

## **PRETEEN VACCINE WEEK 2019: SOCIAL MEDIA MESSAGES and sample e-mail signature lines—**

These social media messages are designed for coalitions, groups, individuals and other immunization stakeholders to use in their educational efforts during **Preteen Vaccine Week, March 3-9, 2019**. Partners may also use them to craft content for other communications, including websites, emails and newsletters.

**Twitter Messages** —(All are 280 characters and spaces or less, as per Twitter guidelines. Also, the “#PreteenVax #ProtectOurPreteens” texts in each tweet are called hashtags and are used in Twitter to find all posts containing the text—and can be used in Facebook posts as well. CDPH will use these hashtags to help track social media activity.)

- All incoming 7th graders need proof of a Tdap vaccine and two doses of chickenpox vaccine before starting school. Don't let your preteen miss class. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- HPV vaccine is cancer prevention. Protect your preteen today. Learn more: [www.sdiz.org](http://www.sdiz.org). #PreteenVax #ProtectOurPreteens
- You can't be by your preteen's side every minute. Immunizing your child is one way to ensure they are protected from dangerous diseases now and for the years ahead. #PreteenVax #ProtectOurPreteens
- Shots: Not just for babies. Make sure your 11- and 12-year-olds get recommended vaccines. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- If there were a vaccine for cancer, wouldn't you get it for your kids? #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- Protect your preteen against cancer with HPV vaccine before they can become infected. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- PROTECT their health now for the years ahead. Immunize your preteens today! #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- Beat the rush. Get your preteen's back-to-school vaccines now: [www.ShotsForSchool.org](http://www.ShotsForSchool.org) #PreteenVax #ProtectOurPreteens
- Studies show the immune system responds more strongly to HPV vaccine at age 11 or 12 years. Protect your preteen now! #PreteenVax #ProtectOurPreteens [sdiz.org](http://sdiz.org)
- More throat and mouth cancers are caused by HPV than smoking - Vaccinate your 11- and 12-year-olds TODAY. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- Make time in your busy schedule to vaccinate your preteen. Schedule a preteen doctor visit today! #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- All 11- & 12-year olds should have 1 dose of meningococcal vaccine. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)

- Preteens need vaccines to prevent serious diseases. Are your kids protected? #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
- What is your preteen's favorite thing to do? Bet it's not getting sick! That's why getting her shots are so important. A shot may sting a little, but it will help your preteen stay healthy, so she can do the things she loves. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)

## Facebook Messages

1. Did you know that the federal [Advisory Committee on Immunization Practices \(ACIP\)](#) currently [recommends that 11 and 12 year olds receive](#) HPV, Tdap, meningococcal, and seasonal flu vaccines. Some preteens may also need to catch-up on other immunizations, including chickenpox (many don't have their 2nd dose), MMR (measles, mumps, rubella), and hepatitis B. In California, a Tdap booster shot and two shots of chickenpox vaccine are now required before 7th grade. Ask your child's doctor about it during your next visit. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
2. Preteen Vaccine Week, March 3-9, is a reminder that preteens need vaccines to protect them against serious diseases, like meningococcal disease and Human papillomavirus (HPV) which can cause cancer. Talk to your child's doctor about these vaccines and ask about others your preteen may need. Learn more at [www.sdiz.org](http://www.sdiz.org) #PreteenVax #ProtectOurPreteens
3. Did you know that protection from the whooping cough vaccine fades over time? Preteens who aren't vaccinated can get and spread whooping cough to friends, family, and other members of the community. Whooping cough can be deadly for babies. The whooping cough vaccine is required for entry into 7<sup>th</sup> grade. Call your doctor to schedule your preteen's appointment today. #PreteenVax #ProtectOurPreteens
4. Talk to your children's doctor about HPV vaccine, which is recommended for both boys and girls at age 11 or 12 because it works best before infection with the virus. Studies also show that the body's immune system responds more strongly to the vaccine at age 11 or 12 than later. That's why it's better not to wait to vaccinate. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
5. Whooping cough (pertussis) is a contagious disease that can be very serious. It can cause severe coughing spells that lead to vomiting or broken ribs. Preteens suffering from whooping cough can be hospitalized and miss weeks of school. More than 300 confirmed cases of pertussis were reported in San Diego County in 2018.

Talk to your preteen's doctor about the Tdap vaccine, which helps protect against pertussis. Your child will need proof of vaccination with the Tdap vaccine (as well as proof of two shots of chickenpox vaccine) before entering 7<sup>th</sup> grade. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)

For true stories of real people affected by whooping cough, see [this web page](#).

6. Help keep your preteens healthy and safe. Vaccines can help prevent serious diseases like HPV, whooping cough and meningitis. There are vaccines specifically recommended for preteens. Don't wait – make their next doctor's appointment today. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)

7. Sometimes all it takes is a few missed days for a student to fall behind in school. The flu or chickenpox can keep them home for over a week, and whooping cough can last for months! Schedule an appointment today to get your preteen the recommended vaccines they need to succeed! #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)
8. Influenza season can last into the spring, so it's not too late to get flu vaccine—for your preteen, yourself *and* the rest of your family. Anyone, young or old, healthy or not, can get the flu, and the disease can lead to serious complications like pneumonia. It can even be fatal.

You can watch true stories of people whose lives were affected by influenza [here](#). For more flu immunization information, visit [www.sdiz.org](http://www.sdiz.org). #PreteenVax #ProtectOurPreteens

9. 1 in 10 people who get meningitis disease will die from it, even if they get treatment. Those who survive may be left with a permanent disability, such as loss of a limb or nervous system damage. It is a serious, dangerous disease, but luckily there is a way to prevent it. Talk to your doctor about scheduling your preteen's recommended vaccines, including the one that protects against meningitis. #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)

Find true stories of real people affected by meningococcal disease [here](#).

10. Chickenpox may make little kids miserable, but it is especially dangerous for adolescents and adults. The older you are when you catch it, the greater the risk of dangerous complications. If your preteen has not had chickenpox disease or the vaccine, they are at risk. And they will now need proof of two shots of chickenpox vaccine in order to enter 7<sup>th</sup> grade. Protect them by scheduling their preteen vaccine appointment today! #PreteenVax #ProtectOurPreteens [www.sdiz.org](http://www.sdiz.org)

**Sample E-mail Signature Lines** (*These signature lines can be used in email messages during Preteen Vaccine Week, March 3-9, 2019.*)

HPV Vaccine is Cancer Prevention: Protect your preteens today!  
*Preteen Vaccine Week (March 3-9, 2019)*

Are your kids protected from HPV, whooping cough, tetanus and other serious diseases?  
*Preteen Vaccine Week (March 3-9, 2019)*

Preteens need proof of pertussis and chickenpox vaccines to enter 7<sup>th</sup> grade. Check with your preteens' doctor.  
*Preteen Vaccine Week (March 3-9, 2019)*

Preteens need shots to prevent serious diseases. Protect their health for the years ahead.  
*Preteen Vaccine Week (March 3-9, 2019)*

Shots are not just for babies. Make sure your preteen is protected against serious diseases.  
*Preteen Vaccine Week (March 3-9, 2019)*