

# National Immunization Awareness Month and Catch-Up Vaccination Promotions in August

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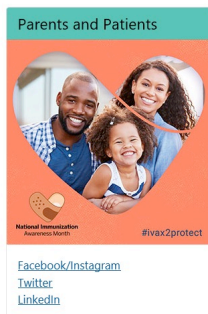
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## National Immunization Awareness Month

- 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.

NIAM Promotional Graphics



The theme this year is **Get Back on Track with Routine Vaccines**

Learn More on CDC.gov:  
<https://www.cdc.gov/vaccines/event/s/niam/graphics.html>

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## National Immunization Awareness Month

### NIAM Graphics with Key Messages



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

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## Coordinated Social Media Messaging



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## #NIAM-Related #Hashtags

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

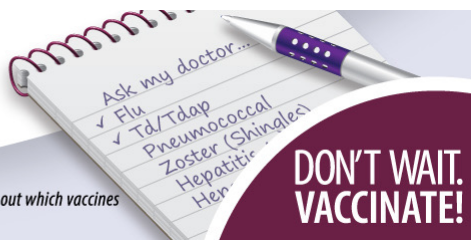


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## Other Communication Tools—Adult Vaccine Quiz

What **Vaccines** do **You** need?

Adults need vaccines too! Answer a few quick questions to find out which vaccines you may need.

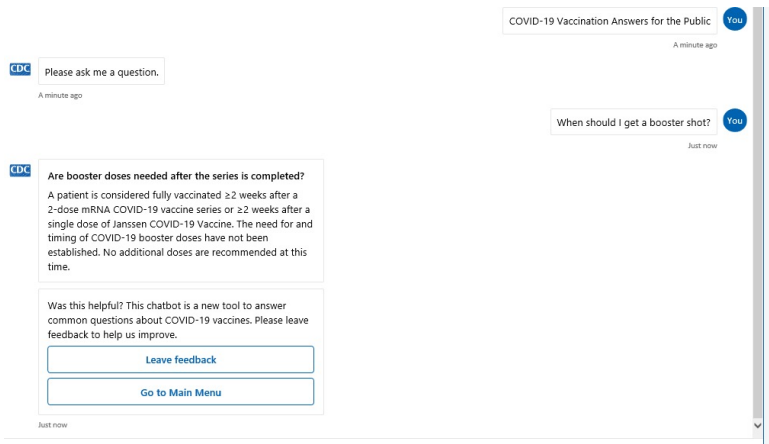


Learn more: <https://www2a.cdc.gov/nip/adultimmsched/>

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## Other Communication Tools—CDC COVID-19 Chat Bot

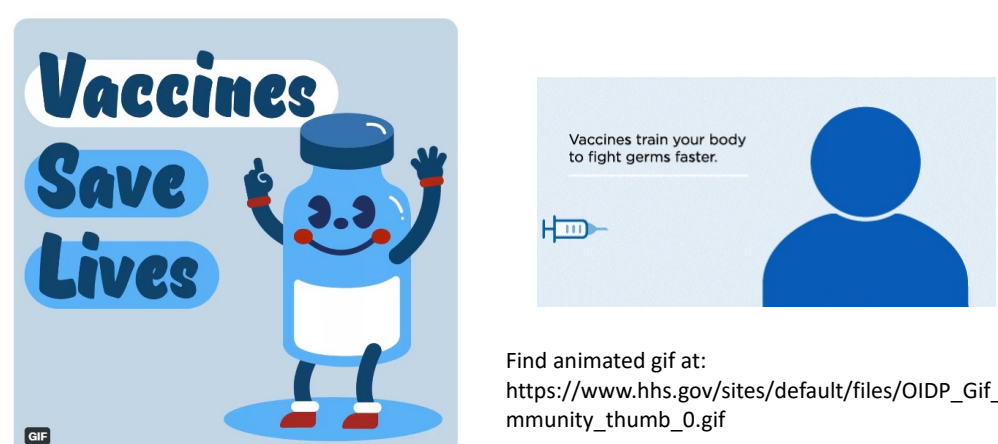


Learn more: <https://www.cdc.gov/vaccines/covid-19/index.html>

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## Other Communication Tools—GIFs

