

August



National Health Observances



ODPHP

Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

August 2017 Toolkit – National Immunization Awareness Month

National Immunization Awareness Month

Sponsor: Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases

(<http://www.cdc.gov/vaccines/events/niam.html>)

Immunization, or vaccination, helps prevent dangerous and sometimes deadly diseases. Immunization isn't just for kids — to stay protected against serious illnesses like the flu, measles, and pneumonia, adults need to get vaccinated too.

National Immunization Awareness Month is a great time to promote vaccines and remind family, friends, and coworkers to stay up to date on their shots.

How can National Immunization Awareness Month make a difference?

We can all use this month to raise awareness about vaccines and share strategies to increase immunization rates with our community.

Here are just a few ideas:

- Talk to friends and family members about how vaccines aren't just for kids. People of all ages can get shots to protect them from serious diseases.
- Encourage people in your community to get the flu vaccine every year.
- Invite a doctor or nurse to speak to parents about why it's important for all kids to get vaccinated.

How can I help spread the word?

We've made it easier for you to make a difference! This toolkit is full of ideas to help you take action today. For example:

- Add information about immunizations to your newsletter.
- Tweet about National Immunization Awareness Month.
- Host a community event where families can get together and learn about immunizations.
- Add a Web badge to your Web site, blog, or social networking profile.

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Get the Word Out

Sample Media Announcement for Newsletter, Listserv, or Media Release

Cut and paste this text into your newsletter, listserv, or media release. Add local details and quotes from your organization.

We all need shots (also called vaccinations or immunizations) to help protect us from serious diseases. To help keep our community safe, **[your organization]** is proudly participating in National Immunization Awareness Month.

Shots can prevent serious diseases like the flu, measles, and pneumonia. It's important to know which shots you need and when to get them.

- **[Add details about your local activities.]**
- **[Include quote from your organization.]**

Everyone age 6 months and older needs to get a flu vaccine every year. Many other shots work best when they are given at certain ages.

- If you have a child age 6 or younger, find out which shots your child needs. (http://www2a.cdc.gov/nip/kidstuff/newscheduler_le/)
- Find out which shots adults and teenagers need. (<http://www2.cdc.gov/nip/adultImmSched/>)
- Use this chart for adults to see if you are up to date on your shots. (<http://www.cdc.gov/vaccines/schedules/downloads/adult/adult-schedule-easy-read.pdf>)
- If you are pregnant, check out this recommended immunization schedule. (<https://www.cdc.gov/vaccines/pregnancy/downloads/immunizations-preg-chart.pdf>)

Talk to your doctor or nurse to make sure that everyone in your family gets the shots they need. To learn more, visit **[insert your organization information]**.

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Sample Tweets

- It's important for kids to get their shots on schedule. Make an appointment for your child today: <http://1.usa.gov/XYqX3E>
 - Tweet this message: <http://ctt.ec/l8Vgc>
- DYK? Shots aren't just for kids! Pre-teens need to get their shots, too: <http://1.usa.gov/15A8lfA>
 - Tweet this message: <http://ctt.ec/8cUmZ>
- Take this quiz to see which vaccines you need: <http://1.usa.gov/1IXnaDJ>
 - Tweet this message: <http://ctt.ec/K6eRZ>
- Both boys and girls need the #HPV vaccines (shots). Learn how #HPV shots can help keep your child safe: <http://1.usa.gov/1JYFLdi>
 - Tweet this message: <http://ctt.ec/L6c4>
- DYK? Vaccines are for all of us – from babies to older adults. Learn more from @CDC_eHealth: <http://1.usa.gov/km5www>
 - Tweet this message: <http://ctt.ec/ug4Bv>
- Health tip: Keep a copy of your vaccination record in a safe place.
 - Tweet this message: <http://ctt.ec/z6yc1>
- Protect yourself and the people around you – get a seasonal flu vaccine every year: <http://1.usa.gov/W8iCgm>
 - Tweet this message: <http://ctt.ec/6gX3R>
- DYK? All adults need a Td booster shot every 10 years. Learn more about shots recommended for adults: <http://1.usa.gov/16bENX2>
 - Tweet this message: <http://ctt.ec/9M0B2>
- Traveling soon? Find out if you need extra shots to stay safe: <http://1.usa.gov/1Bjx8cc>
 - Tweet this message: <http://ctt.ec/x435a>
- DYK? Adults age 65 and older need to get a shot to prevent pneumonia. Learn more: <http://1.usa.gov/1LfTEpx>
 - Tweet this message: <http://ctt.ec/4c144>

