

NAVIGATING WELL CARE, IMMUNIZATIONS & MENTAL HEALTH

WELL-CHILD VISITS: WHY IS THIS TOPIC IMPORTANT?

Well-child visits help parents make sure their kids and teens are:

- On-schedule for all immunizations
- Growing and developing properly (hearing, vision, mental health, reproductive health, etc.)

Ohio AAP has noticed two concerning trends regarding well-child visits:

- Many children skipped their annual well-child visit due to COVID-19 (and parents have yet to reschedule)
- Many parents are using sports physicals in place of well-child visits (a child still needs a well-child visit, even AFTER a sport physical)

WHAT CAN MY PRACTICE DO TO INCREASE WELL-CHILD VISITS?

Remind families that their pediatrician's office is completely safe and open for well-child visits

Make social media posts in August and January reminding families that sports physicals are not a substitute for well-child visits

The New Year and the back-to-school period are good times to remind parents about scheduling well-child visits

Emphasize to parents that well-child visits are a great place to confidentially discuss concerns and issues regarding their child's health

SAMPLE SOCIAL MEDIA POSTS

- Pediatrician offices are still open during the #COVID19 pandemic and are taking extra safety measures. Call and schedule a well-child visit today! #SafePedsHealthyKids
- Your pediatrician is taking extra precautions to ensure that their office is safe during #COVID19, like separating well and sick kids during different times of the day. Help your child stay healthy by scheduling a well-child visit today! #SafePedsHealthyKids
- Did you know a sports physical includes a surface physical exam, while a well-child visit provides a thorough head-to-toe examination? Keep your little athlete healthy and schedule a well-child visit today! #SafePedsHealthyKids

SOCIAL MEDIA IMAGES FROM OHIO AAP

Immunizations



PEDIATRICIAN OFFICES ARE OPEN DURING COVID-19 FOR...

Practices are taking measures to ensure offices are safe & clean to limit exposure. Call your pediatrician today for ???

Well-Child Visits



WHY A SPORTS PHYSICAL IS NOT A SUBSTITUTE FOR A WELL CARE VISIT

Your child needs a comprehensive well care visit each year to assess their overall health & well-being. Only seeing a pediatrician for a sports physical is not enough!

#SafePedsHealthyKids

Well-Child Visit

- Personal & family history
- Head-to-toe examination
- Evaluation for risk factors including mental health, reproductive health & long-term health
- Screenings for vision, hearing & much more
- Confidential discussions of your concerns & new issues
- Immunizations

Sports Physical

- Personal & family history
- Surface physical exam
- Evaluation for risk factors sports

Visit <http://ohioaap.org/> or follow us on Facebook at AAP Ohio or on Twitter @ohpediatricians for more info!

Mental Health



Ill Visits



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WHY SHOULD WE CONTINUE TO VACCINATE DURING COVID-19?

In-person routine well-care visits are still recommended for all children, and especially for those under 2 years of age, to maintain immunization schedules and prevent vaccine-preventable diseases

- Researchers found during the week of April 5th, the administration of measles, mumps and rubella shots dropped by 50%; diphtheria and whooping cough shots by 42%; and HPV vaccines by 73%.
- Pediatrician offices are safe and taking every precaution to limit exposure during your visit including:
 - Separating sick and well visits
 - Eliminating waiting rooms
 - Wearing personal protective equipment
- No insurance? Many providers are already enrolled in the Vaccines for Children (VCF) program that offers free vaccines to families who cannot afford to pay
- Recent outbreaks in 2019 of measles, chickenpox, & mumps remind us of the importance of "herd immunity" to prevent future outbreaks
- Most importantly- Vaccines are SAFE! Vaccines go through years of testing for safety and effectiveness before approved for use

*Be sure to call your pediatrician for any questions or concerns



#SafePedsHealthyKids

CHILDHOOD IMMUNIZATIONS AND FLU VACCINES

IMMUNIZATIONS: WHY IS THIS TOPIC IMPORTANT?

