



E-mail/ Newsletter communication to staff.

April is Childhood Wellness and Immunization Month at Sea Mar Community Health Centers

Each year, thousands of children become ill from diseases that could have been prevented by getting their childhood immunizations. Countless more miss time from day care and school because they are under-immunized or inappropriately immunized. In addition, chronic conditions can be identified earlier when a child is brought in for their wellness exams. Being able to obtain resources early on can have lifelong benefits.

During the month of April, Sea Mar Community Health Centers will observe Childhood Wellness and National Infant Immunization Week (NIIW) April 16-23. NIIW is an initiative designed by the CDC to raise awareness about the importance of childhood immunizations. Throughout the month of April, Sea Mar will disseminate messages across Sea Mar media outlets (newsletters, social media and radio) to promote well-child visits and vaccinations for children.

Help us promote it!

Healthcare professionals like you are an important reason why we can celebrate high infant immunization rates in this country. According to a national poll conducted by CDC in 2014, a doctor's recommendation was the #1 reason that parents made sure their child got all of the recommended vaccines.

This is a great opportunity for Sea Mar staff—including physicians, nurses, and receptionists—to show parents that our practice strongly supports well-child check-ups and vaccinations. It's also a good chance to let parents know that on-time vaccination is the norm, despite what they might hear in the media.

To help communicate about well-child visits and vaccine-preventable diseases, visit the [Health Campaigns SharePoint page](#).

This article will be published in the hands-on Healthcare newsletters, and will be disseminated to the media.

Word count: 576

Nurses Essential in Easing Parental Concerns about Vaccination

Parents consider health care professionals one of the most trusted sources in answering questions and addressing concerns about their child's health. A recent survey on parents' attitudes, knowledge, and behaviors regarding vaccines for young children — including vaccine safety and trust — found that 82% of parents cited their child's health care professional as one of their top 3 trusted sources of vaccine information. With so many parents relying on the advice of health care professionals about vaccines, a nurse's recommendation plays a key role in guiding parents' vaccination decisions.

“A nurse's expertise, knowledge, and advice are vital in creating a safe and trusted environment for discussing childhood immunizations,” said Virginia Ramos, Clinical Care Team Manager/ Infection Control Nurse at Sea Mar Community Health Centers. “How you communicate with parents during routine pediatric visits is critical for fostering parental confidence in the decision to vaccinate their children.”

The survey also found that 71 percent of parents were confident or very confident in the safety of routine childhood immunizations, although parents' most common question is what side effects they should look for after vaccination. Twenty-five percent are concerned that children get too many vaccines in one doctor's visit and 16 percent of survey participants are concerned that vaccines may cause autism.

Reinforcing vaccine safety messages can go a long way towards assuring parents that they are doing the best thing for their children. One of the best ways you can establish trust with parents is by asking open-ended questions to help identify and address concerns they may have about vaccines. Also, restate their questions and acknowledge concerns with empathy. Make sure to address questions or concerns by tailoring responses to the level of detail the parent is looking for. Some parents may be prepared for a fairly high level of detail about vaccines—how they work and the diseases they prevent—while others may be overwhelmed by too much science and may respond better to a personal example of a patient you've seen with a vaccine-preventable disease. A strong recommendation from you as a nurse can also make parents feel comfortable with their decision to vaccinate.

For all parents, it's important to address the risks of the diseases that vaccines prevent. It's also imperative to acknowledge the risks associated with vaccines. Parents are seeking balanced information. Never state that vaccines are risk-free and always discuss the known side effects caused by vaccines.

If a parent chooses not to vaccinate, keep the lines of communication open and revisit their decision at a future visit. Make sure parents are aware of the risks and responsibilities they need to take on, such as informing schools and child care facilities that their child is not immunized, and being careful to stay aware of any disease outbreaks that occur in their communities. If you build a trusting relationship over time with parents, they may reconsider their vaccination decision.

To help communicate about vaccine-preventable diseases, vaccines, and vaccine safety, the Centers for Disease Control and Prevention (CDC), the American Academy of Family Physicians (AAFP), and the American Academy of Pediatrics (AAP) have partnered to develop *Provider Resources for Vaccine Conversations with Parents*. These materials include vaccine safety information, fact sheets on vaccines and vaccine-preventable diseases, and strategies for successful vaccine conversations with parents. They are free and available online at <http://www.cdc.gov/vaccines/hcp/conversations/>.