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E-Cards

- Flu Prevention – Active Seniors
(<http://t.cdc.gov/ecards/message.aspx?cardid=73>)
- Flu Prevention – Families
(<http://t.cdc.gov/ecards/message.aspx?cardid=72>)
- Flu Prevention – Health Professionals
(<http://t.cdc.gov/ecards/message.aspx?cardid=70>)
- Flu Prevention – Pregnant Women
(<http://t.cdc.gov/ecards/message.aspx?cardid=71>)
- It's our turn 2 b healthy!
(<http://t.cdc.gov/ecards/message.aspx?cardid=167>)
- It's their turn: Pre-teens need vaccines, too!
(<http://t.cdc.gov/ecards/message.aspx?cardid=166>)
- Super Mom
(<http://t.cdc.gov/ecards/message.aspx?cardid=157>)

Web Badge

- National Immunization Awareness Month — Get your shots.
(<http://www.healthfinder.gov/nho/nhoBadges.aspx#august>)

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Get Involved

Take action to raise awareness about the importance of immunizations.

1. Organize a free or low-cost immunization clinic at a local community or health center.
2. Remind people to write down the names and dates of the recent shots, so that they can track which shots they've had and which they still need.
3. Partner with a school nurse to host an educational event for parents about the importance of immunizations.
4. Post fliers around your office to remind people to get their shots.
5. Work with local summer camps to make sure children get important shots before attending camp.

Adapted from the Centers for Disease Control and Prevention.

For more information and materials, contact the Centers for Disease Control and Prevention (<http://www.cdc.gov/>) at cdcinfo@cdc.gov.

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Share These Resources


Health Topics

- Get Your Child's Shots on Schedule
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/shotsvaccines/get-your-childs-shots-on-schedule>)
- Get Your Pre-teen's Shots on Schedule
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/shotsvaccines/get-your-pre-teens-shots-on-schedule>)
- Get Shots to Protect Your Health (for Adults)
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/shotsvaccines/get-important-shots>)
- Get Shots to Protect Your Health (for Older Adults)
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/shotsvaccines/get-shots-older-adults>)
- Prepare for a Flu Pandemic
(<http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/prepare-for-a-flu-pandemic>)
- Protect Yourself from Seasonal Flu
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/shotsvaccines/protect-yourself-from-seasonal-flu>)

Healthy People Topic Area

- Immunization and Infections Diseases
(<http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=23>)

Personal Health Tools

- Adolescent and Adult Vaccine Quiz
(<http://www2.cdc.gov/nip/adultImmSched/>)
- Childhood Immunization Scheduler
(http://www2a.cdc.gov/nip/kidstuff/newscheduler_le)
- Flu Clinic Locator
(<http://flushot.healthmap.org/>) 

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- Traveling Outside the U.S.
(<http://wwwnc.cdc.gov/travel/destinations/list>)
- Catch-up Immunization Scheduler
(<https://www.vacscheduler.org/scheduler.html?v=patient>)

Other Resources

- Vaccines
(<http://www.healthfinder.gov/FindServices/SearchContext.aspx?topic=2158>)

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Find More Information

- Recognizing National Immunization Awareness Month (NIAM)
(<http://www.cdc.gov/vaccines/events/niam.html>)
Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases
- Immunization Schedules
(<http://www.cdc.gov/vaccines/schedules/easy-to-read/index.html>)
Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases
- Vaccines & Immunizations Publications
(<http://www.cdc.gov/vaccines/pubs/default.htm>)
Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases
- Parents' Guide to Childhood Immunizations
(<http://www.cdc.gov/vaccines/pubs/parents-guide/default.htm>)
Centers for Disease Control and Prevention

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure they are available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local access television, radio, newspaper, and community calendars to promote your event.
- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.

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- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, the library, post office, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.

Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.

Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic e-mail alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer e-mail alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

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Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at healthfinder@hhs.gov or send us a tweet [@healthfinder](https://twitter.com/Healthfinder) (<http://twitter.com/Healthfinder>).

