

**NAIIS
Conference
May 2026**

Digital Strategies & Resources

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Experts in pediatrics.
Advocates for children.
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Collaboration Among Partners

<h3>Professional Societies</h3> <p><i>Role: Evidence-based expert leadership offering clinical guidance</i></p> <ul style="list-style-type: none">• Reinforce credibility through transparency and consistency• Engage in questions and collaboration with patients/families• Explain evidence with data, research and consensus guidelines; focus on facts• Share recommendations without sounding patronizing, political or reactive	<h3>Patient Advocacy Organizations</h3> <p><i>Role: Represent patient experiences and reduce barriers to access</i></p> <ul style="list-style-type: none">• Use narratives to make the issue tangible• Focus on lived experience and real-world concerns• Explain the importance of advocating in everyday terms• Encourage patients/families to act
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Creative that Builds Trust

Imagery – use photos, graphics and icons representative of the patient and provider community



“Health care providers can...”

“Clinicians use evidence-based...”

“Contact your pediatrician, nurse practitioner or PA if you experience...”

Captions – draft inclusive language that represents a variety of health care providers

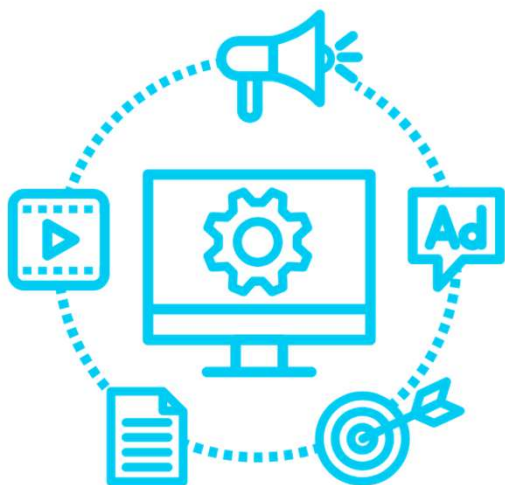
3

Tactics

Blend what others are doing with what works best for your organization

4

Multi-channel Approach: Understanding the Options



- Organic social media
- Paid social media
- Influencers
- Behavioral/targeted marketing

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Organic Weekly Social Media Campaign

What is Respiratory Syncytial Virus?

RSV IS A VIRUS
RSV is a virus that causes common cold symptoms, but it can also cause airway inflammation.

TRANSMISSION
RSV spreads through droplets from coughs or sneezes, making it highly contagious, especially in childcare facilities and schools.

ANYONE CAN GET RSV
Although anyone can get RSV, premature infants & patients under two are most vulnerable to severe breathing problems due to their smaller airways.

Find out more information:
napnap.org/rsv-resources

How can you care for a child with RSV?

CAREGIVERS AT HOME

- Nasal Suctioning
- Hydration
- Cool Mist Humidifier
- Fever & Pain Management

ED OR PROVIDER

- Medical Evaluation
- Respiratory Swab
- Oxygen Saturation Test
- IV Hydration
- Oxygen Support
- Advanced Airways (Severe Cases)

NOT INDICATED

- Antibiotics
- Smoking
- Cough Medicine or Suppressant
- Steroids*
- Albuterol*
- Nebulizer Treatments*

Find out more information:
napnap.org/rsv-resources

*Not indicated for those without underlying pulmonary disease.

Preventing RSV

RSV Vaccine

- Indicated for expecting mothers
- Vaccination to protect baby through 6 months of age
- Given between 32-36 weeks of pregnancy during RSV season

RSV Immunization

In general, nirsevimab and clesrovimab are recommended for infants:

- less than 8 months old entering their first RSV*
- mother did not receive a maternal RSV vaccination or the mother's RSV vaccination status is unknown
- born less than 14 days after mother's maternal RSV vaccination

For children in their **second** RSV season, nirsevimab is recommended for:

- child 8-19 months who is at increased risk of severe RSV disease
- child born prematurely and has chronic lung disease
- child severely immunocompromised
- child with cystic fibrosis and severe disease
- American Indian or Alaskan Native children 8-19 months old

*Not indicated for those whose mother received the vaccine during pregnancy.