April Content Calendar Child Wellness / Immunizations

The primary audiences for campaign are:
 (1) parents and caregivers of children
 (2) Sea Mar staff

Date	Facebook	Twitter	Radio Live mentions
Child Wellness Developmental Milestones			
Monday, April 04, 2016	Did you know that there are certain things a doctor looks for at each stage of your infant and child's growth? It is also very important to pay attention to how they play with other kids, how they speak, and move. Your child's health is important, to schedule an appointment with your doctor visit our page at www.SeaMar.org and choose a clinic near you. [attach factsheet]	Did you know that there are certain things a doctor looks for at each stage of your infant and child's growth? It is also very important to pay attention to how they play with other kids, how they speak, and move.	Message #1: Usted conoce a su hijo mejor que nadie. Si está preocupado acerca del desarrollo de su hijo, consulte a su doctor y pida que le haga una evaluación del desarrollo a su hijo. Para obtener más información, visite www.seamar.org para programar una cita con su doctor. ¡No espere! ¡Tomar medidas en las etapas tempranas puede ayudar mucho!
Tuesday, April 05, 2016	Know your child's developmental milestones. Click here: http://1.usa.gov/1op7JaI	Know your child's #developmentalmilestones #earlydiagnosis #earlyinterventions #betteroutcomes http://1.usa.gov/1op7JaI	Message #2: Todos los niños pequeños necesitan evaluaciones del desarrollo. Para obtener más información, visite www.seamar.org para programar una cita con su doctor. ¡No espere! ¡Tomar medidas en las etapas tempranas puede ayudar mucho!
Wednesday, April 06, 2016	[Infographic with the following information] Act early by talking to your child's doctor if your child: <ul style="list-style-type: none"> • Doesn't respond to loud sounds • Doesn't watch things as they move • Doesn't smile at people • Doesn't bring hands to mouth • Can't hold head up when pushing up when on tummy Your child's health is important, to schedule an appointment with your doctor visit our page at www.SeaMar.org and choose a clinic near you.	[Infographic with the following information] Act early by talking to your child's doctor if your child: <ul style="list-style-type: none"> • Doesn't respond to loud sounds • Doesn't watch things as they move • Doesn't smile at people • Doesn't bring hands to mouth • Can't hold head up when pushing up when on tummy Your child's health is important, to schedule an appointment with your doctor visit our page at www.SeaMar.org and choose a clinic near you.	
Thursday, April 07, 2016			
Friday, April 08, 2016	If you're concerned about your child's development, don't wait. Acting early can make a big difference! http://1.usa.gov/1TIR6d9	If you're concerned about your child's development, don't wait. Acting early can make a big difference! http://1.usa.gov/1TIR6d9	
Childhood obesity			
Monday, April 11, 2016	Marra farms post and pictures with a spin in childhood obesity	Marra farms post and pictures	Message #1 Ojo, el número de jóvenes con sobrepeso se ha duplicado en los últimos 20 años, una cifra muy alarmante. Como podemos prevenir el sobrepeso en nuestro hijos? Ustedes como padres de familia, son ustedes quienes marcan la diferencia en lo que pueden pensar o hacer sus niños. Ellos los respetan y los admiran como un modelo de buen ejemplo. Si usted come alimentos sanos y realiza actividades físicas, eso le abre la posibilidad de poder ayudar a sus hijos para que también sepan elegir y tomar buenas decisiones.
Tuesday, April 12, 2016	Does your child like to eat breakfast twice? It may help fight against #ChildhoodObesity. http://n.pr/1RcnDAS	Does your child like to eat breakfast twice? It may help fight against #ChildhoodObesity. http://n.pr/1RcnDAS	
Wednesday, April 13, 2016	We're part of the solution for #childhoodobesity. Check out our South Park Youth Soccer post [pending from Sarah Detzer]	We're part of the solution for #childhoodobesity. Check out our South Park Youth Soccer post [pending from Sarah Detzer]	
Thursday, April 14, 2016	We're part of the solution for #childhoodobesity. Boxing club post and pictures	We're part of the solution for #childhoodobesity. Boxing club post and pictures	Message #2 ¿Sabía usted que beber solo una botella de 20 onzas de bebida azucarada al día puede ocasionar un aumento de 25 libras adicionales de peso al año? Message #3

Friday, April 15, 2016	Study finds 200 ml fruit juice= total daily sugar amount for kids. #nutrition #ChildhoodObesity http://bit.ly/22HGnQ4	Study finds 200 ml fruit juice= total daily sugar amount for kids. #nutrition #ChildhoodObesity http://bit.ly/22HGnQ4	¿Qué cantidad de actividad física necesita mi hijo? Los niños mayores de 6 años de edad necesitan al menos 60 minutos de actividad física diariamente. No es necesario que lo hagan todo de una sola vez. Se puede hacer durante el día en períodos más cortos de actividad.
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National Infant Immunization Week (NIIW) April 16-23

