

• 20  18 •

TEEN HEALTH

week

**P R E V E N T I V E C A R E
& V A C C I N E S**

How to use this toolkit:

This toolkit has been created to make it easy for a variety of organizations interested in adolescent health to participate in Global Teen Health Week. You are free to use and adapt any of the materials herein for your Teen Health Week activities; however, use of these materials is not required in order to promote adolescent health during Teen Health Week. Participating organizations are at liberty to celebrate Teen Health Week in any manner they wish, and are encouraged to be creative in adapting these ideas to meet the needs of the adolescents you wish to reach. Approval for activities or educational materials is not required.

Background:

Across the globe, in 2015, an estimated 1.2 million adolescents died (over 3000 every day), mostly from preventable or treatable causes.ⁱ Even though adolescence is a time of relative health for most, this simple fact highlights the importance of preventive care for teens. In fact, the UN Convention on the Rights of the Child (the most rapidly and widely ratified international human rights treaty in history) specifically states that:

“Children have the right to good quality health care – the best health care possible – to safe drinking water, nutritious food, a clean and safe environment, and information to help them stay healthy. “

Objective: Today, the objective is to provide facts and resources for teens to learn accurate information about the importance of regular health checkups even when feeling well, and for teens to understand that their vaccination needs do not end in early childhood. It is also an opportunity to build the very important skills of health literacy and digital health literacy.

A US based survey of more than 500 US teens aged 13-18, 500+ US parents of teens, and 400+ US physicians who regularly care for teens, which was subsequently conducted in Portugal, Germany and Canada, presents some interesting attitudinal facts about adolescent preventive health:ⁱⁱ

- It was clear that across the 4 countries, staying healthy is a top priority among teens and their parents.
- Nearly universally, teens say they are genuinely interested in living a healthy lifestyle and taking more responsibility for their health. But, physicians do not agree that they see this interest in healthy living in their teen patients.
- Overall, about 1 in 2 parents feel that health care decisions make their teen anxious.
- Both teens and parents share misconceptions about not needing to see a doctor unless they/their teens are sick.

Preventive Care and Vaccines

Regarding vaccines, only about half of all US teenagers have received the meningococcal vaccine, which protects against serious bacterial infections that may lead to amputation of infected limbs and death. In 2014, only 39.7% of US teenage girls have received the complete series of the human papillomavirus (HPV) vaccine, a vaccine which prevents cervical and other cancers related to HPV. Only half of U.S. adolescents received the recommended influenza vaccine during the 2014-2015 influenza season.ⁱⁱⁱ Teens rely on parents and doctors for information about vaccines, with parents influencing the decision on whether to receive a vaccine the most; however, friends influence their peers as well.^{iv}

An important aspect of health education and preventive skills is insuring adolescents have strong health literacy skills, especially with regards to online health information. Nearly 100% of teens in countries with easily accessible internet search for answers to health questions online. In addition, a third of teens change their health behaviors based on what they find on line.^v Numerous organizations (e.g. United Nations,^{vi} American Academy of Pediatrics,^{vii} National Library of Medicine,^{viii} etc.) recognize the importance of both health literacy as well as digital literacy and are developing initiatives to improve these skills in all patient populations, including amongst adolescents. Digital health literacy is perhaps even more important in countries or populations with fewer health resources, as patients cannot afford to spend money on ineffective health treatments or advice.^{ix} However, there is still a significant gender and geographic gap in terms of internet access worldwide – with 346 million youth not connected to the internet:^x

- 12% more males than females are online, and this difference is greatest in low-income countries.
- 3 out of 5 youth in Africa are offline (versus 1 out of 25 in Europe).

Traditional ways of increasing adolescent literacy in support of preventive care are still needed.

Preventive Care and Vaccines

Activities and Resources

Setting or Outlet	Suggested activities or ideas
Medical Practice ideas	<ul style="list-style-type: none"> • Have staff wear Teen Health Week t-shirts or lime green to celebrate the week. • Submit letter to the editor to local press about importance of the annual checkup as an opportunity for preventive health care and health education for teens. • Partner with a local school to share educational materials about why going to get a checkup is important or how good health choices now prevent disease later. • Utilize these teen friendly materials in your practice or office (copies also in appendix): http://www.umhs-adolescenthealth.org/improving-care/health-center-materials/ • Encourage parents to download the THRIVE app to help them manage their teens’ health (link in Resources). • Use this week to launch a vaccine reminder system for your adolescent patients. Send out a postcard or email during Teen Health Week reminding patients they are due for recommended vaccines. • Use lime green bandages after giving teen vaccines this week.
School-wide ideas	<ul style="list-style-type: none"> • Display posters about Teen Vaccine Requirements (see additional resources section) – hang posters on walls and in bathrooms. • During morning announcements, share reasons to get an annual checkup and reminders that vaccines are not just for babies. • Consider hosting a vaccine event for students interested in catching up on vaccines (similar to how schools provide flu shots for interested students). • Invite local adolescent medicine health providers to deliver a talk about the importance of preventive care for teens. At the event, allow teens to submit anonymous things that they wish their doctors would discuss with them during their annual visit. Providers can share what they learn with their colleagues. • Share valid and accurate health websites with students, either with posters around the school, or during announcements. • Have school newspaper write about the how health decisions now affect health later. • Publish a student-written article in the school newspaper or blog about the importance of prevention in adolescent health, or about what vaccines teens need. • Ask Student Government to make a statement, facilitate a discussion between students and administrators, or host an educational event about the relationship between healthy choices today and better health later.

