

Editorial Calendar

developed by the National Adult and Influenza Immunization Summit (NAIIS)

Key Guide

Health Months/Days – US/Nationally recognized special days, weeks, or months dedicated to raising awareness about important health topics.

Holidays/Observances – Day set aside by custom or by law on which normal activities, especially business or work, are suspended or reduced.

Potential Key Messages – Suggested ways to connect monthly themes to immunization/vaccines.

JANUARY

Health Month/Days

- Cervical Health Awareness Month
- National Birth Defects Prevention Month
- National Blood Donor Month

Holidays/Observances

- Jan. 1 – New Year’s Day
- Jan. 19 – Martin Luther King Jr Day

Frequently Used Themes

- New Year’s Resolutions
- Cold and Flu Season

Potential Key Messages:

- Bring in the New Year with a resolution to stay healthy! Ask your health care professional which vaccines you need to keep illness away.
- Don’t start the New Year with the flu, get your flu shot! And make sure you are up to date on other vaccines you need too: www.cdc.gov/vaccines/adults
- Is living a healthier lifestyle part of your New Year Resolution? Make sure you’re up to date on the vaccines you need to protect your health. Find out which ones you need: www.cdc.gov/vaccines/adultquiz
- Planning a pregnancy in the New Year? Talk to your doctor about how getting up to date on your vaccines before you conceive can help protect you and your growing family.

FEBRUARY

FOCUS: Release of updated ACIP pediatric and adult immunization schedules and adult vaccination rates (key messages and talking points to be distributed to Summit Partners)

Health Month/Days

- American Heart Month
- Teen Dating Violence Awareness Month
- National Children's Dental Health Month
- Feb. 6 – National Wear Red Day
- Feb. 14 – National Donor Day

Holidays/Observances

- Feb. 2 – Groundhog's Day
- Feb. 7 – Super Bowl
- Feb. 8 – Chinese New Year
- Feb. 14 – Valentine's Day
- Feb. 15 – President's Day
- Feb. 28 – Academy Awards
- Feb. 29 – Leap Day

Frequently Used Themes

- Love & Romance – Valentine's Day
- Cold and Flu Season

Potential Key Messages:

- Stay healthy for the ones you love. Talk to your doctor to make sure you are up to date on the vaccines recommended for you. www.cdc.gov/vaccines/adultquiz
- Protect your heart health! A flu vaccine can prevent a second heart attack. Make sure you are up to date on your vaccines.
- Show your family and friends that you love them – encourage them to protect their health by getting the vaccines they need.
- Protect the ones you love by getting vaccinated. Ask your health care professional which vaccines are right for you. www.cdc.gov/vaccines/adults
- Heart disease can make it harder for you to fight off certain diseases or make it more likely that you will have serious complications from these diseases. Getting vaccinated can help keep your heart healthy.
- Changes in your immune, heart, and lung functions during pregnancy make you more likely to get seriously ill from the flu. Get the flu shot if you are pregnant during flu season—it's the best way to protect yourself from the flu and prevent possible flu-associated pregnancy complications.

MARCH

Health Month/Days

- National Colorectal Cancer Awareness Month
- National Kidney Month
- National Nutrition Month
- Mar. 8-24 – Patient Safety Awareness Week

Holidays/Observances

- Mar. 17 – St. Patrick’s Day
- Mar. 18 – Match Day
- Mar. 30 – National Doctor’s Day

Frequently Used Themes

- Nutrition
- St. Patrick’s Day – go green
- Spring

Potential Key Messages:

- Doctors give their best advice about how to stay healthy – that’s why they want to make sure patients are up to date on immunization. Make an appointment to get any vaccines you still need.
- Vaccination is a safe and effective way to help protect against serious, and sometimes deadly, diseases. Make sure you and your family are up to date on recommended vaccines.
- Like eating healthy, getting recommended vaccines is an important step in staying healthy. Take this quiz to find out what vaccines you may need: www.cdc.gov/vaccines/adultquiz.

APRIL

Health Month/Days

- Alcohol Awareness Month
- Apr. 24-30 – World Immunization Week
- National Distracted Driving Awareness Month
- National Autism Awareness Month
- National Infant Immunization Week

Holidays/Observances

- Apr. 1 – April Fool’s Day
- Apr. 5 – Easter
- Apr. 15 – Income Taxes Due
- Apr. 22 – Earth Day
- Apr. 29 – National Walk at Lunch Day
- Apr. 3 – National Walk to Work Day
- Apr. 16 – National Stress Awareness Day

Frequently Used Themes

- Spring
- Vaccines/Immunizations “World Immunization Week”
- Allergy season

Potential Key Messages:

- Vaccines aren’t just for kids. Make sure you AND your children are up to date on recommended vaccines to protect your whole family.
- Vaccination helps protect all of us around the world from serious, and sometimes deadly, diseases. www.cdc.gov/vaccines
- Make sure you and your family are up to date on vaccinations – more protection means less stress!
- Did you know the risk of pneumococcal infection is higher among those with liver disease caused by alcohol abuse? Vaccination can help protect those who suffer from alcoholism.