Be aware of your vaccination status and check with your health care provider about preventing RSV

Identifying RSV

	RSV	FLU	COLD	COVID-19
Aches	✓			✓
Difficulty Breathing	✓			✓
Fatigue	✓	✓	✓	✓
Fever	✓	✓	✓	✓
Loss of Taste or Smell				✓
Sore Throat	✓	✓	✓	✓
Wheezing	✓			

Find out more information:
napnap.org/rsv-resources

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Paid Social Media

napnap_73
Ad

Answering Common Flu Questions

How much work/school could my family miss if my child gets the flu?
 Children ages 1-5 miss an average of five days of school and caregivers miss an average of four work days.

Is it worth it to vaccinate my children against the flu?
Yes. Vaccinated children stay healthier, and if they happen to get the flu, symptoms are usually milder and don't last as long.
 Last flu season, **89% of children who died from flu were not vaccinated.**

Are there treatment options if my child is diagnosed with the flu?
There is no cure for flu.
 Talk to your child's pediatric provider to see if they are eligible for oral medication that may decrease flu symptom severity and duration.

Prevention is the best way to keep children healthy.
 Learn more with resources from NAPNAP today.

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Learn more

napnap_73 Stay Ahead of Flu
 The peak of flu season in the United States i... more

National Association of Pediatric Nurse Practitioners
Ad

The peak of flu season in the United States is typically from December to February. Pediatric-focused APRNs must be prepared for questions from patients and their families, especially as misinformation and disinformation about infectious diseases and immunization continue to spread.

NAPNAP and our member experts have compiled flu-related resources for providers and patient families. Access them today.

Access flu resources today.

napnap.org/flu
Stay Ahead of Flu
 Access flu resources fro... **Learn more**

Like Comment Share

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Influencers

Zachary Rubin, MD
 Key characteristics:
Personable; storyteller

Zachary Rubin, MD
 January 7 · 🌐

Why vaccines are important. #vaccine #doctor #publichealth

104 / 252

1.5K comments · 1.1K shares

Like Comment Share

dr. noc vaccines

every vaccine recommended

3,416 likes

4,040 comments

4,140 shares

dr.noc Follow

I'm a scientist. My wife is a pediatrician. Our...

Add comment...

Jessica Knurick, PhD, RDN
 Key characteristics:
No-nonsense; examples/citations

Find related content

AP RFK Jr. ousts entire CDC vaccine advisory committee

Dr. Knurick (PhD, RDN)

It's okay to have questions about vaccines. Scientists do too. That's why the syste... more

Add comment...

Morgan McSweeney, PhD / Dr. Noc
 Key characteristics:
Straight-forward; science-minded

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Behavioral MarComm: Graphics

