

Planning for National Immunization Awareness Month

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Overview

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Background

National Observance



- National Immunization Awareness Month (NIAM) is an annual observance that occurs in August to highlight the importance of immunization for people of all ages
- Sponsored by the National Public Health Information Coalition (NPHIC)

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Objectives



- Highlight value of immunization for people of all ages
- Disseminate consistent, coordinated messages across national, state, and local levels
- Utilize social and digital media to reach target audiences with tailored messages and resources

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Communication Toolkits

Toolkit Overview



- Updated NIAM communication toolkits launched this week
- Toolkits include:
 - Sample key messages
 - Vaccine information
 - Sample news releases and ready-to-publish articles
 - Sample social media messages and graphics
 - Web links and resources
 - Web banners
 - Print materials

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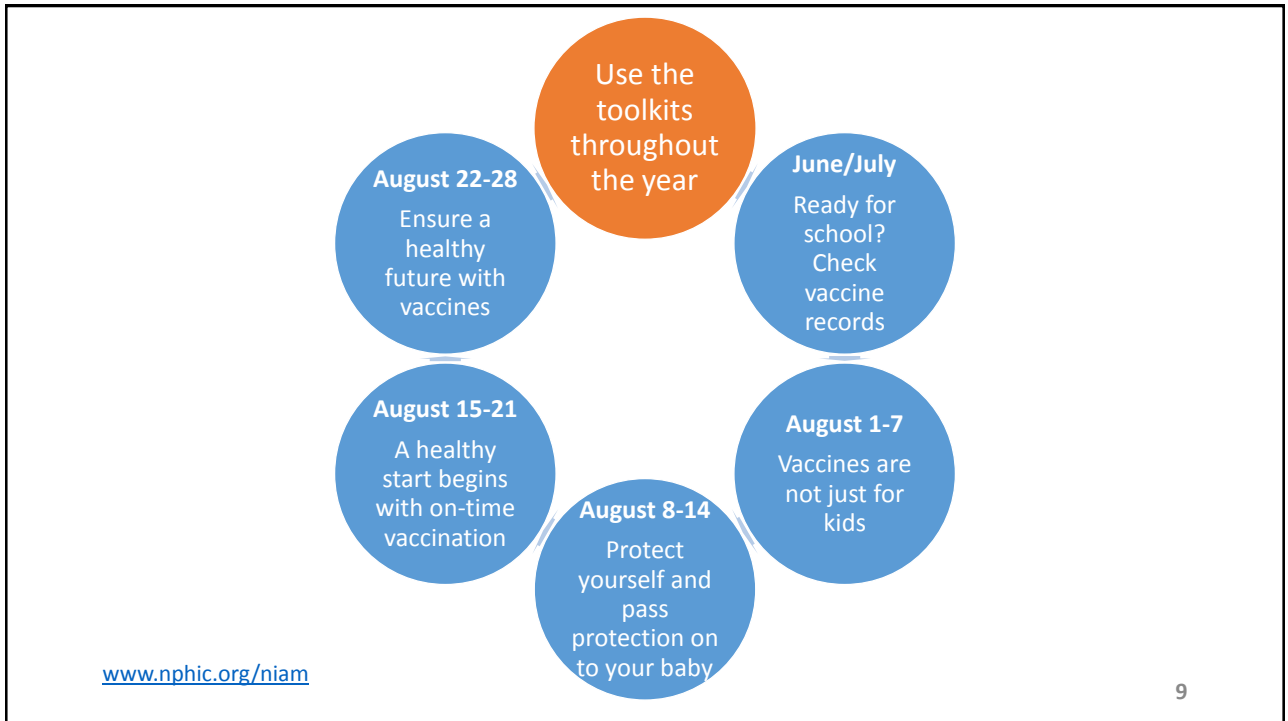
Target Audiences




- Suggested themes for every audience
 - **School-age children** – “Ready for school? Check vaccine records”
 - **Babies and young children**– “A healthy start begins with on-time vaccination”
 - **Preteens and teens** – “Ensure a healthy future with vaccines”
 - **Adults** – “Vaccines are not just for kids”
 - **Pregnant women** – “Protect yourself and pass protection on to your baby”

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Overarching Key Messages



national
IMMUNIZATION
awareness month

- Four messages are central throughout the toolkits
 - Vaccines protect against serious diseases
 - These diseases still exist and outbreaks do occur
 - Vaccines are recommended throughout our lives
 - Vaccines are very safe
- Call to action
 - Now is the time to make sure you and your family are up to date on your vaccinations.
- Key messages and calls to action for each week are found in the toolkits

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Using the Toolkits



- The toolkits can be used to assist with a variety of communications activities:
 - Updating existing materials (e.g., web content, fact sheets, posters)
 - Creating new materials (e.g., newsletters, fact sheets)
 - Conducting media outreach (e.g., news releases, talking points for interviews)
 - Promoting immunization on social media
 - Publicizing community events