Preventive Care and Vaccines

Setting or Outlet	Suggested activities or ideas
Health Class activities / concepts	<ul style="list-style-type: none"> • Talk about how teen health decisions now ultimately can help prevent diseases later in life. Examples: healthy weight decreases risk of developing diabetes; quitting smoking (or even better, not starting) decreases risk of cancer, heart problems, amputation, erectile dysfunction); wearing sunscreen helps prevent melanoma, etc. • Do a role play activity where students can practice asking uncomfortable questions to their Doctor. • Have the class create list questions teens might want to ask Doctors at their annual checkup. Send list to local medical practices so they know what is on teens’ minds. • Learn about how vaccines work: https://www.historyofvaccines.org/content/how-vaccines-work. • For graduating students, have them think about when they might be ready to transition from pediatric or adolescent care into adult care. This online quiz can help students see if they are ready for the transition: http://www.gottransition.org/youthfamilies/HCTquiz.cfm • Talk about risks of indoor tanning for teens (especially with Prom season around the corner). A few resources especially for teens: <ul style="list-style-type: none"> ○ http://realtalkwithdroffutt.org/teen-skin/summers-here-lets-get-to-work-on-that-tan-bake-in-the-sun-or-fake-bake-neither ○ http://kidshealth.org/en/teens/indoor-tans.html?ref=search&WT.ac=msh-t-dtop-en-search-clk • Have a debate about vaccines. Scientific and accurate medical resources must be used as background (not Facebook posts, for instance).
Social Media ideas (#2018teenhealth)	<ul style="list-style-type: none"> • Share pictures on social media of students getting recommended vaccines. • Run an Instagram contest of questions teens wished Doctors would address during annual checkups. • Do a confidential Twitter or Facebook survey about what health issues most concern teens. • Have a Snapchat streak contest for healthy behaviors. Prizes can include a gift card from a healthier food place, lime green spirit wear, etc.
Tweets	<ul style="list-style-type: none"> • 3 in 10 #teens remain unprotected against #meningococcal disease. Are you one of them? #2018TeenHealth • Did you know that teens need annual checkups too? #2018TeenHealth • Not sure how to get alone time with your Dr during your checkup? Tips here: http://realtalkwithdroffutt.org/general-

Preventive Care and Vaccines

Setting or Outlet	Suggested activities or ideas
	<p>health/whats-a-good-way-to-get-time-with-my-doctor-to-ask-questions-without-my-parents-in-the-room #2018TeenHealth</p> <ul style="list-style-type: none"> • Vaccines are for teens too! Flu, TDaP, Meningococcal, HPV. Use this week to make sure you're up to date! #2018TeenHealth • Take charge of your annual checkup – make sure you get alone time with your Doctor. #2018TeenHealth • Tanning Bed Definition: “A box you lay down in that helps you get wrinkles faster. AKA: Cancer Casket” @urbandictionary It's not worth it! #2018TeenHealth
Facebook posts	<ul style="list-style-type: none"> • Can you believe that 4 out of 10 parents believe their teen should only see a doctor when he/she feels sick!? Getting your annual checkup is a great time to make sure you are up to date with vaccines, and to ask all those embarrassing questions you may have! Ask your parent to make you an appointment if it's been a while! #2018TeenHealth • Fact: Vaccines do not cause autism. Fact: 6 in 10 teens have concerns about vaccine safety. More useful facts about vaccines can be found at the History of Vaccines website here: https://www.historyofvaccines.org/content/articles/top-20-questions-about-vaccination #2018TeenHealth • Not sure how private your medical discussions with your Doctor are? While each state or country has different laws, certain types of healthcare may be more private than others. To give you an idea, here is some information for you from The American Academy of Pediatrics: https://www.healthychildren.org/English/ages-stages/teen/Pages/Information-for-Teens-What-You-Need-to-Know-About-Privacy.aspx #2018TeenHealth • For teens, we know your smartphone is everything. It's a way to talk, text, take photos, play games, listen to music, read the news, and more. Did you know there is an app called the Medical ID where you can put in your important health information? Helps you keep track of it, and others can access it in case of an emergency! For iPhone and Android: http://gottransition.org/resourceGet.cfm?id=437 http://gottransition.org/resourceGet.cfm?id=439 #2018teenhealth

