

Patient Education Workgroup

Breakout Session Report – Action Steps for National Immunization Awareness Month

What's in Store for the Future?

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Break Out Session Overview

- **Overview:** Patient Education Work Group Quick Guide
- **Application:** Using the Quick Guide to update products
- **Exercise:** Creating a plan to help partners support NIAM
- **Feedback:** Priorities for 2015

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Creating a Plan for NIAM

- **National Immunization Awareness Month (August)**
 - Adult Week: Aug 24 – 30
 - Sponsored by National Public Health Information Coalition
 - Perfect opportunity for coordinated messaging to adults
- **Opportunities**
 - Build relationships with key audience organizations to help disseminate messages
 - Give presentations
 - Encourage non-traditional partnerships
 - Update your materials and/or use CDC and NIAM materials during NIAM:
 - Place matte articles in local papers, newsletters, etc.
 - Update website (including web features)
 - Tweet and post on social media
 - Place print ads and radio PSAs
 - Share factsheets with your constituents

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Step 1: Identity your primary audience

Who is your primary audience?	
What are the key characteristics of your primary audience that are important for tailoring your message? (age, ethnicity, etc.)	
What are your communications goals?	

Step 2: Identity your products / channels

What are your primary communications channels to reach your primary audience? (website, social media, newsletter, etc.)	
What products will work best for these channels?	
Do you need to create or tailor existing products?	

Easy ways to support NIAM

Do this...	How to do this...	Products...	Tools to make it easier for you!
Update your web presence to highlight adult immunization	<input type="checkbox"/> Banners / buttons on your website <input type="checkbox"/> Web content such as a feature articles	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<ul style="list-style-type: none"> Downloadable CDC buttons Matte articles from NPHIC or CDC
Get the Word Out Through Social Media	<input type="checkbox"/> Tweet <input type="checkbox"/> Post on Facebook <input type="checkbox"/> Upload infographic to Pinterest or other social media	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<ul style="list-style-type: none"> Sample social media from NPHIC's NIAM Tool Kit or from CDC Adult Resources page Use CDC's infographics (for HCPs and consumers)
Highlight in Organization Newsletters	<input type="checkbox"/> Create an adult IZ focused article	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<ul style="list-style-type: none"> Use mattes from NPHIC's NIAM Tool Kit or from CDC's Adult Resources page

Easy ways to support NIAM

Do this...	How to do this...	Products...	Tools to make it easier for you!
Place Print Ads and PSAs	<input type="checkbox"/> Leverage your local news (newspapers, radio stations, bloggers and other websites) to place print ads and PSAs	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<ul style="list-style-type: none"> Use CDC's print ads and PSAs (available in 15 and 30 seconds)
Share Factsheets with your constituents	<input type="checkbox"/> Share posters and fact sheets with your audience	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<ul style="list-style-type: none"> Use CDC's Adult Consumer posters and fact sheets for HCP offices and other places Share CDC's Adult Standards factsheets with constituents.

Creating a Plan for NIAM

- Showcase your materials and get the word out!**
- Resources to help:**
 - CDC (<http://www.cdc.gov/vaccines/hcp/patient-ed/adults/for-patients/adults-all.html>)
 - Posters/Flyers
 - Web Buttons/Banners
 - Matte Articles
 - Social Media Tweets/Posts
 - Web Features
 - Radio PSAs
 - NPHIC (<http://www.nphic.org/niam/>)
 - Toolkit with matte articles, key messages, ideas for promotion and more!

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Workgroup Next Steps

- **Disseminate messaging guide to key partners**

- Traditional Partners
 - All Summit members
 - Medical/Professional Associations
 - Educational Groups
 - Aging Groups
 - Pharmaceutical Companies
 - Others
- Non-Traditional Partners
 - Media Groups
 - Caretaker groups
 - General/Other

- **Collect and disseminate ideas for support of NIAM**

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