

Special Bulletin

For professional providers

April 17, 2024

National Infant Immunization Week is April 22-29

National Infant Immunization Week highlights the importance of protecting children 2 years and younger from vaccine-preventable diseases.

The Centers for Disease Control and Prevention (CDC) and the American Academy of Pediatrics (AAP) recommend that children stay on track with their well-child appointments and routine vaccinations.

In recent years, there have been outbreaks of measles, mumps, whooping cough, and other vaccine-preventable diseases in the United States. On-time vaccination is critical to provide protection against these potentially life-threatening diseases.

Informing and Educating Parents

The CDC recommends the [following communication strategies](#) on how to talk to parents regarding their child's vaccinations:

- **Assume Parents Will Vaccinate** – State which vaccines the child needs to receive.
- **Give Your Strong Recommendation** – If parents express concerns, then share your strong vaccine recommendation.
- **Listen to and Respond to Parents' Questions** – Seek to understand parents' concerns and provide requested information.

If parents are hesitant to vaccinate their child, point them to the CDC's [Making the Vaccine Decision: Addressing Common Concerns](#) webpage, which promotes the safety and effectiveness of vaccines.

Highmark Resources

The Provider Resource Center (PRC) has the following free educational resources on childhood immunization and preventive health available:

- Childhood Immunization Brochure and Schedule
- Childhood Immunization Flyer
- Preventive Health Reminder Poster

To access these resources, go to the PRC, select **EDUCATION/MANUALS** from the left menu, and then click **Educational Resources – Member And Provider**.

To order free copies of the educational resources for your practice, go to the PRC > **EDUCATION/MANUALS > Inventory Request Form > Select Printable Item**. Click the down arrow and then select the items you wish to order. Complete the form and click the **ADD TO ORDER** button.

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