



Well Child Tamariki Ora (WCTO) Provider Update

February 2019

From the WCTO Promotion Team at the Immunisation Advisory Centre

Well Child Week: 4 – 10 March, 2019

With the new year underway, Well Child Week is almost upon us. If you are holding an event to celebrate the Week, at the end of this newsletter we have included some tips for engaging with local media.

Each year, Well Child Week focuses on a different Well Child core contact. This year the focus is the B4 School Check for 4-year-olds. The B4 School Check is the twelfth core contact of the Well Child Tamariki Ora Schedule of services. The purpose of the B4 School Check is to promote health and wellbeing in 4-year-olds, and to identify any health, developmental or behavioural problems that may have a negative impact on the child's ability to learn and take part at school. Interventions at this age will ensure that when children start school they are able to participate to the best of their ability.



This check includes health and development screening tests, elements of family and whānau care and support. For a comprehensive list of the components of the B4 School Check and its information system, see the [Practitioner Handbook](#).

Resources

To assist your promotion of Well Child Week, the Health Ed/DHB resource centres carry a range of health-related resources focusing on 4-year-olds and the B4 School Check. You can access resources through the [Health Ed website](#) or by contacting your local Health Ed/DHB resource centre. Also, see 'Resources' under each relevant section in the Practitioner Handbook.

Immunisations for 4-year-olds



The B4 School contact is a timely opportunity to ensure that children are up-to-date with their immunisations before entering the school environment. The 4-year immunisations include vaccinations against diphtheria/tetanus/pertussis/polio - 1 injection (Infanrix®-IPV) and measles/mumps/rubella - 1 injection (Priorix®). These immunisations are due as soon as the child turns 4 years of age and before 4 years and 1 month. If a child is behind with their immunisations, their primary health care nurse can plan a catch-up schedule. Catch-up schedules focus on antigens already received and additional antigens required rather than the vaccine combinations available or trade names.

Mitigating vaccine pain and distress for 4-year-olds

Pain at the time of vaccine injections is a common concern for parents. Many children and parents find the experience manageable and relatively pain free; however, for others injections cause some anxiety. Fear of vaccination pain contributes to vaccine hesitancy, lowering immunisation coverage and potentially increasing the risk of vaccine preventable disease. Some techniques that may help parents prepare for the event include:

- telling their child about the vaccination process in advance
- discussing comforting/distraction techniques so parents/caregivers can participate – encourage them to prepare before the appointment (ie, bring a favourite toy, book, game, etc.)
- providing distraction to suit the child during injection
- avoiding anxiety-provoking language, excessive reassurance and false suggestions about pain
- ensuring the child is held upright (preferably by the parent/caregiver) using a ‘comfort hold’, not restraint
- encouraging an anxious parent/caregiver to use relaxation strategies for themselves, such as abdominal breathing, or engaging the assistance of another family member.



Routinely giving children paracetamol prophylactically to prevent discomfort before and after immunisations is not recommended (an exception to this is children under 2 years of age having Bexsero). There is some evidence that suggests paracetamol may reduce the effectiveness of childhood vaccinations. If a child becomes febrile or appears to be in pain following an immunisation event, paracetamol can be administered. Ibuprofen is less effective than paracetamol in managing related fever or injection site discomfort and is not recommended.

References:

Ministry of Health. 2017. *Immunisation Handbook*. Wellington: Ministry of Health.

SAGE working group on reducing pain and distress at the time of vaccination. 2015. Report to SAGE on reducing pain and distress at the time of vaccination. Geneva: World Health Organization.

Taddio A, McMurtry CM, Shah V, Riddell RP, Chambers CT, Noel M, et al. 2015. Reducing pain during vaccine injections: Clinical practice guideline. *CMAJ* 187(13): 975-82.

The Immunisation Advisory Centre. 2018. *The Immunisation Visit*. Retrieved from <http://www.immune.org.nz/immunisation/immunisation-visit>

World Health Organization. 2015. Reducing pain at the time of vaccination: WHO position paper – September 2015. *Weekly Epidemiological Record* 39(90): 505-510.

Upcoming events

WCTO Symposium

[Click here to see more and register](#)

- 13 March 2019, at the University of Auckland, Tamaki Campus, St Johns, Auckland
- 5 June 2019, at the Manawatu Golf Club, Centennial Drive, Palmerston North

Come and join others involved in the Well Child Tamariki Ora programme for a full day of interesting and useful presentations and discussions.



