Promote the Importance of Immunizations for Life – August 2014 - #NIAM14

August is National Immunization Awareness Month (#NIAM14). This toolkit is designed to help you communicate the importance of immunizations during this annual observance - and throughout the year. The full toolkit contains key messages, vaccine information, sample news releases and articles, sample social media messages and links to web resources from CDC and other organizations. Visit www.nphic.org/niam for the full toolkit.

The Arizona Partnership for Immunization (TAPI) has compiled key messages for your organization to post and share each week during NIAM, along with samples of the banner messages available to you. Visit TAPI.org and click on the NIAM rotation photo to link to an electronic version of this hand out, the banners and the entire NIAM14 Toolkit.

TAPI also has additional banners you can incorporate into messaging if you would like. Please let us know if you need anything in a different format.

Banners -
A Healthy Start

August 3-9, 2014 #NIAM

Pregnancy is a great time to plan for your baby’s immunizations – and to make sure you have the vaccines you need to protect yourself and pass protection from some diseases to your baby during the first few months of life. In addition to the vaccines recommended for adults, pregnant women need to have a flu shot every year, and the Tdap vaccine during every pregnancy to protect against whooping cough.

Key Messages

✓ Vaccines give parents the power to protect their babies from 14 serious diseases before they turn 2.

✓ Vaccines are recommended throughout our lives. Following the recommended schedule offers the best protection.

✓ Talk to your doctor or other health care professional to make sure your children get the vaccinations they need when they need them.

✓ Vaccines are very safe.

Social Media Messages

Facebook –

1. You baby’s well-child visits can be stressful for you and your child, but there are ways to make them go easier. Get useful tips for soothing your baby when he gets shots by visiting CDC’s vaccine website for parents: www.cdc.gov/vaccines/parents/tools/tips-factsheet.html
2. Pregnant or planning to be pregnant? It’s safe and very important to get the inactivated flu vaccine. A pregnant woman who gets the flu is at risk for serious complications and hospitalization. Visit WhylImmunize.org/pregnancy-vaccines

3. Did you know that vaccines can protect your child from 14 serious diseases? How many of these diseases can you name? Visit CDC’s vaccine website for parents to learn about these diseases, their symptoms, and how they are spread: www.WhyImmunize.org or www.cdc.gov/vaccines/parents/index.html

4. Spreading out or skipping shots increases the chance your child will get a disease that vaccines prevent while shots are delayed. Check CDC’s interactive immunization scheduler and compare to your child’s vaccine records to see if your child needs any vaccines: www2a.cdc.gov/nip/kidstuff/newscheduler_le/

5. Most parents-to-be have questions about immunizations, and no wonder. There’s a lot to know and it’s good to ask. It’s important to get answers to your questions from an expert – your child’s doctor, local or state public health department.

6. How can you protect your baby from whooping cough before he’s even born? Get the whooping cough vaccine when you are pregnant. Talk to your doctor and visit: WhyImmunize.org or www.cdc.gov/pertussis/pregnant

7. Talk to your doctor, nurse or pharmacist about what vaccines are important for you. Visit WhylImmunize.org for more information.

Facebook – Providers

1. When it comes to vaccines, providers are a parent’s most trusted resource. Find all the materials you need to have a successful vaccination conversation with parents on CDC’s website: www.cdc.gov/vaccines/conversations

2. Spending a lot of time talking to parents about vaccines? CDC, AAP, AAFP and TAPI have resources to help with your vaccine conversations with parents. Visit TAPI.org for resources.

3. Looking for valuable communication strategies to discuss vaccines? A successful discussion involves a two-way conversation, with both parties sharing information and asking questions. For tips on creating a successful dialogue, visit www.cdc.gov/vaccines/conversations
4. Don’t forget to visit www.TAPI.org or www.WhyImmunize.org/Providers for the latest news, calendar of events and vaccine information.

5. Have the CDC’s childhood immunization schedule at your fingertips. Visit www.cdc.gov/vaccines/schedules/index.html

6. Do you need vaccine materials in Spanish for your patients? CDC has information about each vaccine-preventable disease and related immunizations: www.cdc.gov/vaccines/vpd-vac/fact-sheet-parents-sp.html

7. You can download and print materials to help parents understand vaccine benefits and risks at www.WhyImmunize.org/Free-Materials

Twitter – Parents (include agency resources as needed) HASHTAG all tweets with #NIAM14

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

2. Need help understanding your child’s shot schedule? Here’s a version that’s easy to read: www.cdc.gov/vaccines/schedules/easy-to-read/index.html

3. Parents, get answers to your questions about vaccines: www.cdc.gov/vaccines/parents/index.html

4. Besides #measles and #polio, what other diseases are your vaccinated child protected against? www.cdc.gov/vaccines/parents/index.html

5. Does your baby have all recommended shots? Use CDC’s online tool to check: http://www2a.cdc.gov/nip/kidstuff/newscheduler_le/

