

## **Toolkit Overview**

The Missouri Chapter, American Academy of Pediatrics (MOAAP) shares this toolkit that provides schools with resources to communicate with families about the importance of staying up-to-date on well-child visits. Well-child visits are an important piece of maintaining optimal health for your child. As we continue partnering to ensure optimal child health in Missouri, we are providing this toolkit with you to use in your school.

The COVID-19 pandemic has brought about unprecedented challenges for the health and wellbeing of children. We have seen health inequities that existed before the pandemic grow, as well as a worsening mental health crisis. It takes all of us working together to ensure children grow up safe, happy and healthy.

Preventative care ensures children and adolescents are in optimal health and receive the care they need in a timely manner. The key to ensuring the overall health of a child is to stay up-to-date on their well-child visits. These regular visits allow primary care providers to complete thorough check-ups with children to identify any health concerns. These visits ensure your child's overall health is on track, including checking developmental milestones, physical health, mental health and all recommended immunizations.

Missouri falls just below the national average, [ranking 30th](#) among states, for children ages 0-17 completing one or more well-child visits in 2021.<sup>1</sup> We know that healthy children tend to earn better grades, attend school more often, and display more positive behaviors in class.<sup>2</sup> MOAAP recognizes the role the school community plays in promoting all around health- physical health, mental health, nutrition, as well as providing resources for families when it comes to health-related issues. We know that schools are trusted messengers in their communities. Partnering together, we can ensure that Missouri children receive the well-child care they deserve and need to live a safe, happy and healthy life.

Included in this toolkit are resources for schools related to the COVID-19 vaccine. The goal of this resource compilation page is to answer questions about the vaccine and provide information that can be shared with parents and caregivers. This toolkit also includes a resource created to answer questions about [hosting vaccine clinics](#) to ensure schools have answers to questions to host a successful clinic.

Thank you for all you did before the COVID-19 pandemic to keep children healthy in schools and all that you have done the past few years to ensure children have a safe environment to learn. We hope that this toolkit will help you in your work ensuring a school community that is safe and ready for learning!

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<sup>1</sup> [Explore Well-child Visit in Missouri | 2021 Health of Women And Children Report | AHR \(americashealthrankings.org\)](#)

<sup>2</sup> <https://www.cdc.gov/healthyschools/about.htm>

## **Email**

Dear Parent or Caregiver,

One of the most critical lessons we have learned over the last two years is the importance of in-person school for children and adolescents. **<insert school name>** cares about your child's health and wants them to continue with safe in-person learning. If you haven't already done so, we encourage our students' families to schedule annual well-child visits. It is important that children routinely receive preventive care.

### **WHY IS THIS IMPORTANT?**

Data shows that healthy children tend to:

- Earn better grades
- Attend school more often
- Display more positive behaviors in class

The American Academy of Pediatrics (AAP) recommends well-child visits as a way for pediatricians and parents to serve the needs of children.

### **THE BENEFITS OF WELL-CHILD VISITS**

- Preventive care (including immunizations)
- Following growth and developmental milestones
- Tracking social and emotional development
- A safe place to ask questions and raise concerns about your child's health
- A team approach to healthcare that includes you, your child, and your child's provider
- Obtaining resources to support your family's needs

In addition to learning and development, **<school name>** is an advocate for your child's overall health and well-being and is here to support your family. For more information on well-child visits, finding a doctor, and other child health information, visit [www.healthychildren.org](http://www.healthychildren.org).

For information and options on finding affordable, low, or no-cost health insurance, please visit [CoverMissouri.org](http://CoverMissouri.org) or call 800-466-3213.

Regards,

**<school representative signature>**

## **Calling Script**

- This is **<school representative name>** calling. I am calling today to remind you to schedule your child's annual check-up. One of the best ways to keep children healthy and learning in school is ensuring they are in optimal health, including physical health, mental health and important immunizations. Annual well-child visits ensure your child is in good health, you can ask questions and get your child the care they need. **<insert school name>** cares about your child's health and wants them to be in school.

- Data shows that healthy children tend to earn better grades, attend school more often, and display more positive behaviors in class.
- If you haven't already done so, this is a friendly reminder to schedule your child's annual well-child check with their primary care provider's office to receive preventive care and stay up to date on needed immunizations.
- IF A MESSAGE: Provide best contact information for the appropriate school personnel.