



## Vaccines Protect What Matters Most: Children's Health

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### Email Template to Support Community Outreach

Below is an email template to use as you engage with families and communities around childhood vaccines. These emails will help you provide information and guidance on specific vaccines and vaccine-preventable diseases that are most relevant for your community.

We encourage you to adjust the language in this template as needed. Copy in **purple** shows the areas that should be updated to support specific needs based on who you are reaching out to and your goals.

**An example email is included below as well.**

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#### **Subject line to reach families/parents:**

Have questions about the \_\_\_\_\_ vaccine? Get real answers.

#### **Subject line to reach organizations/schools/partners:**

Help families in \_\_\_\_\_ *(Add location as applicable)* answer questions about the \_\_\_\_\_ vaccine

#### **Preview text:**

Learn how vaccines protect children's health

Dear \_\_\_\_\_,

As part of North Carolina's commitment to support parents in what matters most – their children's health – we are sharing important information about the \_\_\_\_\_ vaccine.

*(1-2 sentences, bulleted list if describing multiple vaccines or a combined vaccine) Share background on the vaccine, including information on the disease it helps protect against and dangers of the disease (in simple terms). Visit the [NCDHHS website](#) to find concise information on all recommended vaccines and preventable diseases.*

The \_\_\_\_\_ vaccine protects children against these diseases. Before the vaccine, *(add 2-3 sentences or a bulleted list with details and statistics around how the disease impacted communities prior to the vaccine and/or the success of the vaccine in protecting children).*

Parents want to make the best choices for their families. Doctors recommend vaccines because they help children:

- build protection against serious illness and enjoy a healthy future
- avoid missing school and activities
- prevent the spread of diseases to classmates, family members and their community
- stay up to date on school immunization requirements

It's normal to have questions about vaccines. NCDHHS has several resources available to help trusted health care providers connect with families and parents to get the information they need:

- [Childhood Vaccines toolkit](#) with resources for providers and families
- Easy-to-understand [webpages on childhood vaccines](#), including on \_\_\_\_\_ *[link to vaccine-specific webpage]*
- *Add any specific toolkit items from the toolkit page that may be relevant, such as the poster or a rack card*
- An [interactive VFC provider map](#) to help eligible families find free childhood vaccines through local providers part of the [Vaccines for Children \(VFC\) program](#)

*[if sending to public]* Your child's doctor shares your goal – a healthy future for your family. If you have questions, get real answers. Start a conversation with your child's doctor today.

*[if sending to partners]* Health care providers across the state share the same goal as families – a healthy future for all children. Help communities get real answers to their questions. Share these resources and encourage families to start a conversation with their child's doctor today.

Visit [VaccinesForKids.nc.gov](http://VaccinesForKids.nc.gov) for more information.

In Health,

*Name*

*Title*

*Organization*

*Phone Number*

*Email address*

*Link to organization's website*

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### Sample Email

Below is a sample email to help demonstrate how to tailor the above template based on your needs. This example reflects a message to local school administrators about the DTaP/Tdap vaccines.

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**Subject line:** Help families answer questions about the DTaP/Tdap vaccine

**Preview text:** Learn how vaccines protect children's health

Dear school administrators,

As part of North Carolina's commitment to support parents in what matters most – their children's health – we are sharing important information about the [DTaP/Tdap vaccine](#).

DTaP stands for diphtheria, tetanus and pertussis (whooping cough) – three serious diseases that can cause long-term complications and be life-threatening:

- **Diphtheria** can block the airways, making it hard to breathe, and can cause heart failure.
- **Tetanus** can cause painful muscle spasms, lockjaw and heart problems.
- **Pertussis (whooping cough)** can cause breathing problems. One in 3 children with pertussis need hospital care.

The DTaP and Tdap vaccines protect children against these diseases. Before the vaccine, diphtheria was one of the most common causes of death in school-aged children and whooping cough caused 8,000 infant deaths each year in the U.S.

Parents want to make the best choices for their families. Doctors recommend vaccines because they help children:

- build protection against serious illness and enjoy a healthy future
- avoid missing school and activities
- prevent the spread of diseases to classmates, family members and their community
- stay up to date on school immunization requirements

It's normal to have questions about vaccines. NCDHHS has several resources available to help trusted health care providers connect with families and parents to get the information they need:

- [Childhood Vaccines toolkit](#) with resources for providers and families
- Easy-to-understand [webpages on childhood vaccines](#), including on [DTaP/Tdap](#)
- A [downloadable rack card](#) with important information on the DTaP/Tdap vaccines
- An [interactive VFC provider map](#) to help eligible families find free childhood vaccines through local providers part of the [Vaccines for Children \(VFC\) program](#).

Health care providers across the state share the same goal as families – a healthy future for all children. Help communities get real answers to their questions. Share these resources and encourage families to start a conversation with their child's doctor today.

Visit [VaccinesForKids.nc.gov](https://VaccinesForKids.nc.gov) for more information.

In Health,

*Name*

*Title*

*Organization*

*Phone Number*

*Email address*

*Link to organization's website*