from vaccine-preventable diseases. It protects your child, your family and your community.

Sample Letter from Health Plans to Health Systems/Providers

The United States faces a significant vaccination gap for school-age children, especially adolescents, due to the pandemic. Public childhood vaccine doses are down over 11 million doses for non-influenza doses as of late February 2021. NCOA posted a recent [blog](#) to draw national attention to the brewing crisis.

We are calling upon our members to take swift and decisive action to bring in school-age children between March and May of 2021 to catch up on missed vaccinations and provide newly due vaccines.

Vaccine rates for younger children are down 5-10%, but public sector doses for adolescents are down 17-21% according to the CDC. Considering that preteens ages 9-12 are due for four vaccines, it is crucial that we continue to provide protection against all vaccine-preventable diseases.

The urgency for action is also propelled by an emerging challenge. Should the COVID-19 vaccines be approved for children as young as 12 years old, as anticipated this summer, we face the possibility of an [6-8 week](#) blackout period during the usual back-to-school vaccination season. Why? Current [CDC guidance](#) on provision of COVID-19 vaccines to ages 16 and older notes that no other vaccines should be provided two weeks before or after the series.

Please join us in activating your health system, patients, and the public to schedule their adolescent well child visits between now and the end of May.

Actions You Can Take:

- Communicate to families about
 - office safety measures
 - availability of appointments
 - importance of annual well child visits and immunizations
- Enact patient reminder/recall efforts
 - pull overdue patient lists
 - pull newly due patient lists
 - proactively outreach to patients via multi-pronged communication channels
- Recommend all [ACIP-recommended vaccines](#) at every visit

You are a trusted source of care to your patients. For more information on these efforts, consult [insert weblinks to resources to share]. In addition, the National HPV Vaccination Roundtable has resources available [here](#).



MESSAGING FOR CATCH-UP PRETEEN VACCINATION SPRING 2021

*A Safe Return to In-Person Schooling:
An Urgent Call to Action for Health Plans to Close the
Adolescent Vaccination Care Gap*

SAMPLE SOCIAL MEDIA MESSAGES

THEME	MESSAGE
PROTECTION	<ul style="list-style-type: none">Protect your preteen—get their vaccines. The pandemic caused many families to cancel doctors' visits. Now is the time to catch-up on recommended vaccines against 4 vaccines recommended for preteens ages 9-12. Call the clinic to schedule an appointment today.Catch up now—get your preteen vaccinated. Your preteen needs a yearly well child visit and may have missed recommended vaccines during the pandemic. Get scheduled now before they can get the COVID-19 vaccine.Protect your family...get your school age kids in for their recommended vaccines. Call your health care provider to schedule immunization visits this spring. Learn more about childhood vaccination from the CDC.Four preteen vaccines protect against six diseases. Protect your preteen...get them caught up on their recommended vaccines this spring.Parents of Preteens: You have the power to prevent HPV-related cancers, flu and meningitis with routine vaccines. Get your preteen caught up on their vaccinations. Call us to schedule a yearly check-up.One and done: the dTaP vaccine prevents diphtheria, tetanus and whooping cough in preteens. Make sure your child is up to date on this vaccine and the 3 others that prevent HPV-related cancers, flu and meningitis. Call today to schedule your child's visit.HASHTAGS: #4preteenvaccines, #vaccinecatchup, #protectyourpreteen, #wellchildvisit
SAFETY	<ul style="list-style-type: none">The doctor/nurse/nurse practitioner/ physician assistant is ready to see your preteen. Safety measures are in place in the clinic to keep patients safe. Come in this spring to catch up on preteen vaccines.