Monday, April 18, 2016	Do you know if your child has had all of their vaccines for their age? Quickly see when your child needs each vaccine, so you can stay on schedule and make sure your baby is protected against 14 serious diseases by age two. Schedule an appointment with your doctor visit our page at www.SeaMar.org and choose a clinic near you.	Have you ever wondered how vaccines protect your child against diseases? #NIIW Get the facts about vaccines! http://go.usa.gov/4mc3	<p>Message #1 La vacunación es una de las mejores maneras en que los padres pueden proteger a sus bebés contra 14 enfermedades infantiles graves antes de los 2 años. ¿Está al corriente con las vacunas de sus hijos? Para encontrar la clínica más cercana a usted visite www.seamar.org</p> <p>Message #2 Vacunar a su bebé según el calendario de vacunación recomendado le da la mejor protección contra 14 enfermedades infantiles graves, como el sarampión y la tosferina, antes de cumplir los dos años. ¿Está al corriente con las vacunas de sus hijos? Para encontrar la clínica más cercana a usted visite www.seamar.org</p>
Tuesday, April 19, 2016	Has your child missed one or more of his shots? It's not too late to catch up! Use this tool to make sure your child is fully protected. Schedule an appointment with your doctor visit our page at www.SeaMar.org and choose a clinic near you. [insert digital image]	Has your child missed one or more of his shots? It's not too late to catch up! Use this tool to make sure your child is fully protected. Visit our website: http://bit.ly/1VWfO4p	
Wednesday, April 20, 2016			
Thursday, April 21, 2016	Your baby's well-child visits can be stressful for you and your child, but there are ways to make them go easier. [insert infographic]	Shots can be stressful. Learn how to comfort your baby when she gets one. #PowertoProtect [insert infographic]	
Friday, April 22, 2016	You know vaccines protect your child against diseases, but ever wonder how they work? [insert illustration]	Did you know protection from vaccine-preventable diseases starts before birth? [insert illustration]	

Child Safety

Monday, April 25, 2016	Motor vehicle injuries are a leading cause of death among children in the United States. But many of these deaths can be prevented. See how you can protect your child [insert infographic]	See how you can protect your child from motor vehicle injuries [insert infographic]	continue to reinforce immunization messaging
Tuesday, April 26, 2016			
Wednesday, April 27, 2016	Keeping kids safe around liquid laundry packets [insert infographic]	Keeping kids safe around liquid laundry packets [insert infographic]	
Thursday, April 28, 2016	Every day, there are more than 1,100 calls to poison centers about a young child getting into medicine or getting too much medicine. Surprisingly, teens are at risk as well. Learn what is causing so many calls to poison centers and what parents can do about it. http://bit.ly/1MF3C63	Every day, there are more than 1,100 calls to poison centers about a young child getting into medicine or getting too much medicine. Learn what to do: http://bit.ly/1MF3C63	
Friday, April 29, 2016			

**Health Campaigns Initiative
KKMO EL Rey 1360AM PSA's and Live Mentions
April 2016 Child Wellness and Immunizations**

PSA 1

Es normal que mida la estatura y el peso de su hijo, pero también debe medir otros tipos de crecimiento. Desde su nacimiento hasta los 5 años, existen indicadores importantes que debe observar en su hijo en relación con la forma en que juega, aprende, habla y actúa.

Un atraso en cualquiera de estas áreas puede indicar un problema de desarrollo e incluso autismo; pero la buena noticia es que mientras más rápido se identifique dicho atraso, usted tendrá más posibilidades de ayudar a que su hijo alcance su máximo potencial.

Hable con su doctor e enfermera acerca de todos los aspectos del desarrollo de su hijo.

Es importante la salud de sus hijos, para programar con su médico una cita visite nuestra página en www.seamar.org y escoja la clínica más cercana a usted.

PSA 2

[MP3- PSA's producidos por El Rey 1360AM]

PSA 3

Visita al doctor :30

[MUSICA]

[SE OYE A UN BEBÉ]

MAMÁ: Hola doctor, estamos aquí para el chequeo de Isabela.

DOCTOR: ¿Hola linda, tienes ocupados a tus padres?

[SE OYE A UNA NIÑA RIÉNDOSE].

MAMÁ: Si! Pusimos rejitas de bebé por toda la casa para tenerla segura!

DOCTOR: Otra manera de tenerla segura es con las vacunas.

ANUNCIADOR: Las vacunas son la mejor manera de proteger contra 14 enfermedades prevenibles.

Hable con su doctor. Con salud, todo es posible. Es importante la salud de sus hijos, para programar una cita visite nuestra página en www.seamar.org y escoja la clínica más cercana a usted.

Campaña de Sea Mar para el Bienestar Infantil / Vacunas abril 2016
Calendario de menciones en vivo en KKMO EL REY 1360AM.

En el mes de los niños, Sea Mar ha preparado una campaña de concientización donde se darán mensajes en medios electrónicos y el radio acerca del bienestar de los niños con los temas: Señales en el Desarrollo, Obesidad Infantil y Promoción de la Semana Nacional de Vacunación.