300x600

Pediatric nurse practitioners can answer questions about

Every day, kids 5 and under are diagnosed with COVID-19

728x90

Pediatric nurse practitioners can answer questions

Kids 5 and under are diagnosed daily with COVID-19

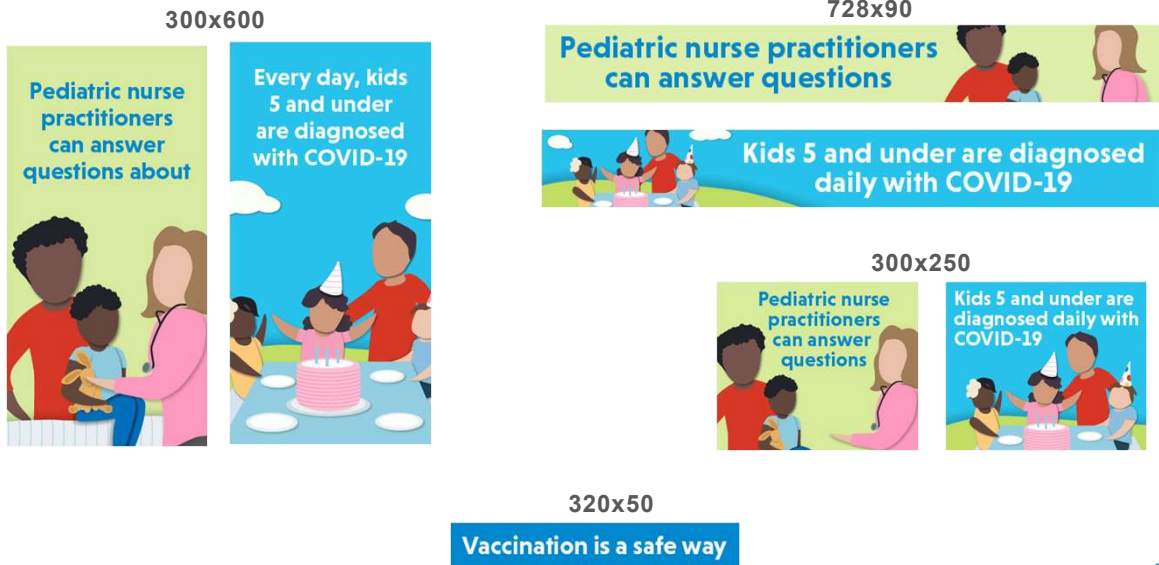
300x250

Pediatric nurse practitioners can answer questions

Kids 5 and under are diagnosed daily with COVID-19

320x50

Vaccination is a safe way



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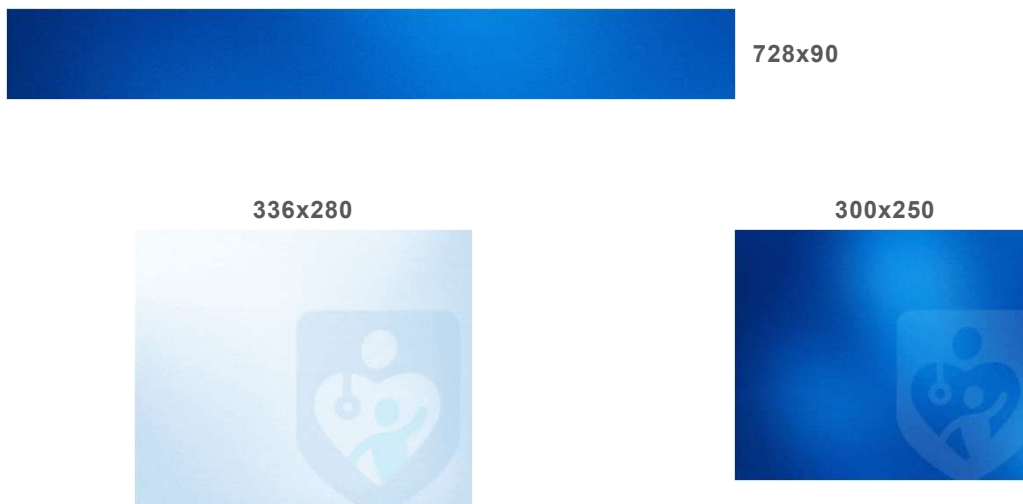
ANIMATED GIF FILES (3 to 4 images/text blocks that rotate in 5-10 seconds)

Behavioral MarComm: Text

728x90

336x280

300x250



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Where Creative Appears

Parents

STARTING A FAMILY PREGNANCY BABIES RAISING KIDS HEALTH LIFESTYLE KINDERGARTEN NEWS ABOUT US

about COVID-19 vaccine safety

NEWS & TRENDS

Largest Study To Date Finds COVID-19 Vaccines For Kids 5 and Under Are Safe

Published by the American Academy of Pediatrics, this study provides parents with reassurance when they take their children to get the COVID vaccine.