- Safe, sanitized and socially distant...our clinic is ready for your preteen visits. Clinic staff have worked hard to make it safe for patients to come in for routine care. Preteens need 4 vaccines between ages 9-12. Call us to schedule their annual visit.
- In 2020, we told you to stay home to stay safe. In 2021, we are ready to catch up all your kids on their recommended vaccinations. Make your appointment today.
- HASHTAGS: [#patientscomefirst](#), [#safetocomein](#), [#preteenvaccines](#)

SAFE RETURN TO SCHOOL

- A safer return to school means vaccinating your child/children this spring with all recommended vaccines. Make an appointment today with your provider.
- Stay safe and vaccinate: a return to in-person school is even safer when all children are fully vaccinated. Get your preteen covered with all recommended vaccines from ages 9-12.
- A safe return to middle school means catching up our kiddos on any missed vaccines. Call your doctor's office to schedule your preteens annual well child visit.
- Mask? Check. Socially distant? Check. Vaccinated with the 4 vaccines recommended for preteens? Call today to schedule your child's visit to make sure they are ready to return to in-person learning.
- HASHTAGS: [#fullyvaccinated](#), [#4preteenvaccines](#), [#communityimmunity](#), [#vaccinecatchup](#)

CHANGING INSURANCE STATUS

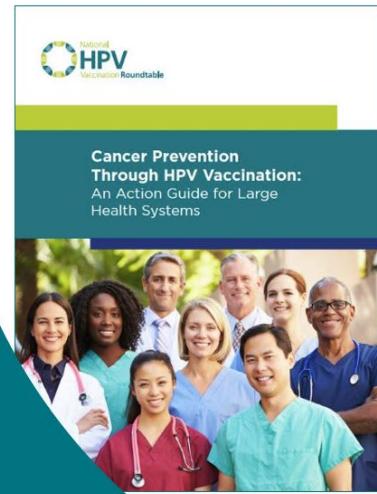
- Every kid can access free vaccines if they have no insurance or are underinsured. The Vaccines for Children program is here to help. Find out more from the [CDC](#).
- If your family's insurance status is changing, your children can still receive routine vaccines through the Vaccines for Children program. Learn more [here](#).
- Hashtags: #VFC, [#vaccinesforeverykid](#), [#communityimmunity](#)

MESSAGING CONTENT

HEALTH SYSTEM RESOURCES



HPV Vaccination The How For Large Health Systems



Health System Showcase

SPOTLIGHT ON
Kelsey-Seybold Clinic
Houston, TX

Kelsey-Seybold Clinic
Changing the way health care is.

The image shows the exterior of a modern, multi-story medical building with a glass facade and a circular driveway in front. The building is identified as KELSEY-SEYBOLD.

Overview

- In 2013, leaders at Kelsey-Seybold realized that HPV vaccination rates were not on par with other childhood vaccination rates.
- Dr. Melanie Mouzoon, a pediatrician charged with leading quality improvement initiatives for adolescent immunization, took steps with the Quality Improvement (QI) department to collaborate with department chairs in ob/gyn, pediatrics, family medicine, internal medicine and oncology to improve physician recommendations for HPV vaccination and immunization rates.
- Over the past five years, Kelsey-Seybold's HPV initiation rates for 12-year-olds have increased from 49% to 67% and series completion rates increased from 27.3% to 54%. Kelsey-Seybold accomplished this while their patient population of 13-18-year-olds more than doubled in size.

<https://hpvroundtable.org/get-involved/health-systems>

HPV ROUNDTABLE RESOURCE LIBRARY

hpvroundtable.org/resource-library/

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Resource Library



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 Clinicians
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 EHR/IIS
 Health Plans
 Health Professionals
 Health Systems

The National HPV Vaccination Roundtable's 2021 Action Plan
This is our third annual action plan to lay out 2020 accomplishments and 2021 priorities. Includes a list of key events with hyperlinks. Released in Jan. 2021.
Organization: The National HPV Vaccination Roundtable
[View This Resource](#) HPV Roundtable Product

HPV Issue Brief- Wisconsin
Released in Jan. 2021, the [Wisconsin Cancer Collaborative](#) has an issue brief on *HPV-Related Cancers and Vaccination Coverage in Wisconsin*.
Organization: Wisconsin Cancer Collaborative
[View This Resource](#)

Screening & HPV Vaccination Guidance During COVID-19
ACS has released a new toolkit on *Cancer Screening During COVID-19*. This includes screening guidance for breast, cervical,

hpvroundtable.org/resource-library/

Time to Innovate!

CALL TO ACTION

1. Prioritize adolescent immunization NOW to move up back-to-school vaccination to March-May
2. Develop a multi-pronged action plan to activate plans, health systems, providers, and parents
3. Access and use the tools & resources to activate your members @ www.hpvroundtable.org/healthplans



FOLLOW UP

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