Resource Toolkit

Resources for providers and organizations to promote pediatric wellness & preventative care

Distributed by:

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Introduction

We recognize that during the COVID-19 pandemic, there have been many changes to pediatric practices. Many pediatricians have had to make adjustments to office processes and policies, such as scheduling, and modifying exam and waiting room areas to reduce the potential exposure and spread of COVID-19. Practices are monitoring and assessing the effects of these changes regularly and often adjust what they have done to meet current needs, limitations, and evolving guidelines. We know that every practice is different and must decide when and how to open their offices to patients in the safest ways possible.

With guidance from the Florida Department of Health (FDOH), the American Academy of Pediatrics (AAP), and the Centers for Disease Control and Prevention (CDC), the Florida Chapter of the American Academy of Pediatrics (FCAAP) began offering guidance to its members and pediatricians throughout the state on ways to continue to safely care for their patients in the midst of the pandemic. FCAAP has worked throughout the pandemic in order to provide flexibility and clarity and as much flexibility as possible around pediatric care and practice guidelines. The guidelines also meld with Florida Governor Ron DeSantis’ April 29, 2020, executive order (effective May 4, 2020) regarding safely reopening the State of Florida.

This toolkit is meant to provide pediatricians with easy to use resources to reach out to families. Like you, FCAAP believes in the value and importance of well child visits and the role preventative care plays to keep children healthy. Please continue to monitor FDOH policies and professional organization clinical guidance, as updates and resources are subject to change as the pandemic response evolves.
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Template letter to families

Providers can use the letter below as a customizable template to send to families encouraging them to return to the office for well child visits and vaccinations. [Click here](#) to download an editable version of this letter.

Hello from [Insert Practice Name]!

We hope that this note finds you and your family safe and healthy! We want to thank you for being flexible and understanding as we adjust office protocols to keep patients and families as safe as possible during this unprecedented pandemic.

Currently, orders from Governor Ron DeSantis allow for healthcare visits. This allows us to increase our ability to keep our patients healthy and on track for regular checkups. To this end, we have adopted some new practices such as [insert changes made such as separate healthy/sick hours and rooms, triage in parking lot, telehealth, etc.]. It is our goal to see every patient that needs our services in a timely manner.

**For patients who require an appointment for a “non-contagious” issue**, please call our office to discuss the necessity of an in-person appointment. This includes wellness visits and visits for non-contagious infections. If it is safe and appropriate, appointments may be delayed or conducted through telehealth. If an in-person visit is necessary, please rest assured that we are taking extra precautions in cleaning all equipment and examination rooms and limiting your contact with others.

**For children ages 2 and under**, it is especially important to maintain regularly scheduled well check appointments and stay up to date on immunizations despite the ongoing COVID-19 pandemic. Well child visits and vaccinations for young children are necessary to monitor early growth and help them build immunity to preventable diseases. If your child is behind on vaccinations or is due for a vaccine in the near future, please call our office to schedule an appointment. If you are unsure if your child is up to date or in need of a vaccine, please call and ask our office staff to check their record.

**For patients who are sick and require an in-person visit**, please call our office to schedule an appointment during sick-patient hours. We request that sick patients be accompanied by ONE healthy parent or guardian and, if possible, that no siblings be brought along to the office. If appropriate, we may avoid in-person visits and treat patients through telehealth.

We have developed the following protocols for sick visits:

[discuss specific procedures for sick patients such as calling at arrival and remaining in vehicle until you have further instructions, payment, and forms online, etc.]
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These measures are temporary and are in line with guidance from the CDC and FDOH. Policies will be adjusted as needed to follow direction by FDOH and the CDC. We believe that the policies discussed above will help to maintain the best health environment for all our patients.

