

Templates for Vaccine Communications

The following are sample templates you and your care team can use to remind parents or caregivers about the schedule for their children's recommended vaccines.

These sample templates were developed in a collaboration between the American Academy of Family Physicians (AAFP) and Pfizer Inc.

Depending on your preferred communication, you can adapt and use these templates to compose letters, emails, or text messages.

<p>Letter/Email (General reminder)</p>	<p>Dear Parent or Guardian,</p> <p>We want your child to remain healthy and help them be protected against illness from vaccine-preventable diseases. This is a reminder that your child's vaccines are due soon.</p> <p>If you haven't already scheduled a checkup, please make an appointment with our office at [INSERT OFFICE PHONE NUMBER].</p> <p>To learn more about the recommended vaccinations for your child, please visit the Centers for Disease Control and Prevention (CDC) website at: www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf.</p> <p>Thank you. We look forward to hearing from you.</p>
<p>Letter/Email (For focused individual reminder: Adapt per your patient's vaccine needs and the CDC schedule)</p>	<p>Dear Parent or Guardian,</p> <p>We want to remind you that [INSERT CHILD'S NAME] vaccine is due soon. As per the Centers for Disease Control and Prevention (CDC) recommendations, [INSERT FIRST NAME] should receive the following vaccine(s) by:</p> <p>[LIST VACCINES AND DATES MM/DD/YYYY]</p> <p>Please contact our office to schedule an appointment and discuss any questions you may have. You can also visit the CDC website for detailed information and the recommended schedule for each vaccine at: www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf.</p> <p>Thank you. We look forward to hearing from you.</p>

<p>Letter/Email (Back to school)</p>	<p>Dear Parent or Guardian,</p> <p>We want your child to stay healthy and help them be protected against illness from vaccine-preventable diseases this school year. To get ready, your child may need some important vaccinations. Please schedule an annual physical exam for your child as soon as possible so we can review their records and administer the vaccines they need.</p> <p>Refer to your state and/or local school districts for required school vaccinations. If your child is behind on any early childhood vaccines, they may also need to be caught up. Please ensure your child has received all the required vaccinations before school starts.</p> <p>Information and the recommended schedule for each vaccine are available on the Centers for Disease Control and Prevention (CDC) website at: www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf.</p> <p>Please contact our office to schedule an appointment and discuss any questions you may have.</p> <p>Thank you. We look forward to hearing from you.</p>
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Letter/Email (Flu season)	<p>Dear Parent or Guardian,</p> <p>With the upcoming flu season, we want to remind you to vaccinate your child against the flu. Every flu season is different, so it is important to vaccinate your child every year.</p> <p>Please schedule an appointment at our office and we can check if they may need other vaccinations, as well.</p> <p>Information and the recommended schedule for each vaccine are available on the Centers for Disease Control and Prevention (CDC) website at: www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf.</p> <p>Thank you. We look forward to hearing from you.</p>
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Text message	<p>Hello! This is a reminder that your child is due for their vaccination. Please contact our office at [INSERT OFFICE PHONE NUMBER] to schedule an appointment or to learn more about your child's vaccination needs. Thank you.</p>
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Sample templates to remind patients to get caught up on vaccinations

People might miss scheduling routine and important vaccinations. Use the following sample templates to help you and your care team remind patients about getting caught up on their immunizations.

<p>Letter/Email General reminder</p>	<p>Dear [INSERT PATIENT or PARENT/CAREGIVER NAME],</p> <p>We noticed that [INSERT YOUR OR YOUR CHILD’S] vaccination needs updating. Catching up on vaccines may feel overwhelming, but we can help.</p> <p>Contact our office, and we can schedule an appointment to help you get back on track for missed vaccines by reviewing [INSERT YOUR OR YOUR CHILD’S] age, the recommended vaccine schedule, which vaccines were missed, medical conditions, or other special situations.</p> <p>For more information on catching up on missed vaccines, please visit the Centers for Disease Control and Prevention (CDC) website at:</p> <p>www.cdc.gov/vaccines/schedules/downloads/adult/adult-combined-schedule.pdf [For adults 19 years or older]</p> <p>www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf [For children from birth through 6 years old]</p> <p>Thank you. We look forward to hearing from you.</p>
<p>Text message</p>	<p>Hello! We noticed that [INSERT YOUR OR YOUR CHILD’S NAME] vaccination needs updating. Please contact our office at [INSERT OFFICE PHONE NUMBER] to get details on the missed vaccine and schedule an appointment to catch up on [INSERT YOUR OR YOUR CHILD’S] vaccination. Thank you.</p>