National Immunization Awareness Month

August 12, 2021

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National Immunization Awareness Month (NIAM) is an annual observance held in August to highlight the importance of vaccination for people of all ages.

CDC provides resources for healthcare professionals, parents, and patients.

The theme this year is

Get Back on Track with Routine Vaccines

Learn More on CDC.gov:

https://www.cdc.gov/vaccines/events/niam/graphics.html
National Immunization Awareness Month

NIAM Graphics with Key Messages

Power to protect

Safe and effective

On time

Best protection

Learn More on CDC.gov:
https://www.cdc.gov/vaccines/events/niam/graphics.html

Coordinated Social Media Messaging

Minority Health @MinorityHealth - Aug 8
August is National Immunization Awareness Month (#NIAM), a time to highlight the importance of vaccination for people of all ages. Spread the word about being #Vaccinated and stay up to date with recommended #vaccinations. #NIAM #VaccinesSaveLives

Hep B United @HepBUnited - Aug 9
It’s #NationalImmunizationAwarenessMonth. Did you know that 76% of adults are NOT protected from Hepatitis B? Most adults are not aware that they need vaccines. Be sure to recommend the Hep B vaccine to your adult patients! #NIAM #HepBUnited #HepBProtect
#NIAM-Related #Hashtags

- #NIAM, #NIAM2021
- #ivaxtoprotect
- #VaccineReady
- #VaccinesWork
- #CatchUpGetAhead
- #PowertoProtect, #ThePowertoProtect
- #VaxFacts
- #WellChildWednesdays
- #GetVaccinated, #GetVaccinatedNow
- #Vaccines

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Other Communication Tools—Adult Vaccine Quiz

Learn more: https://www2a.cdc.gov/nip/adultimmsched/
Other Communication Tools—CDC COVID-19 Chat Bot

Learn more: https://www.cdc.gov/vaccines/covid-19/index.html

Other Communication Tools—GIFs

Find animated gif at: https://www.hhs.gov/sites/default/files/OIDP_Gif_CommunityImunity_thumb_0.gif
Catch-Up To Get Ahead

- In response to declines in routine immunization, the Office of Infectious Disease and HIV/AIDS (OIDP) launched the Catch-Up to Get Ahead toolkit and a call to action last year.
- This year, we’ve expanded it and are providing messaging and materials to encourage catch-up immunization in children and adults.

Encourage Partners to Increase Access
Coordinate and Focus Communication Efforts
Utilize Policy Options to Reduce Barriers

Catch-Up To Get Ahead Toolkit

You can find the toolkit at https://www.hhs.gov/immunization/catch-up/index.html
#WellChildWednesdays

- To encourage well-child visits and immunizations, HRSA launched a social media campaign with the hashtag #WellChildWednesdays.
- Each Wednesday for four weeks during NIAM, messages will address well-child visits, immunizations, adolescent and young adult care, and nutrition, safety, and mental health as topics to be discussed with pediatric providers.

You can find the toolkit at https://www.hhs.gov/immunization/catch-up/index.html