- Vaccines are down as much as 73%, largely due to the COVID-19 Pandemic
- Vaccination helps provide immunity before children are exposed to potentially life-threatening diseases

- With COVID-19 transmissions still remaining high, pediatricians say that it is more important than ever for everyone 6 months and older to receive a flu vaccine this flu season.

WHAT CAN MY PRACTICE DO TO INCREASE CHILDHOOD IMMUNIZATION AND FLU VACCINE RATES?

Emphasize to families that well-child visits are key to maintaining childhood immunization schedules and monitoring other potential risks such as development delays, injuries, mental health concerns and more

Emphasize to parents that pediatricians' offices are taking extra safety precautions during COVID-19

Reiterate to parents and patients that the now is the best time for their whole family to get a flu shot

If your company is not administering flu shots this year, publish an alternate list of local providers and locations

SAMPLE SOCIAL POSTS

- @AmerAcadPeds reminds you that anyone 6 months or older should receive a #flushot! Remind your friends and family to make an appointment with their pediatrician to get their children vaccinated #SafePedsHealthyKids
- Your @AmerAcadPeds pediatrician's office is safe and ready to give flu shots during the #COVID19 pandemic. Make an appointment for your child today to fight #fluseason! #SafePedsHealthyKids
- Vaccine rates are down as much as 73%, largely as a result of the #COVID19 pandemic. Schedule a well-child visit with your pediatrician to keep your child's vaccination record up-to-date #getvaccinated #SafePedsHealthyKids
- In-person, routine well-child visits are still recommended for all children during #COVID19, especially children under two years of age to maintain vaccination schedules. We must all do our part to prevent vaccine-preventable disease outbreaks #SafePedsHealthyKids #VaccinateDontIsolate

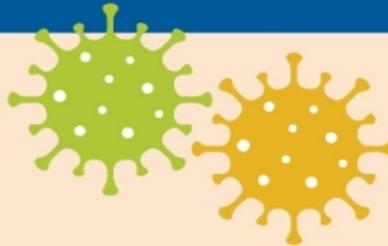
SOCIAL MEDIA IMAGES FROM AAP

How to Avoid a 'Twindemic'

Do your part to avoid a flu epidemic on top of the COVID-19 pandemic.

How? Flu shots!

Everyone over 6 months needs a flu shot every year.



Call your pediatrician's office today! It's the best place for all your child's vaccines, including flu shots.

Keep your family and community healthy by getting vaccinated today!



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PREVENTION OF TEEN SUICIDE

TEEN MENTAL HEALTH & SUICIDE PREVENTION: WHY IS THIS TOPIC IMPORTANT?

- Stay-at-home orders and online schooling have created the “perfect storm” for increased mental health issues & suicide risks in teens
- The COVID-19 pandemic has caused severe stress and anxiety for many teens, which are risk factors for teen suicide
- Teens spending more time at home have increased access to potentially dangerous items including firearms, medications, and alcohol

WHAT CAN MY PRACTICE DO TO PREVENT TEEN SUICIDE?

Sign the **Ohio AAP's Store It Safe Pledge** to help reverse the trend of irreversible actions

To Learn more about the Teen Store It Safe Program watch the program's launch at Annual Meeting

Screen teens for depression at every visit. Use the SIS resources and handouts in your discussions.

Encourage parents to communicate openly and frequently with their teen, and take note of any abrupt mood changes

SAMPLE SOCIAL POSTS

- Suicide is the leading cause of death among Ohio teens and preteens ages 10 to 14 and the second leading cause of death among Ohioans ages 15 to 34. I'm partnering with @OHPediatricians #StoreItSafe teen suicide prevention program to reverse the trend of irreversible actions!
- The presence of a firearm at home increases the risk of suicide even among those with no history of depression. Firearms should always be locked away when not under direct control. To learn more about safe firearm storage visit <http://ohioaap.org/sisteen> #StoreItSafe
- 85% of suicide attempts with a firearm are fatal. Many attempts happen during a short term crisis which is why reducing access to lethal means can be effective in prevention. Join the Ohio AAP's #StoreItSafe program and help be a part of the solution!