

#SafePedsHealthyKids Resource Toolkit

Resources for Early Childhood Providers and Organizations to Promote Preventative Care

Presented by:



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

Ohio Chapter



#SafePedsHealthyKids Resource Toolkit

We recognize that during the COVID-19 pandemic, there have been many changes to early childhood education and health programs and services including child care, home visiting, early intervention, early childhood mental health, child welfare and pediatric practices. Each individual program, service and provider has had to adjust the way they serve children and their families to reduce the spread of COVID-19. As programs have faced challenges such as closure, pandemic operations, transitions to virtual services and reopening, despite our best efforts, the impact of the virus has compromised children's access to receive essential preventative health care.

As you know, the trajectory of development during the prenatal period to age three positions children for future success and a foundation of lifelong positive education and health outcomes. That is why infants and toddlers have such close intervals for well-child visits that monitor growth, health and development—a child should have at least 12 well visits to the pediatrician between birth and age three. Pediatricians know that if they can build a relationship with the family and catch challenges early, they are setting in motion the strong foundation for a brighter future.

Each professional that has a relationship with a child and their family brings unique assets to the network of support each child needs to build resilience, grow, and thrive during this pandemic and beyond. We know and value the trusted relationships you have with the children and families you serve. This toolkit is meant to provide professionals who work with young children and their families with easy to use resources to reach out to families and be a partner in ensuring that their children's preventative health needs are met. Ohio AAP, Groundwork Ohio, Children's Defense Fund-Ohio, and Ready, Set, Soar Ohio all believe in the value and importance of well-child visits and the role of preventative care. While you continue to serve on the front lines for kids, let us help support you in keeping children healthy.

Strategies to Keep Young Children Healthy & Safe

1. **Make sure children and families have the most up to date knowledge on how they can protect themselves and others from COVID-19.** Families need to know the symptoms of COVID-19, how it is transmitted and the measures they can take to protect their children and themselves. Share this [COVID-19 infographic](#) with them to easily communicate what they need to know.
2. **Share resources that can support children to be connected and engaged during the COVID-19 pandemic.** In addition to the expertise you bring to supporting young children and families during this time, share our [COVID-19 Mental Health Toolkit: Top 10 Tips for Parents and Caregivers during the Coronavirus Pandemic](#) which includes links to the resources families have found most helpful, including targeted resources for infants, toddlers and children with special needs.
3. **Encourage families to contact their pediatrician and return to their office for well child visits, vaccinations and any concerns about their child's health.** You can easily do this by sharing this customizable [template letter](#) to families or by printing and sharing this [postcard](#) with them.
4. **Connect Medicaid eligible families to the critical health coverage they need.** Children's Defense Fund-Ohio is curating easy to understand factsheets and infographics for families - especially those most vulnerable to access the health care they need. This page will be populated with more materials and in multiple language in the coming weeks and into the summer. Access the first part in a series of materials [here](#) and check back [here](#) regularly for updated materials and resources.
5. **Consider integrating strategies to support preventative health within the scope of the care or intervention that you regularly provide.** Continue to build trusting relationships with children and families and be a resource to them when needed. If a family has questions surrounding vaccinations, share this [video](#) series with them.
6. **Engage in social media with your families, @OhioAAP and @GroundworkOhio to amplify messages that will keep young children healthy and safe.** Use your personal and business social media accounts on Twitter and Facebook to communicate with children, families and communities to elevate key messages to keep young children healthy and safe. Use sample posts and images to share on either platform in our [Social Media Messaging Guide to Keep Kids Healthy & Safe](#).
7. **Support the children and families you serve by engaging in local, state and federal advocacy.** Stay connected with Groundwork Ohio and receive action alerts by signing up for our newsletter at www.GroundworkOhio.org.

Sample Letter to Families

To download an editable version of this sample letter, click [here](#).

Hello from [Insert Program or Provider Name],

We hope this note finds you and your family safe and healthy! We want to thank you for being flexible and understanding as we do our best to keep your children and family safe during this unprecedented pandemic.

As we all continue to adjust to our new normal, we want to be a partner in ensuring that your child has access to the preventative health care they need. The Ohio Chapter of the American Academy of Pediatrics has advised that in-person well-child visits with your pediatrician are still recommended. Pediatricians are following guidance from the CDC and the Ohio Department of Health to keep you and your child safe during your visits. As you know, well-child visits are necessary to monitor growth and help kids build immunity to preventable diseases, as well as screening for developmental, nutritional and mental health concerns. We would encourage you to contact your child's pediatrician if your child is due for a well child visit or a vaccine soon or one is past due. If you are unsure if your child is up to date or in need of a well visit or vaccine, please call your pediatrician's office to check their records and schedule an appointment.