6. Whooping cough is on the rise in the U.S. Learn how to protect your baby & yourself: WhyImmunize.org

7. Pregnant? You need whooping cough vaccine to protect yourself and your baby. Learn more: www.cdc.gov/pertussis/pregnant

8. Your child can still get serious diseases like #measles & #whooping cough. Protect them w/ vaccines: www.cdc.gov/vaccines/parents/index.html
Twitter - Provider (include agency resources as needed) HASHTAG all tweets with #NIAM14

1. CDC, AAP, AAFP TAPI have vaccine resources for you to share with parents: www.WhyImmunize.org

2. Do you talk w/ parents about vaccine-preventable diseases & vaccine safety? Here’s help:

3. Working with a parent that is not vaccinating their child? Check out this factsheet to share with them.

4. Tell parents in your practice about TAPI’s website and Facebook page. WhyImmunize.org

5. Educate parents about pertussis & the importance of DTaP & Tdap vaccines:
   www.cdc.gov/vaccines/hcp/patient-ed/conversations/index.html

6. You are parents’ most trusted source of vaccine info. Here’s info you can trust when you talk to them:
Back to School
August 10-16, 2014 #NIAM14

Preparing for school means gathering supplies and back packs. It’s also the perfect time to make sure children are up to date on their vaccines. Getting all of the recommended vaccines is one of the most important things parents can do to protect their children’s health.

Key Messages

- Vaccines are important for protecting children from serious, and sometimes deadly, diseases.
- Vaccines are recommended throughout our lives. Following the recommended schedule offers the best protection.
- Talk to your doctor or other healthcare professional to make sure your children get the vaccinations they need when they need them.
- Vaccines are very safe.
- HPV is cancer prevention.
- Influenza: Get the flu vaccine every year.
- Tdap: Help keep whooping cough from spreading.
- Meningococcal Conjugate Vaccine: Protection against meningococcal disease.
Social Media Messages

Facebook – Parents

1. You know vaccines protect your child against diseases, but ever wonder how they work? Learn how vaccines help your child develop immunity to diseases at CDC’s vaccine website for parents:
   2. [www.cdc.gov/vaccines/parents/vaccine-decision/prevent-diseases.html](http://www.cdc.gov/vaccines/parents/vaccine-decision/prevent-diseases.html)

3. You work hard to help keep your whole family safe and healthy. This includes vaccinating your children on time, every time. Learn more about the steps that CDC, FDA and vaccine manufacturers take to ensure that vaccines are safe and effective: [www.cdc.gov/vaccines/parents/vaccine-decision/safety.html](http://www.cdc.gov/vaccines/parents/vaccine-decision/safety.html)

4. Did you know that protection from the whooping cough vaccines decreases over time? You and anyone else who cares for your child needs to be up to date with their whooping cough shot to keep him safe. To learn more, talk to your doctor and visit WhyImmunize.org

Facebook – Providers

1. When it comes to vaccines, doctors and other health care professionals are a parent’s most trusted resource. Find all the materials you need to have a successful vaccination conversation on CDC’s website: [cdc.gov/vaccines/conversations](http://cdc.gov/vaccines/conversations)

2. Spending a lot of time talking to parents about vaccines? CDC, AAP, AAFP and TAPI have resources to help with your vaccine conversations with parents: [cdc.gov/vaccines/conversations](http://cdc.gov/vaccines/conversations) or [TAPI.org](http://TAPI.org)

3. Have the CDC’s childhood immunization schedule at your fingertips. Visit [TAPI.org](http://TAPI.org)

4. Help parents understand vaccine benefits and risks: [cdc.gov/vaccines/conversations](http://cdc.gov/vaccines/conversations)

5. Is 11-12 the right age to give HPV vaccine? Get ready-to-use tools and resources for your practice to successfully communicate with parents about HPV vaccination. Visit [cdc.gov/vaccines/youarethekey.org](http://cdc.gov/vaccines/youarethekey.org) or [WhyImmunize.org/ProtectMeWith3](http://WhyImmunize.org/ProtectMeWith3).
Twitter – Messages for Parents and Teens (include agency resources as needed) HASHTAG all tweets with #NIAM14

1. Why are preventable disease outbreaks rare in schools now? Most parents ensure their children are up to date on vaccines. WhyImmunize.org

2. Need info on back-to-school vaccinations? Contact your doctor, pharmacist, local or state health department. WhyImmunize.org

3. School-required immunizations not only protect the children who receive them but also other children and staff. Get Immunized.

4. If there were a vaccine for cancer, wouldn’t you get it for your kids? Visit WhyImmunize.org/ProtectMeWith3. #PreventCancer #HPVvaccine

5. There are 3 vaccines teens need to prevent serious diseases. Are you protected? #TakeControl Learn more at WhyImmunize.org/TakeControl

6. Class of 2015 are you up to date? #TakeControl and learn what shots you need to stay healthy your senior year. Visit WhyImmunize.org/TakeControl
Off To the Future
August 17-23, 2014 #NIAM14

Vaccines are not just for children. Immunizations are needed throughout your adult life to help you stay healthy. That’s because immunity from childhood diseases may wear off over time, and you may also be at risk for other vaccine-preventable diseases.

