

NIAM Adult Vaccine Messaging

NAIIS Patient Education Work Group

August is National Immunization Awareness Month (NIAM) – and it is right around the corner! The National Public Health Information Coalition (NPHIC), with support from the Centers for Disease Control and Prevention (CDC), has divided the month of August into distinct weeks focused on different age groups.

August 24 – 30 will focus on adult vaccinations.

NPHIC has a [full toolkit](#) of materials to communicate the importance of vaccines throughout the month, but we have compiled key information and activities on adult vaccines into a simple action plan below.

What Are We Asking You To Do?

During this important week, we are asking all of our partners to:

1. Share the messages below through your communications, whether that's an email or newsletter to your members, a Facebook post, a Twitter message or any combination of these activities.
2. Share this plan with your contacts! Whether they are the heads of organizations or interested members of the public, the more people we can get talking about adult vaccines this week, the better our chances are of being heard.
3. Let us know what you're doing. We are tracking all NIAM activity here: <http://nphic.org/niam-actsubmission>.

Remember, this is simply about raising awareness of adult vaccines and encouraging adults to ask a health care provider about which vaccines they may need.

Newsletters

If you share a regular newsletter or email distribution with your members, consider using this news release as a short message to include:

Vaccination is an Important Step in Keeping Adults Healthy

[name of organization] Celebrates National Immunization Awareness Month

Vaccination rates in the U.S. are extremely low. Every year, thousands of adults in the United States suffer serious health problems, are hospitalized, and even die from diseases that could have been prevented by vaccination.

Most adults aren't even aware that they need vaccines throughout their lives to protect against serious diseases like pertussis, influenza, shingles, pneumococcal disease, and hepatitis. As a trusted source of health information, your recommendation is a critical factor in whether your patients get vaccinated.

To celebrate the importance of immunizations throughout life, the [name of local organization] is recognizing August as National Immunization Awareness Month. This is the perfect opportunity to make sure your adult patients are up-to-date on the vaccines they need.

For the latest CDC recommended adult immunization schedule, resources on adult vaccination, and free patient education materials, visit www.cdc.gov/vaccines/hcp/adults.

Ready to Publish articles on adult immunization practice standards, the importance of HCP recommendation, and vaccinating patients with chronic conditions are available at: www.cdc.gov/vaccines/hcp/patient-ed/adults/for-partners/resources.html#articles.

Social Media Calendar

If you have the ability to engage via social media, either on behalf of an organization or as an individual, below is a suggested calendar of social media activities. The idea is to flood both Facebook and Twitter with the same important messages on the same days to increase our chances of being seen and heard.

Date	Facebook Post	Twitter Message (Tweet)
Mon., Aug. 25	Vaccination is one of the best ways adults can protect themselves against a number of serious, sometimes deadly, diseases. Are your patients getting the vaccines they need? Make sure they stay up to date. www.cdc.gov/vaccines/hcp/adults	Are your patients getting the vaccines they need? Make sure they stay up to date www.cdc.gov/vaccines/hcp/adults #NIAM2014 #vaccineswork
Tues., Aug. 26	Adults with chronic conditions like asthma, diabetes, and heart disease are at increased risk for complications from certain vaccine-preventable diseases. Make sure your patients are protected. www.cdc.gov/vaccines/hcp/adults	Make sure your patients w/chronic conditions are protected from preventable diseases www.cdc.gov/vaccines/hcp/adults #NIAM2014 #vaccineswork
Weds., Aug. 27	All healthcare professionals have a role in ensuring that their patients are up-to-date on recommended vaccines. Review the latest adult immunization practice standards: www.cdc.gov/vaccines/AdultStandards	Don't leave your patients exposed. Review the latest adult immunization practice standards: #NIAM2014 #vaccineswork
Thurs., Aug. 28	Most adults aren't aware that they need immunization and vaccine coverage among adults in the US is extremely low. Talk to your patients about recommended vaccines and make sure they are up-to-date. For free patient education materials, visit: www.cdc.gov/vaccines/AdultPatientEd	Talk to your patients about recommended vaccines & make sure they are up-to-date www.cdc.gov/vaccines/AdultPatientEd #NIAM2014 #vaccineswork
Fri., Aug. 29	Did you know a healthcare professional's recommendation is the most important factor in whether a patient gets recommended vaccines? Learn more: www.cdc.gov/vaccines/hcp/adults	A provider's rec is the most important factor in whether a patient gets vaccines www.cdc.gov/vaccines/hcp/adults #NIAM2014 #vaccineswork

Note that we have interspersed specific vaccine messages with general information on the importance of vaccines. It is important for adults to know that vaccines are recommended for *everyone*, not just those in high risk groups.

If you would like more Facebook or Twitter message ideas, check out pages 22 – 25 of the toolkit here: <http://www.nphic.org/niam-adults>. Just remember to use the hashtags #NIAM2014 and #vaccineswork. If you need to shorten a URL to include it in a Tweet, use this handy website: <https://bitly.com/>.

Visuals

Want a graphic for your website, Facebook post or Twitter feed? NPHIC has all the graphics you need here: <http://www.nphic.org/niam-logosbanners>.

What Do You Do After NIAM?

NIAM is a great moment in time to mention adult vaccines, but it's just a moment in time. Consider posting one of the Facebook or Twitter messages each week to keep the conversation going!

During the coming year, we will also be sharing other adult vaccine communication opportunities with social media calendars. Stay tuned!

Want More Information?

Check out this great list of websites for more information on adult vaccines:

CDC Resources

Vaccine Information for Adults

www.cdc.gov/vaccines/adults/index.html

This is CDC's vaccination website for adults, where you can find information on recommended vaccines and the diseases they protect against, the vaccine quiz, recordkeeping tools, vaccine finder, international travel recommendations, and vaccine recommendations for specific groups of adults.

Resources for Educating Adult Patients about Vaccines

www.cdc.gov/vaccines/AdultPatientEd

This page links to free CDC resources (factsheets, posters/flyers, print ads, radio PSAs, web buttons, and ready to publish articles) for educating adults about recommended vaccines, including materials for specific groups of adults and on specific vaccine-preventable diseases.

Resources for Improving Adult Immunization Practice

www.cdc.gov/vaccines/hcp/adults

This CDC website provides information and tools to help provider practices stay up-to-date on vaccination standards and practices, including the latest vaccine recommendations, strategies for increasing adult vaccination rates, and resources for educating adult patients.

Resources for Partners Interested in Promoting Adult Immunization

www.cdc.gov/vaccines/hcp/patient-ed/adults/for-partners

This page provides ideas on how to increase awareness about the importance of adult immunization and encourage vaccination, including links to free communication products that can be used by partners to support CDC's efforts.

Healthmap Vaccine Finder

Locate vaccines near you – <http://vaccine.healthmap.org>

Immunization Action Coalition

www.vaccineinformation.org (public) & www.immunize.org (providers/coalitions)

Here you will find lots of information, and a collection of videos, testimonials and resources for people of all ages, health care providers and coalitions, plus easy-to-read informational flyers in plain English and many languages.

National Foundation for Infectious Diseases

www.adultvaccination.org

Here you will find lots of information, '10 Reasons To Be Vaccinated', radio PSAs, testimonials and video PSAs, including 'Are You That Guy?' (about the flu).

ACOG: Immunization Toolkit

<http://immunizationforwomen.org>