Additional selected resources:

- Information about confidentiality of teen patients:
<https://www.healthychildren.org/English/ages-stages/teen/Pages/Information-for-Teens-What-You-Need-to-Know-About-Privacy.aspx>
- Thrive app to track health information and vaccine records for teens:
 - <https://itunes.apple.com/us/app/sahm-thrive/id1031367507?ls=1&mt=8>
 - <https://play.google.com/store/apps/details?id=org.adolescenthealth.thrive.sahm>
- Downloadable resources to help health providers create teen-friendly practices:
<http://www.umhs-adolescenthealth.org/improving-care/health-center-materials/>
- A guide to help teens take charge of their health: <https://www.niddk.nih.gov/health-information/weight-management/take-charge-health-guide-teenagers>
- Resources to facilitate youth transition into adult care:
 - <http://www.gottransition.org/youthfamilies/index.cfm>
- Materials for youth to understand when they may be ready to leave their pediatrician
 - “Questions to Ask Your Doctor About Transitioning to Adult Health Care”
(<http://gottransition.org/resourceGet.cfm?id=440>)
 - “Turning 18: What it Means for Your Health”
(<http://gottransition.org/resourceGet.cfm?id=446>) links.
- Vaccines that teens need: <https://www.hhs.gov/ash/oah/adolescent-development/physical-health-and-nutrition/vaccines/what-vaccines-do-adolescents-need/index.html>
- Helping teens understand medical information online:
 - <https://kidshealth.org/en/teens/health-news.html>
 - <http://realtalkwithdroffutt.org/miscellaneous-thoughts-for-teens-about-health/so-i-found-this-health-info-online-not-sure-if-i-should-panic-or-believe-it>
- Resources and infographics for parents, teens and adults about attitudes to preventive care and vaccines such as:
 - Summary of teen and parent survey <http://www.unity4teenvax.org/wp-content/uploads/2017/10/Unity-Gender-Infographic-FINAL-10.23.17.pdf>
- Useful tips in an infographic for parents to communicate effectively with their teens
<http://www.unity4teenvax.org/resources/fact-sheets/>
- Medical practices can download customizable resources to facilitate transfer of patient care from the pediatric care setting to the adult care setting here:
<http://gottransition.org/resourceEditable.cfm>

Monday, 19 March 2018

Preventive Care and Vaccines

Appendix

The following posters and infographics in this section can be reproduced, shared and posted freely.

TAKE CHARGE OF YOUR HEALTH CARE

ADOLESCENT HEALTH INITIATIVE

AGE 11-12

- ✓ Know your health care rights.
- ✓ Learn your personal and family medical histories, including any medications and allergies.
- ✓ Know your medications and take them on schedule.
- ✓ Talk directly with the health care provider at your appointment. Be honest and ask questions.



AGE 13-14

- ✓ Ask to spend time alone with your health care provider during your visit.
- ✓ If available, set up an online portal to view medical information and message your health care provider.
- ✓ Check in for your appointment yourself.



AGE 15-16

- ✓ Make your own appointments.
- ✓ Call your pharmacy to refill your prescriptions.
- ✓ Know how to contact all of your health care providers (doctor, dentist, etc.).
- ✓ Learn about your health insurance and carry your card.
- ✓ If you don't have insurance, ask about your options.



AGE 17-18

- ✓ If you are moving away from home or need to switch to an adult care provider, make a plan for where you will receive health care next.
- ✓ Transfer your medical records to your new health care provider, if applicable.
- ✓ Ask your health care provider what your privacy rights will be when you turn 18.
- ✓ Make sure you will still have health insurance after turning 18. If you won't, talk to your health care provider about options.



WE'RE HERE FOR YOU

As in, you can
ask us anything.

Really.

Don't worry if
this takes a minute
to sink in.

We're not
going anywhere.

Take your time.

And if we don't
hit the mark, let
us know.

ADOLESCENT HEALTH INITIATIVE

Transforming adolescent and young adult health

ESTAMOS AQUÍ PARA AYUDARTE

Puedes preguntarnos
cualquier cosa.

En serio.

No te preocupes si
esto toma un minuto
para procesar.

No nos vamos a ir a
ninguna parte.

Toma tú tiempo.