Key Messages

- Getting vaccinated is an important action to take to protect yourself from serious, and sometimes deadly, diseases.
- Vaccines are recommended throughout our lives.
- Young adults need vaccines, too.
- Talk with your health care professional about which vaccines you need.
- Follow the immunization schedule for young adults.
- Vaccines are very safe.

Social Media Messages

Facebook – Young Adult

1. Your young adult student CAN afford to get all the recommended vaccines. The Affordable Care Act allows parents to keep children on their health insurance policy until age 26: www.healthcare.gov/can-i-keep-my-child-on-my-insurance-until-age-26
1. Beat the rush. Get the vaccines you’ll need for college now: WhyImmunize.org/TakeControl

2. Do you know how to protect yourself from meningitis? It could be life or death information. Learn more at T2X.me/TakeControl

3. HPV vaccine is cancer prevention. It’s not too late to protect your young adult today: www.cdc.gov/vaccines/adults/rec-vac/college.html

4. Off to college? What vaccines do you need? Take this CDC quiz: www.cdc.gov/vaccines/AdultQuiz

5. Off to college? You need vaccines to prevent flu, whooping cough, HPV and meningococcal disease. Are you protected? WhyImmunize.org/TakeControl

6. 19 or older? Get vaxed! Find out which vax you need and more about each disease you will be protected against and much more. Videos, chat rooms, Q&A and more! T2X.me/TakeControl

7. Caregivers, like baby sitters and au pairs, can be a source of whooping cough infection in babies, which can be deadly. Get vaccinated!
8. Vaccine protection can fade. Adults age 19 and older need Tdap vaccine for whooping cough if they did not get it as a teen.

9. Get the annual flu vax even if you got it last year – or risk missing class and a social life.

10. Don’t want genital warts? Get the HPV vax and also prevent some cancers. #TakeControl

11. Vaccination protects you from dangerous infection of brain/spinal cord (meningitis).

12. Plan to travel or study abroad? You may need vaccines. WhyImmunize.org
Vaccines Are Not Just For Kids
August 24-30, 2014 #NIAM14

All adults should get vaccines to protect their health. Even healthy adults can become seriously ill, and can pass certain illnesses on to others. Immunization is especially important for adults 60 years of age and older, and for those who have a chronic condition such as asthma, COPD, diabetes or heart disease.

Immunization is also important for anyone who is in close contact with the very young, the very old, people with weakened immune systems, and those who cannot be vaccinated.

**Key Messages**

- Vaccines are an important step in protecting adults against several serious, and sometimes deadly, diseases.
- Vaccines can protect you from serious and sometimes deadly diseases.
- Most adults have probably not received all the vaccines they need.
- Vaccines are very safe.
- Talk with your health care professional about which vaccines are right for you.
**Social Media Messages**

**Facebook - Adults**

1. 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. Talk to your doctor, pharmacist or health care worker.

2. Adults need vaccines, too. We all need protection from the serious, and sometimes deadly, diseases that can be prevented by vaccines. Visit WhyImmunize.org

3. **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 about Tdap, Flu and other vaccines that might be recommended for you.

4. Do you know what vaccines you have already had? Do you know which vaccines you need? Ask your doctor which other vaccines are recommended for you. Learn about vaccines at WhyImmunize.org

**Twitter (use the #NIAM14)**

1. Diseases like whooping cough still exist & outbreaks still happen, even in the U.S. WhyImmunize.org

2. What vaccines do you need? Take this CDC quiz to find out: www.cdc.gov/vaccines/AdultQuiz

3. Too few adults are getting the vaccinations needed to help prevent diseases. Protect yourself and your loved ones.

4. U.S. has the safest, most effective vaccine supply in its history. Millions of people are safely vaccinated each year. #vaccinesafety WhyImmunize.org

5. Vaccine recommendations translate scientific research into best ways to protect you & family from diseases.

6. Vaccine-preventable diseases can be very serious for people w/ chronic disease: asthma, diabetes, heart or lung conditions

7. Health care workers are at increased risk for getting & spreading vaccine-preventable diseases. Protect Your Family!
8. Health care workers need to be immunized against flu, hepatitis B, measles, mumps, rubella, pertussis, & chickenpox. Keep Patients Safe!

9. Almost 1 out of 3 people in America will develop shingles in their lifetime. Risk increases as you get older. People 60 years or older should get the shingles vaccine.

10. Anyone who will be around a newborn needs to be up to date with Tdap vaccine to help protect against whooping cough.

11. Women should get a whooping cough vaccine during every pregnancy, preferably during the 3rd trimester.

12. Everyone 6 months of age and older should get an annual flu vaccine, even if vaccinated last season.