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Resources and Activities

NPHIC Resources



- NIAM website
- Refreshed toolkits and graphics
- New media outreach toolkit

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CDC Resources



- All ages
 - Revamped mobile-friendly vaccines and immunizations website
- School-aged children
 - Motion graphic for school-aged children (coming soon)
- Adults
 - Spanish language adult vaccination materials
 - Videos for adult vaccination
- Pregnant women
 - Vaccine quiz (coming soon)
 - Videos for Tdap vaccination
- Babies and young children
 - Revamped mobile-friendly vaccines website for parents
 - Digital resources for parents
- Preteens and teens
 - Revamped vaccines website for parents
 - HPV vaccination toolkit for partners (coming soon)

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Cohesive Hashtag across Lifespan

- Using #VaxWithMe within social media posts
 - Personal
 - Impactful
 - Positive
- Continue using #VaxWithMe after NIAM

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#VaxWithMe Thunderclap

- Scheduled to blast on August 17
- 2016 Goals
 - 500 participants and +6,000,000 impressions
 - Expand positive vaccination social norms across the lifespan
 - Provide rallying call
- Call to action: Are you and your family up to date?
- Your call to action
 - Support through your platforms
 - Encourage others to support



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Developing an Outreach Plan

Step 1: Identify your target audience(s)

Who is/are your target audience(s)?

What are the key characteristics of your target audience(s) that are important for tailoring your message (e.g., age, ethnicity, geographic area)?

What is your behavioral objective?

Step 2: Identify your messages

What are your communication goals? How will you evaluate success?

What are the messages your audience needs to know to perform the desired behavior?

What is your call to action?

Step 3: Identify your products/channels

What are your primary communications channels to reach your primary audience? (e.g., website, social media, newsletter, etc.)

What products will work best for these channels?

Do you need to create new products or tailor existing products?

You can...	How to do this...	Products...	Tools to make it easier for you!
Update your web presence to highlight immunization	<input type="checkbox"/> Place banners/buttons on your website <input type="checkbox"/> Content syndicate CDC webpages <input type="checkbox"/> Web content such as a feature articles <input type="checkbox"/> Use key points to update/create web content	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<input type="checkbox"/> NIAM logos and banners <input type="checkbox"/> CDC web content <input type="checkbox"/> CDC web buttons <input type="checkbox"/> CDC features <input type="checkbox"/> Key messages <input type="checkbox"/> Ready-to-publish articles
Promote through social media	<input type="checkbox"/> Post on Facebook and/or Twitter <input type="checkbox"/> Retweet and share posts by others <input type="checkbox"/> Upload infographic to Pinterest or other social media <input type="checkbox"/> Share NIAM-related news articles on your social media accounts	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<input type="checkbox"/> Sample tweets and posts <input type="checkbox"/> NIAM logos and graphics
Highlight NIAM and immunization in organization newsletters	<input type="checkbox"/> Create an immunization focused article and/or newsletter	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<input type="checkbox"/> Ready-to-publish articles
Generate media exposure for NIAM and immunizations	<input type="checkbox"/> Leverage your local news (newspapers, radio stations, bloggers and other websites) to place print ads and PSAs <input type="checkbox"/> Pitch interviews with subject matter experts	<input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials	<input type="checkbox"/> CDC print ads and PSAs <input type="checkbox"/> Media relations toolkit <input type="checkbox"/> Sample news release <input type="checkbox"/> Sample media advisory <input type="checkbox"/> Key messages
Share posters and fact sheets 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	<input type="checkbox"/> NIAM posters <input type="checkbox"/> CDC posters, flyers, and fact sheets

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Highlight Your Activities

Submitter Information

Name *

Title

Organization *

Type of Organization * Select Organization Type ▼

Phone

Email *

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Get Ideas and See What Others Are Doing

National DC KS MA ME MI MO NC NJ NY OH VA WA

New York

Date/Time: August 3, 2015 through August 31, 2015
Activity: Question of the Day
Description: We are featuring a question of the day, using the FAQs and key messages from the NIAM toolkits, on our Campaign to ImmUNyze all New Yorkers, and are posting social media messages on the Campaign's FB page to promote these. We welcome and encourage linking to our page.
Location: On-line through website and social media page
Contact: Cristina Dyer-Drobnack
Project Coordinator
County Health Officials of NY
(518) 456-7905
cristina@nysacho.org
www.immunize.org

Date/Time: August 3, 2015 through August 31, 2015
Activity: Media Targeted Consumer Awareness
Description: We send a general press release each week with the target audience to focus on; each week we are interviewed about the theme for the week; various staff are interviewed for about 15 minutes.
Location: Radio Interview
Contact: Cheryl Geiler
Director of Community Health Services
Madison County Health Department
Wampsville, NY
(315) 366-2848
cheryl.geiler@madisoncounty.ny.gov

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- Patti King, NPHIC
- NCIRD HCSO Campaign Teams

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Questions/Ideas



- Contact Ian Branam (ibranam@cdc.gov) or John Stieger (jstieger@nphic.org) with questions and/or ideas.
- For more information or to download the toolkits, visit: www.nphic.org/niam.

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