Y si no estás
satisfecho,
déjanos saber.

ADOLESCENT HEALTH INITIATIVE

Transformando la salud de adolescentes y adultos jóvenes

say what?

Teens, Parents and Healthcare Providers (HCPs)
Can Communicate Better About Preventive Health

A national UNITY survey conducted by Harris Poll of parents of teens, teens and healthcare providers reveals areas to improve preventive health understanding and communications

Vaccines Lower Priority on Preventive Health List

Importance to Parents of Teens:

95% avoiding alcohol/drugs/smoking

94% getting enough sleep

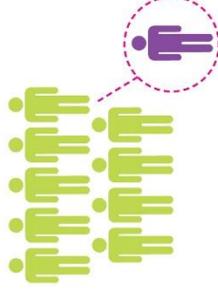
92% keeping safe from STDs

93% maintaining oral health

80% getting all recommended vaccines

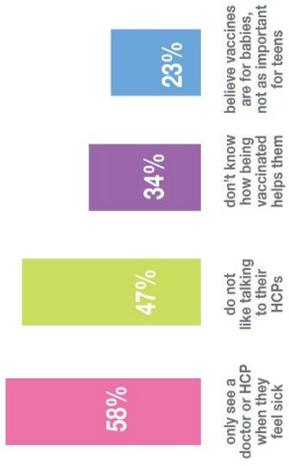
GAP between words and action

9 in 10 teens say they are genuinely interested in living a healthy lifestyle and taking more responsibility for their health yet only 1 teen in 10 wants to take more responsibility for getting vaccinated



Lower Priority and Lack of Understanding May Have Consequences

While 89% of teens are comfortable speaking with parents about their health:



Red ALERT Vaccine rates are TOO LOW

Physicians report that less than 80% of teens have received all recommended vaccines. The CDC recommends adolescents receive the following vaccines*:

- **HPV** – human papillomavirus
- **Tdap** – tetanus, diphtheria, pertussis (whooping cough) and **Td Booster** – tetanus and diphtheria
- **Flu** – influenza



As one strong voice, Unity Consortium addresses the unique challenges surrounding adolescent and young adult health, prevention and immunization. Please visit Unity4TeenVax.org

About the Survey: This Harris Poll was supported by Pfizer Inc., a member of Unity Consortium. The survey was fielded from September 26 to October 7, 2016 among 506 teens aged 13-16, 515 parents aged 18+ with a child between the ages of 13-16, 105 pharmacists, and 405 physicians who specialized in either family practice, general practice, internal medicine or pediatrics, were duly licensed, spent 50% or more time in out-patient practice and 80% or more time in direct patient care, see at least 250 patients, on average, in a month, and regularly see teens for well visits. For complete survey methodology, including weighting variables, please contact Unity.

Make sure all adolescents are UP TO DATE with their vaccinations:

Parents and Teens

- Make appointments for annual check-ups especially at 11-12 and 16-years of age when vaccines are routinely given and learn more about the benefits of vaccination on Unity4TeenVax.org

Immunizers

Less than half of HCPs have missed vaccination reminders.

- Set up a reminder system for parents and teens especially for 11-12 and 16-year old visits
- Utilize Unity tools and resources to support concise and impactful conversations about preventive health and vaccination

*Advisory Committee on Immunization Practices Recommended Immunization Schedule for Children and Adolescents Aged 18 Years or Younger – United States, 2017. MMWR Morb Mortal Wkly Rep. 66:No. 7 February 2017. DOI: <http://dx.doi.org/10.15585/mmwr.mm6605a1>.

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- Amy Hughart Communications

References

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- ⁱ <http://www.who.int/mediacentre/factsheets/fs345/en/>
 - ⁱⁱ <http://www.unity4teenvax.org/unity-projects/>
 - ⁱⁱⁱ <https://www.historyofvaccines.org/content/articles/vaccines-teenagers>
 - ^{iv} <http://www.unity4teenvax.org/unity-projects/>
 - ^v http://cmhd.northwestern.edu/wp-content/uploads/2015/05/1886_1_SOC_ConfReport_TeensHealthTech_051115.pdf
 - ^{vi} <http://www.un.org/sustainabledevelopment/blog/2017/09/on-international-day-un-promotes-online-literacy-in-digital-world/>
 - ^{vii} PEDIATRICS Vol. 140 No. Supplement 2 November 01, 2017
 - ^{viii} <https://nml.gov/priorities/topics/health-literacy>
 - ^{ix} Bermudez, Laura Gauer et al. The Lancet , Volume 390 , Issue 10092 , 336 – 338
 - ^x https://www.unicef.org/sowc2017/?utm_campaign=SOWC+English+&utm_medium=bitly&utm_source=Email