

PRESS RELEASE TEMPLATE FOR PARTNER OUTREACH

FOR IMMEDIATE RELEASE
August [INSERT DAY], 2020

Contact: [INSERT NAME]
[INSERT PHONE #]
[INSERT EMAIL]

[INSERT NAME OF ORGANIZATION] Urges Catch-Up Vaccination during National Immunization Month Awareness Month in August

In support of this year’s National Immunization Awareness Month activities this August, [INSERT NAME OF ORGANIZATION] is joining a national effort, “Catch-Up to Get Ahead” to address the alarming declines in routine childhood immunization that happened as a result of the COVID-19 pandemic. Vaccines are essential in protecting your child and family members from a number of serious diseases including measles, meningitis, and whooping cough. This August, we will support families in our community to catch-up children up on their recommended vaccines.

Children and young adults are usually required to receive vaccines before entering day care, elementary, middle or high school, and college. To make sure they are caught up on the vaccinations before they start school, [INSERT NAME OF ORGANIZATION] will identify children who are behind on routine vaccinations and actively encourage timely catch-up. Part of this effort will include reassuring parents that [INSERT NAME OF ORGANIZATION] has taken the necessary precautions to protect everyone from COVID-19. “Talking time to listen to parents and understand their specific concerns can build trust and increase the odds that they will bring in their children for vaccinations,” said [INSERT NAME], [INSERT TITLE].

It is now more important than ever to assess vaccination status at every medical visit, and to administer routinely recommended vaccines. “By making sure we’re not delaying vaccinations due to COVID-19, we can keep kids and their families safe from many serious diseases,” said [INSERT NAME], [INSERT TITLE].

[FOR THOSE WITH EXTENDED HOURS] Parents who have not been able to make appointments can take advantage of extended hours at [INSERT CLINIC NAME] for vaccinations for their children. The new hours will take place from [INSERT TIMES] on [INSERT DAY OR DAYS] or by appointment. You can schedule an appointment by [INSERT INSTRUCTIONS].

For more information about vaccines and vaccine-preventable diseases, visit [Vaccines.gov](https://www.vaccines.gov). For more information about [INSERT NAME OF ORGANIZATION], visit [INSERT WEBSITE NAME AND LINK].

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