- National Children's Day: 3 March
- Well Child Week: 4 - 10 March
- World Oral Health Day: 20 March
- World Health Day: 7 April
- NZ Immunisation Week: 29 April - 5 May
- International Day of Families: 15 May

Website address: www.wellchild.org.nz

Newsletter mail-out dates for 2019: 14 May, 13 August & 12 November

Updating your contact information

You've received this newsletter because you're on our MailChimp list.

You can click on the 'update' link on the bottom of the email to change any details.

If you know other providers who do not receive our newsletter or updates, you can forward this link (<http://eepurl.com/KpORP>) to them to register.



Top tips for engaging with media about Well Child Week

**Note that if/how you engage with media may depend on your employing body's media policies. We suggest you check these and consult your employer before engaging with the media.*

Find your local media.

This is a great opportunity for your organisation to promote the WCTO Programme and your service. Contact your organisation's spokesperson or manager to ask what your role in this can be. To find your local newspaper(s) go to www.localnewspapers.co.nz or contact details for the editor are usually on the inside front page.

Most local radio stations also have details on their websites - to find your local radio station, start here: www.nzradioguide.co.nz

Find the right "angle".

Local media love a local angle, so enlist support of local politicians, community leaders, Well Child champions or service consumer to speak with media. Make sure they understand the key messages of the programme.

Make initial contact with the media.

You could be raising awareness of the WCTO Programme or your Well Child Week. It's best to phone about a week or two beforehand - this gives them plenty of time to organise the story and, if you are holding an event, to send a reporter/photographer to attend.

Once you've found the best person to speak to, briefly outline the key points that make your story interesting. When explaining your idea, find out what timing works for the media, and what further information they require. Try to get the journalist's email so you can send a follow-up media release directly.

Think visually.

Pictures can be stronger than words. Think about a photo opportunity that will help the media tell your story—eg, a child having their Well Child Check (get signed permission from the family beforehand).

Send a media release.

Follow up your phone call with a media release at least a week before your event if you are holding one. A media release should be less than one page and contain an interesting title, details about the event, background on the issue, quotes from key people like clinical team leaders or family members (with their permission) and your contact details. Put the most important information in the first sentence or two using short, clear language throughout. Spell out any abbreviations you use eg, Well Child Tamariki Ora (WCTO).

Appoint a spokesperson.

The spokesperson will need to know the details of the event and the key messages about the WCTO Programme. Provide their contact details on the media release, with a phone number that will be answered by them. Here are a few things to remember when being interviewed:

- Have your key messages prepared and be able to express them clearly.
- Keep your answers brief and to the point. Try not to reel off lots of facts and figures; personal stories or experiences are more engaging to an audience.

Promote away on social media!

Post a Well Child Week or event update and related photos/footage on social media to ensure the best possible reach to as many people as possible. Online media can be at least as effective as traditional media.

Write a letter to the editor.

Even if you aren't organising a Well Child Week event you could still write a letter to the editor of your local paper. Keep it under about 200 words and focus on a single issue. Tying your letter to a recent story/event is also a good way to get your letter published—if you do this, get in quick while the issue is still topical.

And finally, don't give up!

Don't be discouraged if your story isn't published. Not everyone will successfully attract media attention. The more letters, articles and media releases you write to your local media, the more likely your story will get published or broadcast.

Sample media release Check out our media tips and insert some local content for more interest (eg, quotes from local champion, a service user, WCTO clinical leader).

[Date here]

[Snappy title here]

Well Child Week, from the 4 - 10 March, 2019 promotes the Well Child Tamariki Ora (WCTO) Programme. The programme covers everything from health and development assessments, whānau care and support, and health education, and it's free for all children, birth to age 5.

There are different service providers to choose from, including Plunket, local Māori or Pacific providers, midwives and some family doctors.

The programme is based on a set of scheduled visits within certain age bands. For example, one of the visits is for children soon after they turn 4 years old. A hearing and vision assessment will be included in this contact.

We encourage whānau/families to enrol baby at birth and get all their checks, to give them the best start in life! Midwives and family doctors can help people choose a provider that's right for them.

Further details can be found at www.wellchild.org.nz