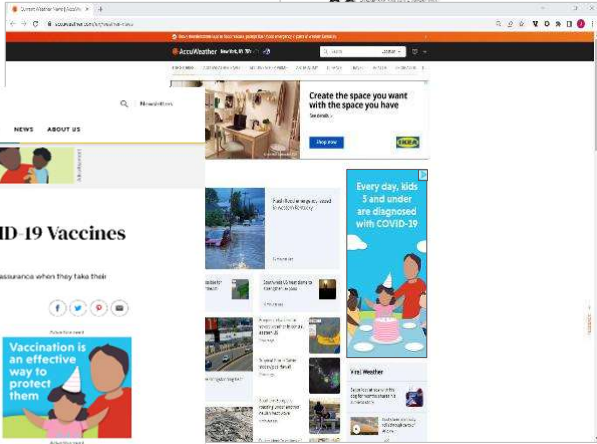
By Wendy Warner | Published on June 8, 2021



PHOTO: SHUTTERSTOCK/PHOTODISC/GETTY



Although the pandemic is in the rearview mirror for most of us, COVID-19 is still out there and continues to spread. According to the Centers for Disease Control and Prevention (CDC), COVID-19 vaccines continue to offer the best protection against severe disease and death for all ages, including



Leveraging Technology

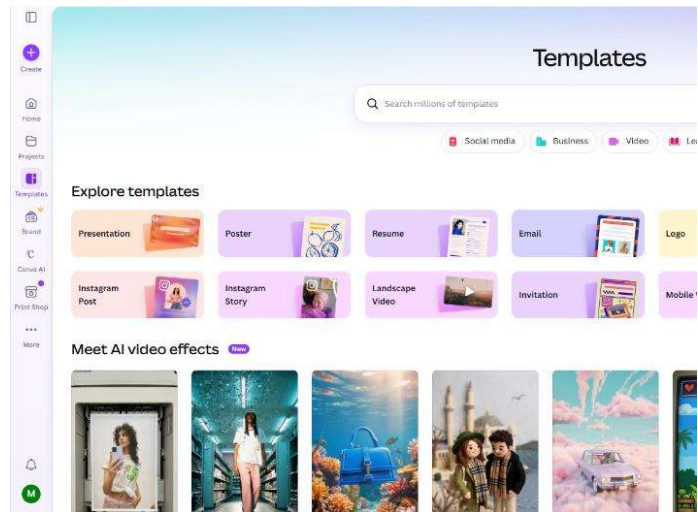
Online resources are your newest MarComm team member

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MarComm's BFF: Canva

- Intuitive design interface
- Brand consistency
- Collaboration and sharing
- Template-based efficiency
- Integration with marketing tools
- Accessibility and scalability

