

National Trend Reveals Alarming Decrease in Childhood Immunizations

The Blue Cross and Blue Shield Association (BCBSA) has identified an alarming trend in national member claims data for childhood vaccinations. When BCBSA compared childhood vaccination trends from January through September 2020 against the same months in 2019, they discovered that a projected nine million childhood vaccination doses may be missed nationwide this year. **This is a decrease of up to 26 percent nationwide.** This decrease may threaten community protection for highly contagious diseases, including measles, whooping cough and polio. According to this [Florida Department of Health measles report](#), 100 percent of recent measles cases in our state occurred in community members with no known measles vaccinations.

Help Change the Trend

We know the health and safety of your patients is your top priority. Because we understand that many parents have postponed childhood wellness visits and vaccinations due to COVID-19, we are supporting you in reaching out to your parents whose children are behind on their immunizations and wellness visits.

Supporting Your Efforts

We are supporting your efforts with our “Don’t Delay Care” campaign, encouraging our members to schedule visits with their child’s doctor. In addition to reaching out to our members through public service announcements, targeted emails and blog posts, we are also sharing this [helpful infographic](#) which illustrates the impact of missing childhood vaccinations. We continue to remind our members that providers are skilled at keeping patients safe.

Together, we can make sure your patients – our members – receive their childhood immunizations to protect themselves, their families and the community. Thank you for the high-quality care you continue to provide our members.