We know that many of our families are experiencing new or added financial hardship because of the COVID-19 pandemic. Please know that you are not alone, and we want to help connect you to the additional services your family needs to stay healthy during this time. If your child currently does not have access to health insurance, please visit Benefits.Ohio.gov and Healthcare.gov/screener to see if your families qualifies for coverage under Medicaid/CHIP or a Special Enrollment Period.

[If your program requires a child's current health/vaccination records (e.g. child care), you may want to attach the form they need to complete and advise them on a timeline of when they will be expected to be up to date so that there is no interruption in their child's care.]

Sincerely,

[Insert Your Name Here]

Sample Social Media Posts

To download the word document of the social media guide to download the graphics, click [here](#).

Well-Child Visits

- @OHPediatricians recommends in-person, routine well-child visits during #COVID19. Wellness visits allow for monitoring of growth and development, vaccine maintenance, mental health care in adolescents, and ability to have parent's questions answered #SafePedsHealthyKids
- Pediatricians in some cases are only seeing 20-30% of their normal volume of patients but their offices are safe places! Join @OHPediatricians for the month of May in helping spread the word to schedule your child's wellness visit today and keep Ohio's children safe and healthy!

Immunizations

- In-person, routine well-child visits are still recommended for all children during #COVID19, especially children under 2 yrs old to maintain vaccination schedules. We must all do our part to prevent vaccine-preventable disease outbreaks #SafePedsHealthyKids #VaccinateDontIsolate
- Keeping immunization rates up is imperative to preventing vaccine-preventable diseases. Researchers found that during the week of 4/5, MMR shots dropped by 50%; diphtheria and whooping cough shots by 42%; & HPV vaccines by 73% #SafePedsHealthyKids #VaccinateDontIsolate

Medicaid

- Did you know that Medicaid can provide your child with access to health care? You can learn more about Medicaid and check to see if your child is eligible by visiting: www.benefits.ohio.gov. #SafePedsHealthyKids

Store It Safe

- With children spending more time at home, parents should continue to ensure they #StoreItSafe for potentially dangerous items including firearms, medications, and alcohol. Learn more at www.ohioaap.org/storeitsafe/ #SafePedsHealthyKids

Sample Social Media Posts (cont.)

Parenting at Mealtime & Playtime

- Maintaining well child visits allows for monitoring of healthy habits especially for ages 0-5. With extra amounts of time at home, advice from your child's pediatrician can help with obesity prevention and allow for monitoring for your child's health! #SafePedsHealthyKids
- Parents should continue taking children to routine well visits to monitor their child's weight and eating habits. Pediatricians can provide health eating and activity tips for parents. It is important to limit screen time and encourage physical activity! #SafePedsHealthyKids

Smoke Free Families

- Smoking puts families at risk for COVID-19 complications and puts infants at risk for lifelong health problems. Your doctor can provide information and resources to help reduce smoke exposure for your family. Don't skip well-child visits #SafePedsHealthyKids

Brush Book Bed

- Reading to children can create positive memories & routines in uncertain times. Nightly habits- like reading a book, brushing teeth, & consistent bedtimes- are ways to help kids & families maintain a sense of normalcy when many things are out of their control #SafePedsHealthyKids
- Attending a well-child visit means so much more than just administering vaccines & monitoring growth and development. Pediatricians can also provide families with guidance such as oral health, literacy, and establishing routines. #SafePedsHealthyKids

Lead-Free Ohio

- Maintaining routine well-child visits allows for education on lead poisoning and prevention for your child. Appointments with your pediatrician are still recommended to receive testing and guidance during COVID-19. #SafePedsHealthyKids

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Social Media Messaging Guide to Keep Kids Healthy & Safe

To download the word document of the social media guide to download the graphics, click [here](#).

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

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 (VFC) 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

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FACE MASK GUIDANCE FOR CHILDREN

TIPS FOR FACE MASK USE FOR YOU AND YOUR CHILD DURING PEDIATRICIAN VISITS

- Bring your own cloth face covering for yourself and your child (or when in public and likely to come within 6 feet of another person)
- Practice having your little one wear the face covering at home so they are not scared to see their doctor or parent with it on
- If they are 2-5 years of age, do not push the issue if they fuss with a face mask on. It could lead them to touch their faces more if uncomfortable
- Masks SHOULD NOT BE USED on children younger than 2 years of age

Share this message with your patients and followers and use the hashtag #SafePedsHealthyKids

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Schedule your well-child visit today.

Groundwork OHIO

Your child's health is more important than ever.

Groundwork OHIO

Schedule your child's appointment today

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