

FREE Immunization Resources for WIC Staff



Routine childhood vaccines aren't as routine as they used to be.

Disparities in routine childhood vaccination coverage levels have worsened since the onset of the COVID-19 pandemic among children living in poverty and rural areas. Children living below the poverty level have **significantly lower** vaccination coverage than children living at or above the poverty level. Recent measles outbreaks in the U.S. underscore that under- and unvaccinated children are at risk for serious illness, and children from families with low incomes, like those served by WIC, are at a greater risk for these vaccine preventable diseases.

You can make a difference by using the **FREE** resources described below to take action to encourage parents to keep their children healthy by staying up to date with recommended routine vaccinations.



CDC's Let's RISE materials can help WIC staff...

- Share facts about vaccines and answer the question "Why Vaccinate?"
- Respond to common questions or concerns from parents about their child's immunizations
- Learn the importance of strong vaccine recommendations
- Know when and where to refer a child for free vaccines, and view the most up to date vaccine schedule

The free Online Early Care Partner Vaccination Toolkit provides actionable, downloadable, adaptable resources that you can use in your WIC clinics to support strengthening vaccination coverage among young children including

- Engaging graphics (posters, flyers, bookmarks, stickers) that you can hang on walls of the clinic or handout to familiarize families with childhood vaccination in a fun and friendly way
- Parent handouts with facts and answers to frequently asked questions about childhood vaccines and where families can find additional reliable sources of information
- Reminders (sample letters and postcards) that can be shared with families whose children are behind on routine childhood vaccinations
- Tips to guide a brief discussion and answer parent questions about childhood immunizations, and
- Vaccine locator to refer eligible children for free vaccines



Materials are available in English and Spanish and some in other languages. In fewer than 5 minutes, WIC staff can use **FREE** and trusted resources from CDC to let parents know which vaccines their children are due for, strengthen vaccine confidence, and make strong recommendations and timely referrals. Find the free resources and more at CDC's **Let's RISE** webpage: www.cdc.gov/vaccines/partners/routine-immunizations-lets-rise.html

Free Online Early Care Partner Vaccination Toolkit

