



# CALL TO ACTION

## Providers Critical Role:

Childhood vaccinations have significantly declined this year due to the pandemic. Parents nationwide have cancelled pediatric check-ups and as a result, vaccine doses distributed to Providers has dropped by 50%. The avoidable suffering and death caused by children missing out on routine immunizations could be far greater than COVID-19.<sup>1</sup> As Primary Care Providers, you play a *critical role* in educating parents about the importance of childhood immunizations. We encourage your office to reach out to members who are overdue on childhood immunizations to discuss their options.

## How Can You Help?

- Share your office's COVID-19 protocols to ease parental concerns and decrease apprehension. Post the information on your website so parents will know their concerns are being addressed.
- Review your records to ensure your patients are up to date on all vaccinations
- Reach out to patients who are behind on their vaccines to schedule an appointment
- Discuss the importance of early childhood vaccines with parents
- Share [material](#) with parents that give solid evidence for the efficacy and safety of vaccines
- Register for [ImmTrac2](#), see how keeping up with vaccine records is now easier than ever

## Resources:

Reference and review the [BCBSTX Preventive Care Guidelines \(PCGs\)](#), [Clinical Practice Guidelines \(CPGs\)](#) and [THSteps for Medical Providers](#) which includes all current vaccine schedules [ImmTrac2](#), and other important guidance for treating your patients.

<sup>1</sup>Blue Cross Blue Shield of Texas (2020). *Childhood Immunization Rates Fall Amidst Pandemic Fears*. Retrieved October 5, 2020 from [https://www.bcbstx.com/provider/news/2020\\_09\\_18.html](https://www.bcbstx.com/provider/news/2020_09_18.html)

Centers for Disease Control and Prevention (2020). *Toolkit for reaching parents and patients*. Retrieved October 6, 2020, from <https://www.cdc.gov/vaccines/events/niam/parents/communication-toolkit.html>

 By clicking this link, you will go to a new website/app ("site"). This new site may be offered by a vendor or an independent third party. The site may also contain non-Medicare related information. In addition, some sites may require you to agree to their terms of use and privacy policy.