

NATIONAL IMMUNIZATION AWARENESS MONTH 2014

RESOURCES

National Immunization Awareness Month (NIAM) is this August. NIAM is an annual observance to highlight the value of immunization across the lifespan. These materials can help you encourage timely vaccination for people of all ages.

COMMUNICATION TOOLKIT

The National Public Health Information Coalition (NPHIC), in collaboration with CDC has developed a communication toolkit to help promote vaccinations. The toolkit focuses on the four weekly themes of NIAM:

- Babies and pregnant women (August 3-9)
- Children, preteens, and teens (August 10-16)
- Young adults (August 17-23)
- Adults (August 24-30)

As part of the toolkit you will find key messages, matte articles, social media messages, FAQs, and web links among other resources.



Download the toolkit at <http://www.nphic.org/niam>

LOGOS AND BANNERS

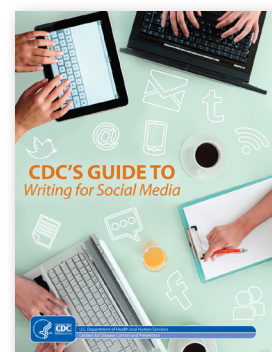
Highlight NIAM on your website and/or social media platform(s) with eye-catching logos and banners.



Download logos and banners at <http://www.nphic.org/niam-logosbanners>

SOCIAL MEDIA MESSAGES

Social media messages can help you create buzz for NIAM. These messages are ready to use or you can customize them to fit your audience. Join the conversation on social media by using the hashtag #NIAM14.



Social Media: Sample Tweets

Here are sample Twitter messages. Use 120 characters or less to allow room for a shortened URL and hashtag (#NIAM14) for National Immunization Awareness Month). Check the Web Links & Resources on page 30) for more ideas you can use to enliven your social media messages.

Parents

Find tips to prepare for your baby's next well visit & learn what vaccines he'll need: www.cdc.gov/vaccines/parents/index.html

Want vaccine info based on your child's age? www.cdc.gov/vaccines/parents/index.html



Social Media: Sample Facebook Posts

Here are sample Facebook posts of 250 characters or less to allow the entire post to be viewed in the newsfeed. Check Web Links & Resources on page 26 for more ideas of links you can use to enliven your social media messages.

If you have a chronic condition such as asthma, diabetes, or heart disease, getting vaccine-preventable diseases like flu and pneumonia can lead to serious complications, hospitalization or even death. Protect yourself – get vaccinated.

Adults need vaccines, too. We all need protection from the serious, and sometimes deadly, diseases that can be prevented by vaccines. Ask your doctor, pharmacist, or other health care professional which vaccines are recommended for you.

Vaccines aren't just for kids. Help protect yourself and your family from disease by getting vaccinated. Ask your doctor, pharmacist, or other health care provider which vaccines are recommended for you.

Social media messages can be found for each individual toolkit at <http://www.nphic.org/niam>

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Centers for Disease
Control and Prevention
National Center for Immunization
and Respiratory Diseases

BABIES AND PREGNANT WOMEN RESOURCES

CDC has a number of resources including posters, flyers, ready to publish articles, PSAs, web buttons, etc., to highlight the importance of immunization for babies and pregnant women.



Resources to communicate about infant immunizations can be found at <http://www.cdc.gov/vaccines/events/niw/promotional.html>

Resources for pregnant women can be found at <http://www.cdc.gov/vaccines/hcp/patient-ed/adults/for-patients/pregnant-women.html>

For information and resources on Tdap for pregnant women, go to <http://www.cdc.gov/pertussis/pregnant>

YOUNG ADULT RESOURCES

Share the link to CDC's adult vaccination page to educate young adults on vaccines recommended for them. You can also encourage young adults to take a brief quiz to determine which vaccines they may need.

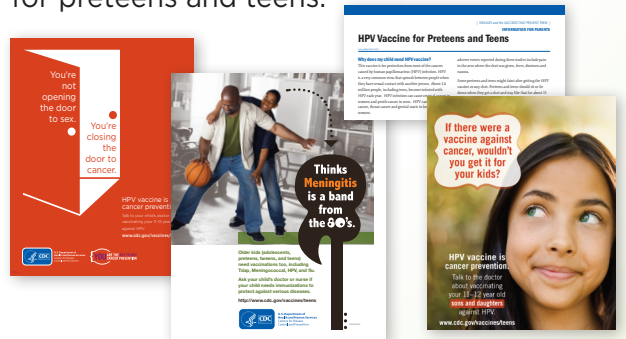
The adult vaccination homepage can be found at www.cdc.gov/vaccines/adults

The quiz can be found at www.cdc.gov/vaccines/AdultQuiz



CHILDREN, PRETEEN, AND TEEN RESOURCES

CDC is conducting a media buy throughout the month of August. To place these ads on your site during NIAM, email preteenvaccines@cdc.gov with the ad you want and the size you need. CDC also has a number of multimedia products to highlight the importance of immunizations for preteens and teens.

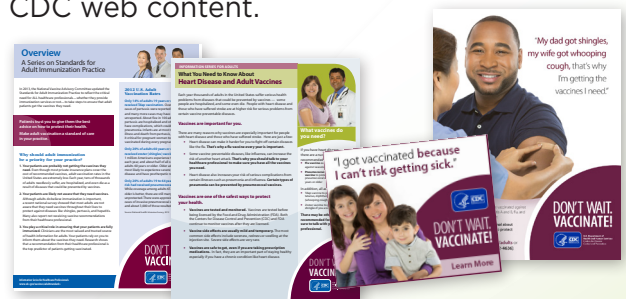


Resources for parents of preteens and teens can be found at <http://www.cdc.gov/vaccines/who/teens/products>

Educate parents of young children by sharing the link to CDC's vaccine website for parents at <http://www.cdc.gov/vaccines/parents>

ADULT RESOURCES

CDC has developed a number of resources you can share with adults and healthcare professionals to promote adult immunization including posters/flyers, fact sheets, ready to publish articles, radio PSAs, print ads in various sizes, and web buttons to link to CDC web content.



These resources can be found at <http://www.cdc.gov/vaccines/adults/forpartners>



Share your plans for NIAM by completing an online activity form at <http://www.nphic.org/niam-actsubmission>

For more information, please contact us at yfi1@cdc.gov.

For additional resources, go to: www.cdc.gov/vaccines/events/niam.html