MAY**Health Month/Days**

- National Nurses Week, May 6-12
- National Women's Health Week, 11-17
- Asthma and Allergy Awareness Month
- HIV Vaccine Awareness Day (18)
- Mental Health Month
- Fitness/Sports Month
- Stroke Awareness Month

Holidays/Observances

- May 1 – May Day
- May 5 – Cinco de Mayo
- May 6 – National Nurses Day
- May 11 – Mother's Day
- May 17 – Armed Forces Day
- May 26 – Memorial Day
- May 16 – National Bike to Work Day
- May 27 – Sunscreen Day
- May 31 – World No Tobacco Day

Frequently Used Themes

- Women's Health
- Mother's Day
- Vacation season

Potential Key Messages:

- Happy Mother's Day! As a mom, you can't afford to get sick. Make sure you're up to date on recommended vaccines. Ask your healthcare professional which vaccines you may need.
- Moms are always there to take care of us. Make sure your mom is taking care of herself by getting the vaccines she needs to protect against serious disease.
- It's National Nurses Week! Thank the nurses in your life for taking such good care of their patients – and remind them to take care of themselves by getting the vaccines they need to protect against serious diseases.
- People with asthma are more likely to get complications from certain illnesses, like flu and pneumonia. Get vaccinated to help protect yourself from these and other serious diseases.
- Respiratory illnesses can increase risk of stroke. Talk to your doctor to make sure you have gotten all the vaccines recommended to protect you.
- People who have had strokes are more likely to get complications from certain illnesses, like flu and pneumonia. Get vaccinated to help protect yourself from these and other diseases.
- It's National Women's Health Week! If you're a woman who is thinking about having a baby, you're currently pregnant, or you just had a child, talk to your ob-gyn or midwife about maternal vaccination.

JUNE

Health Month/Days

- Men's Health Month
- National Safety Month
- Jun. 9-15 – Men's Health Week

Holidays/Observances

- Jun. 15 – Father's Day
- Jun. 21 – Summer Solstice
- Jun. 28 – Insurance Awareness Day

Frequently Used Themes

- Men annual physical
- Father's Day

Potential Key Messages:

- The men in your life may think they are invincible, but they need protection against serious diseases too. Encourage them to stay healthy by get recommended vaccines.
- Men: vaccination is an important step in staying healthy. Find out which vaccines you may need: www.cdc.gov/vaccines/adultquiz
- Dads: You do so much to protect your children. Check with your health care professional to see if you're up to date on your vaccines. This will help keep you and your family from getting sick.

JULY

Health Month/Days

- Cord Blood Awareness Month
- Juvenile Arthritis Awareness Month
- Jul. 28 – World Hepatitis Day

Holidays/Observances

- July 4th

Frequently Used Themes

- Vacation
- BBQ/Outdoor gatherings

Potential Key Messages:

- Making a vacation checklist? Don't forget to call your doctor to make sure you have gotten the vaccines you need before you travel. Nothing ruins a trip more than getting sick.
- Traveling this summer? Make sure you and your travel companions are up to date on recommended vaccines. Don't let illness ruin your trip.
- Did you know hepatitis B infection can cause liver cancer? You can protect yourself by getting vaccinated – talk to your doctor to see if you are up to date.
- People with diabetes are at increased risk for hepatitis B infection. Talk to your healthcare professional to check if you are fully vaccinated to protect against this serious disease.
- Hepatitis is a serious disease that affects millions around the world. Check to see if you are recommended to get HepA or HepB vaccination, and make sure you are up to date. www.cdc.gov/vaccines/adultquiz
- You probably know that when you are pregnant, you share everything with your baby. That means when you get vaccines, you aren't just protecting yourself—you are giving your baby some early protection too.

AUGUST

FOCUS: National Immunization Awareness Month (communication toolkit and resources to be distributed to Summit Partners)

Health Month/Days

- Children’s Eye Health and Safety Month
- National Immunization Awareness Month
- Aug. 9-15 – National Health Center Week

Holidays/Observances

- Family Fun Month
- Second week - National Smile Week
- Aug. 21 – Senior Citizens’ Day

Frequently Used Themes

- Back to School

Potential Key Messages:

- Make sure you and your children are ready to go back to school! Check to see if you are all up to date on recommended vaccines. www.cdc.gov/vaccines
- Don’t let illness ruin family fun – make sure everyone is up to date on recommended vaccines. Talk to your healthcare professional.
- What’s sure to turn that frown upside down? You can smile knowing you’ve got the best protection available against some serious disease. Stay up to date on recommended vaccines.
- National Immunization Awareness Month is a great time to talk about vaccination across the lifespan, starting from the womb! If you are pregnant, getting recommended vaccines can help protect your baby from the start.