Los siguientes mensajes se harán en vivo por cada programador al menos 2 veces por semana, apoyándose en los comerciales que estarán al aire durante el mes de abril de 2016.

Semana de las señales más importantes en el desarrollo y bienestar infantil - 4 al 8 de Abril

Mensaje #1:

USTED CONOCE A SU HIJO MEJOR QUE NADIE. SI ESTÁ PREOCUPADO ACERCA DEL DESARROLLO DE SU HIJO, CONSULTE A SU DOCTOR Y PIDA QUE LE HAGA UNA EVALUACIÓN DEL DESARROLLO A SU HIJO. PARA OBTENER MÁS INFORMACIÓN, VISITE WWW.SEAMAR.ORG PARA PROGRAMAR UNA CITA CON SU DOCTOR. ¡NO ESPERE! ¡TOMAR MEDIDAS EN LAS ETAPAS TEMPRANAS PUEDE AYUDAR MUCHO!

Mensaje #2:

TODOS LOS NIÑOS PEQUEÑOS NECESITAN EVALUACIONES DEL DESARROLLO. PARA OBTENER MÁS INFORMACIÓN, VISITE WWW.SEAMAR.ORG PARA PROGRAMAR UNA CITA CON SU DOCTOR. ¡NO ESPERE! ¡TOMAR MEDIDAS EN LAS ETAPAS TEMPRANAS PUEDE AYUDAR MUCHO!

Semana de conciencia en la obesidad infantil - 11 al 15 de Abril

Mensaje #1:

OJO, EL NÚMERO DE JÓVENES CON SOBREPESO SE HA DUPLICADO EN LOS ÚLTIMOS 20 AÑOS, UNA CIFRA MUY ALARMANTE. COMO PODEMOS PREVENIR EL SOBREPESO EN NUESTRO HIJOS? USTEDES COMO PADRES DE FAMILIA, SON USTEDES QUIENES MARCAN LA DIFERENCIA EN LO QUE PUEDEN PENSAR O HACER SUS NIÑOS. ELLOS LOS RESPETAN Y LOS ADMIRAN COMO UN MODELO DE BUEN EJEMPLO. SI USTED COME ALIMENTOS SANOS Y REALIZA ACTIVIDADES FÍSICAS, ESO LE ABRE LA POSIBILIDAD DE PODER AYUDAR A SUS HIJOS PARA QUE TAMBIÉN SEPAN ELEGIR Y TOMAR BUENAS DECISIONES.MESSAGE

Mensaje #2

¿SABÍA USTED QUE BEBER SOLO UNA BOTELLA DE 20 ONZAS DE BEBIDA AZUCARADA AL DÍA PUEDE OCASIONAR UN AUMENTO DE 25 LIBRAS ADICIONALES DE PESO AL AÑO?

Mensaje #3

¿QUÉ CANTIDAD DE ACTIVIDAD FÍSICA NECESITA MI HIJO? LOS NIÑOS MAYORES DE 6 AÑOS DE EDAD NECESITAN AL MENOS 60 MINUTOS DE ACTIVIDAD FÍSICA

DIARIAMENTE. NO ES NECESARIO QUE LO HAGAN TODO DE UNA SOLA VEZ. SE PUEDE HACER DURANTE EL DÍA EN PERÍODOS MÁS CORTOS DE ACTIVIDAD.

Semana Nacional de Vacunación a niños April 16-23

La audiencia para la campaña de la Semana de Vacunación son: Los padres y cuidadores de niños de dos años o menos y el personal de Sea Mar.

Mensaje #1

LA VACUNACIÓN ES UNA DE LAS MEJORES MANERAS EN QUE LOS PADRES PUEDEN PROTEGER A SUS BEBÉS CONTRA 14 ENFERMEDADES INFANTILES GRAVES ANTES DE LOS 2 AÑOS. ¿ESTÁ AL CORRIENTE CON LAS VACUNAS DE SUS HIJOS? PARA ENCONTRAR LA CLÍNICA MÁS CERCANA A USTED VISITE WWW.SEAMAR.ORG

Mensaje #2:

VACUNAR A SU BEBÉ SEGÚN EL CALENDARIO DE VACUNACIÓN RECOMENDADO LE DA LA MEJOR PROTECCIÓN CONTRA 14 ENFERMEDADES INFANTILES GRAVES, COMO EL SARAMPIÓN Y LA TOSFERINA, ANTES DE CUMPLIR LOS DOS AÑOS. ¿ESTÁ AL CORRIENTE CON LAS VACUNAS DE SUS HIJOS? PARA ENCONTRAR LA CLÍNICA MÁS CERCANA A USTED VISITE WWW.SEAMAR.ORG