

Looking to increase catch-up vaccination? Let AIM help!

AIM Reminder Recall Postcard Campaign Support Available

AIM has additional funding from CDC to help immunization programs (IPs) address drops in childhood and adolescent coverage rates. AIM is offering to coordinate a postcard reminder recall campaign for children and/or adolescents due for vaccines. AIM will pay for the postcard service, provide the postcard template (if desired), edit the content, and coordinate the mailing. IPs will only need to do very little, like provide the IIS records and approve designs.

This is a super helpful and simple way to try and boost childhood and adolescent vaccination rates in your jurisdiction.

In 2021, AIM has partnered with District of Columbia, Wyoming, and California to conduct reminder recall postcard campaigns. AIM hopes this eases the burden on IP's of getting reminder recall postcards in the hands of caregivers.

Interested in learning more about this opportunity? Contact AIM consultant, [Emily Less](#).

California's Postcard Campaign

In spring 2021, the California IP partnered with AIM to mail 80,000 cards to households with children 19-35 months of age missing 4th dose DTaP:

- 6.1% (4,566)* children received a DTaP dose during the 12 weeks after mailing

*74k cards were successfully delivered in CA