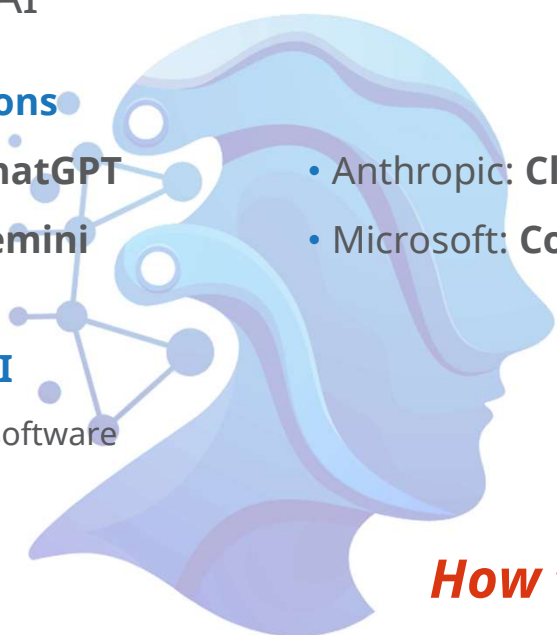


2026 Tutorial: <https://www.youtube.com/watch?v=Wz6LAD5A-7M>

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Embracing AI

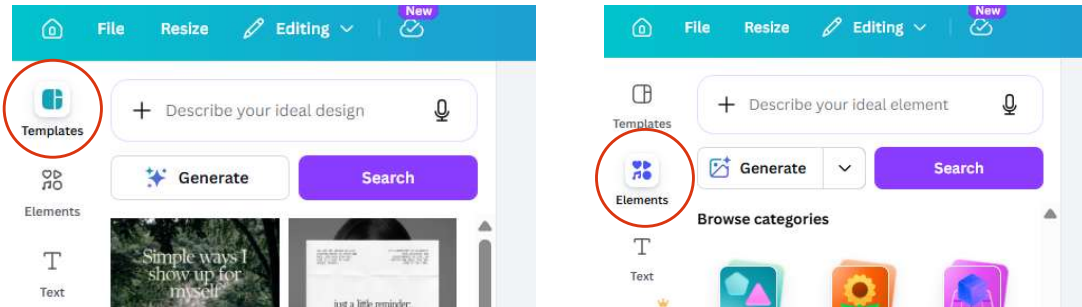
- **General options**
 - OpenAI: **ChatGPT**
 - Google: **Gemini**
 - Anthropic: **Claude**
 - Microsoft: **Copilot**
- **Integrated AI**
 - Web-based software
 - Canva



How to choose?

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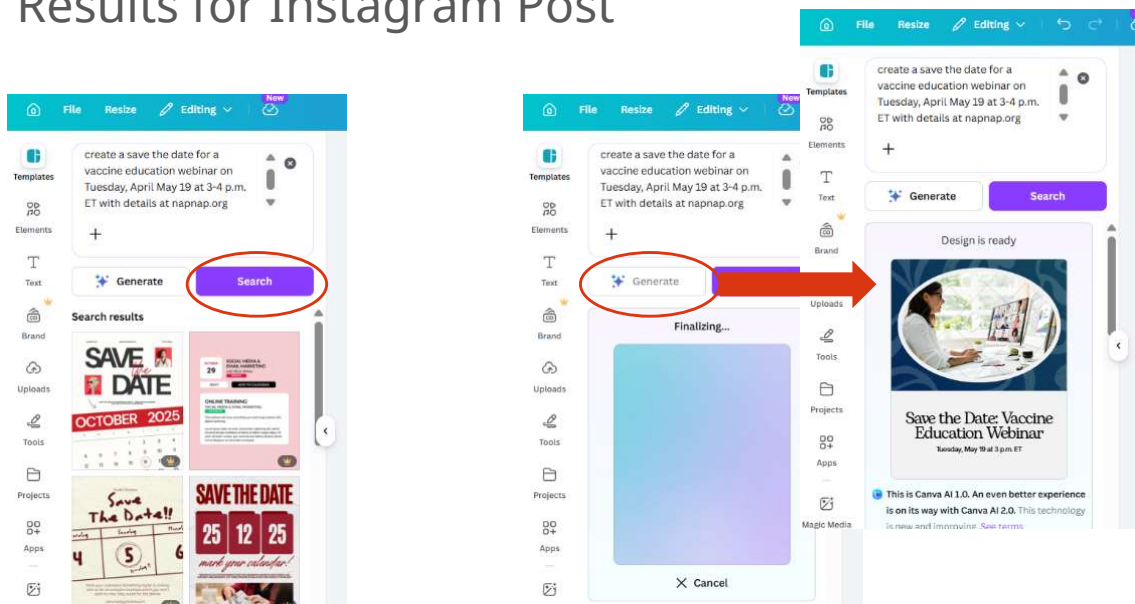
Canva Search and Generate Tools



- Search – use typical key words
- Generate – be as descriptive as possible in the prompt

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Results for Instagram Post



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Gemini for Images

- Challenge: Finding royalty-free stock images that represent NPs
- Prompt: white male in his 30s wearing blue shirt and stethoscope standing next to Latina female in her 50s wearing green sweater and stethoscope



Result

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Thank You

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