SEPTEMBER

FOCUS: NFID press event to kick off influenza and pneumococcal vaccination season (key messages and talking points to be distributed to Summit Partners)

Health Month/Days

- Childhood Cancer Awareness Month
- Fruit and Veggies- More Matters Month
- National Childhood Obesity Awareness Month
- Sep. 5-11 – National Suicide Prevention Week
- Sep. 29—CDC/NFID Flu Season Campaign Kick-off

Holidays/Observances

- Sep. 7 – Labor Day
- Sep. 13 – Grandparents' Day
- Better Breakfast Month

Frequently Used Themes

- Back to School

Potential Key Messages:

- Help your grandparents stay healthy – make sure they are up to date on their vaccines to protect against serious, sometimes deadly, diseases.
- As adults get older, they are more vulnerable to illness. Help your grandparents stay healthy by making sure they are up to date on recommended vaccines.
- We know you would do anything to protect your grandchild. Make sure you're up to date on all your vaccines, especially Tdap, which protects against whooping cough. Talk to your health care professional to learn more. <http://www.cdc.gov/vaccines/vpd-vac/pertussis/default.htm#vacc>
- Everyone 6 months and older should get an annual flu vaccine. Get your flu vaccine. #FightTheFlu
- Anyone, even healthy people, can get sick from the flu. Protect yourself this flu season by getting your annual flu vaccine. Learn more at <http://www.cdc.gov/flu>
- While flu seasons vary from year to year, an annual flu vaccine remains the most important step in protecting yourself from the flu. Learn more about what you need to know for this flu season here: <http://www.cdc.gov/flu/about/season/flu-season-2016-2017.htm>.

OCTOBER

Health Month/Days

- National Depression Awareness Month
- National Breast Cancer Awareness Month
- National Dental Hygiene Month
- Mental Illness Awareness Week: second week

Holidays/Observances

- Oct. 12 – Columbus Day
- Oct. 31 – Halloween
- Oct. 5 – World Teachers Day
- MLB Playoffs
- Youth Sports begin

Frequently Used Themes

- Trick or Treat
- Fall season

Potential Key Messages:

- Don't let illness keep you from cheering on your favorite team! Make sure you are up to date on vaccines that can protect you from getting sick. www.cdc.gov/vaccines
- Make sure this Halloween is full of treats – don't let your family get sidelined by illnesses like the flu. Stay up to date on recommended vaccinations.
- Make sure you and your family get your annual flu vaccines. Find a location near you to get your flu vaccine with CDC's vaccine finder widget: <http://www.cdc.gov/flu/freeresources/widgets.htm#VaccineFinder>
- #FightTheFlu this season by getting your annual flu vaccine. You should get your flu vaccine by the end of October if possible! Learn more about seasonal flu vaccines here: <http://wwwdev.cdc.gov/flu/protect/keyfacts.htm>

NOVEMBER

Health Month/Days

- American Diabetes Month
- COPD Awareness Month
- Lung Cancer Awareness Month
- National Alzheimer's Awareness Month

Holidays/Observances

- Open Enrollment
- Nov. 8 – Election Day
- Nov. 11 – Veteran's Day
- Nov. 24 – Thanksgiving
- Nov. 25 – Black Friday
- Nov. 26 – National Family Health History Day
- Nov. 28 – Cyber Monday
- Nov. 29 – Giving Tuesday

Frequently Used Themes

- Reduce Smoking
- Thanksgiving recipes
- Family gatherings

Potential Key Messages:

- A healthy family is something to be thankful for – help protect yours by making sure everyone is up to date on recommended vaccines.
- We are thankful for vaccines that prevent unnecessary sickness and disease.
- Don't bring the flu home with you this holiday season. Get your flu shot and any other vaccines recommended by your healthcare professional.
- Being fully vaccinated is especially important for people with diabetes and lung diseases like COPD. Talk to your health care professional to make sure you're up to date on your vaccines. <http://www.cdc.gov/vaccines/adults/rec-vac/health-conditions>
- November is National Diabetes Month. Getting your annual flu vaccine and getting prompt flu treatment if you become sick with the flu are very important for people with diabetes. Learn more at: 1.usa.gov/oq7Es1
- Know how to keep your family healthy this flu season. Get a flu vaccine, stop the spread of germs, and take antiviral drugs if you become sick and your doctor prescribes them. Learn more about how to #FightTheFlu this season here: <http://wwwdev.cdc.gov/flu/consumer/prevention.htm>

DECEMBER

FOCUS: National Influenza Vaccination Week (key messages and talking points to be distributed to Summit Partners)

Health Month/Days

- Dec. 1 – World AIDS Day
- Dec. 4-10 – National Influenza Vaccination Week

Holidays/Observances

- Open enrollment
- Dec. 6-14 - Chanukah
- Dec. 25 – Christmas
- Dec. 31 – New Year’s Eve
- Dec. 21 – First Day of Winter

Frequently Used Themes

- Holiday Depression, Heart Attacks

Potential Key Messages:

- Don’t let illness ruin this holiday season. Make sure you are up to date on recommended vaccines. www.cdc.gov/vaccines/adultquiz
- Give yourself the gift of health. Ask your health care professional which vaccines you need to protect against illness.
- What do you do when it’s National Influenza Vaccination Week and you’re pregnant? Get your flu shot! The flu shot can help protect both you and your baby this flu season.