

Immunization Program Provider Spotlight February 2025

Newtown Center Pediatrics

In an innovative approach that combines healthcare with community engagement, Newtown Center Pediatrics has been running a unique flu clinic for the past decade: partnering with local ice cream trucks to turn flu shots into a cherished tradition. Spearheaded by Dr. Laura Nowacki, the initiative began when she envisioned a way to make flu vaccinations less daunting and more delightful for children and collaborate with a small business.

“We usually hold our flu clinics indoors, but when the weather cooperates, we move outside so the kids can enjoy seeing the ice cream truck” says Elizabeth Bonis, a nurse who has been with the practice for over 20 years. “It’s become something they look forward to every year – a fun memory that makes the experience positive.” The process is simple but impactful. Parents register their children for one of the four to five annual clinics, where children receive their flu shot and then celebrate with a sweet treat from the ice cream truck. The combination of care and rewards has made the clinics an eagerly anticipated event. In recent years, Newtown Center Pediatrics has expanded this concept by partnering with another local ice cream truck business, enabling even more clinics and reaching a wider audience.

This creative strategy addresses a common challenge in pediatrics: reducing anxiety around vaccinations. By transforming the experience into an event that is both engaging and enjoyable, the clinic not only eases the fears of young patients but also reinforces the importance of immunization within the community. “It’s a great opportunity to distract the kids and offer them something for being brave,” says Elizabeth, “It makes the whole process more pleasant for everyone.” The impact of this initiative is evident. Parents now expect these clinics each flu season, actively seeking out announcements on social media and the practice’s website. Over time, the partnership has helped cultivate a culture of proactive vaccination, with local families embracing the clinics and an essential part of their healthcare routine.

For practices considering a similar approach, Elizabeth recommends tapping into local businesses or community partners. “Find people in your area who are willing to collaborate. It’s a simple idea that goes a long way in making kids excited about getting their flu shots!”

By combining essential healthcare with a touch of fun, Newtown Center Pediatrics has turned an ordinary flu clinic into an extraordinary community tradition. Their decade-long success story highlights the power of creative thinking and community collaboration in promoting public health.

For more information, visit www.newtowncenterpediatrics.com.



Newtown Center Pediatrics Staff in front of [Jesse's Ice Cream](#) truck at one of their flu clinics.