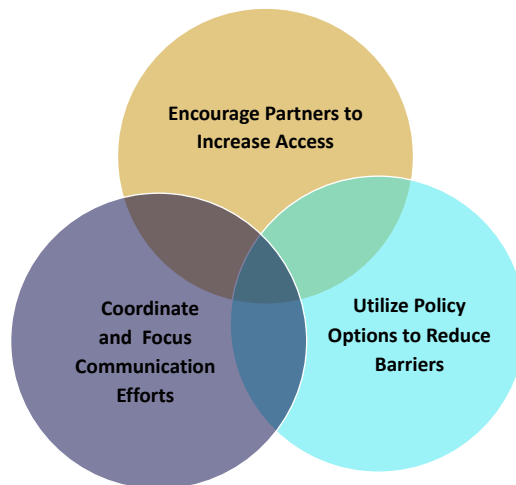


Find animated gif at:  
[https://www.hhs.gov/sites/default/files/OIDP\\_Gif\\_CommunityImmunity\\_thumb\\_0.gif](https://www.hhs.gov/sites/default/files/OIDP_Gif_CommunityImmunity_thumb_0.gif)

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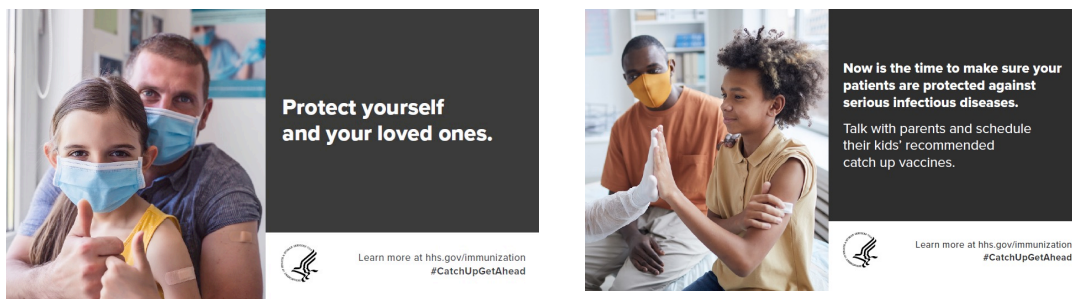
### Catch-Up To Get Ahead

- 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.



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### Catch-Up To Get Ahead Toolkit



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

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## #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.

**HRSA** @HRSAgov · Aug 4  
 #WellChildWednesdays: Now's the time to get your kids caught up on well-child visits & #vaccinations. Missing #vaccines results in kids & families being at-risk for preventable diseases like measles -- this is where #HRSA's Bright Futures Program comes in: [bit.ly/3wSqzuv](https://bit.ly/3wSqzuv)

**Catch up on your child's vaccines. Visit your pediatric provider.**

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

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# Thank you!

**CDC** @CDCgov

As of August 9, more than 195.2 million people have received at least one dose of a #COVID19 vaccine. Of those, 166.7 million are fully vaccinated. Getting vaccinated is safe, easy, and free. Make your vaccine appointment today. More: [bit.ly/CDT\\_vaccine](https://bit.ly/CDT_vaccine).

**COVID DATA TRACKER**  
**U.S. COVID-19 Vaccination Progress**

People who have received at least one dose of any vaccine: <b>195.2 MILLION</b>	People fully vaccinated with a single-dose vaccine: <b>13.5 MILLION</b>	People fully vaccinated with a two-dose vaccine: <b>153.2 MILLION</b>	People fully vaccinated: <b>166.7 MILLION</b>
Percentage of people who received at least one dose: <b>58.8%</b>	Percentage of people who are fully vaccinated: <b>50.2%</b>		

Find the latest data on CDC's COVID Data Tracker | Data as of August 9, 2021 | Source: COVID Data Tracker - Vaccinations | CDC

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