Sincerely
[Insert Practice Name]!
[Insert Practice Phone Number]

Communications Examples for Providers

Sample Messages for Staff to Call Parents

On track vaccinations:
“Hi! This is (name) from (practice). I am calling to touch base regarding your child’s wellness visit and vaccinations. It is very important to stay on track with these appointments, as missing them can lead to issues later down the road. Although the COVID-19 pandemic is ongoing, we are doing everything that we can to ensure the health and safety of our patients. Please give us a call if you have any questions or if there is anything that we can do for you. See you soon!”

Newborn appointments:
“Hi! This is (name) from (practice). I am calling on behalf of everyone at (practice name) to congratulate you on the arrival of your baby. We are so thrilled for you and your family! As you may know, newborn checkups and on-time administration of vaccines are very important. Although the COVID-19 pandemic is ongoing, we encourage you to keep your scheduled appointments or schedule one if you haven’t already done so. Please let us know if you have any questions or if there is anything that we can do for you. See you soon!”

COVID-19:
“Hi! This is (name) from (practice). I hope that you and your family are in good health and staying safe. I am just calling to let you know that all of us at (practice name) are thinking of you. We are here to support you during this unprecedented time. We have modified our practice policies to minimize our patients’ exposure to others. So please let us know if you have any questions or if there is anything else that we can do for your family. Although the COVID-19 pandemic is ongoing, we are still seeing patients in the office or by telehealth when appropriate, so if you have any patient care concerns, please let us know. If your child is experiencing shortness of breath, chest pain, or difficulty breathing, please take him or her to the emergency department. We hope to see you soon.”

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Sick-child visits:
“Hi! This is (name) from (practice). I am calling to share some news with you regarding the services that we are offering to our patients. Although the COVID-19 pandemic is ongoing, we are continuing to treat sick patients in a variety of ways. We are offering telehealth visits for concerns that can be treated virtually, or, if need be, in-person visits are available as well. For those children who need an office visit, we have modified our practice policies to minimize office exposure to others. Please don’t put off getting medical attention when your children need it. Give us a call if you have any questions or if there is anything that we can do for you. Take care!”

Sample Language for Social Media Posts

The time is now!
Immunizations are key to maintain children’s health. If your child is scheduled for a routine vaccination, don’t wait! Contact our office now!

Stay on track with vaccinations!
Washing your hands and social distancing help prevent COVID-19 and routine immunizations help prevent many other dangerous illnesses. Contact us to learn about available vaccination options.

Well child care is important, even during a pandemic.
Wash your hands often and contact us to discuss regular well child visit options.

Don’t delay! Even during social distancing, children need checkups.
Well child visits and routine immunizations are important, especially now. Children keep growing and it’s important that they stay on track with checkups and vaccinations. Contact us to see what checkup options are available.

We are here for you!
By phone, through telehealth or in person, we are here for you. Call us today to learn about what options are available for your child’s visits and vaccinations.
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Sample Images to use on social media. Click on each image to download.
Communications Examples for Organizations

*Sample Language for Social Media Posts*

**The time is now!**
Immunizations are key to maintain children’s health. If your child is scheduled for a routine vaccination, don’t wait! Contact your pediatrician’s office now!

**Stay on track with vaccinations!**
Washing your hands and social distancing help prevent COVID-19 and routine immunizations help prevent many other dangerous illnesses. Contact your child’s pediatrician to learn about available vaccination options.

**Well child care is important, even during a pandemic.**
Wash your hands often and contact your pediatrician to discuss regular well child visit options.

**Don’t delay! Even during social distancing, children need checkups.**
Well child visits and routine immunizations are important, especially now. Children keep growing and it’s important that they stay on track with checkups and vaccinations. Contact your child’s pediatrician to see what checkup options are available.

**There when you need them!**
By phone, through telehealth or in person, your child’s pediatrician is there for you. Call them today to learn about what options are available for your child’s visits and vaccinations.
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Sample Images to use on social media. Click on each image to download.
COVID-19 Resources


Healthy Children: [https://healthychildren.org/English/Pages/default.aspx](https://healthychildren.org/English/Pages/default.aspx)
