

Planning for National Immunization Awareness Month

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Overview

1. Background
2. Communication Toolkits
3. Resources and Activities
4. Developing an Outreach Plan

www.nphic.org/niam



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) since 2013

www.nphic.org/niam



National Public Health Information Coalition

The screenshot shows the NPHIC website homepage. At the top is a blue header with the NPHIC logo and the tagline "Making Public Health Public...". Below the header is a navigation menu with links for HOME, ABOUT, JOIN, NEWS, CONFERENCES, CAREER, AGENCIES, MEMBER SERVICES, and LOG IN. The main content area is divided into two columns. The left column features a map of the United States with numerous red and green location pins, overlaid with the text "Peer 2 Peer Mentoring" and "Our members have friends all across the nation". The right column is titled "NPHIC HOT TOPICS" and contains a notice about the "Certified Communicator in Public Health (CCPH)" application submission deadline being extended to May 15, 2016. Below the main content is a red banner for "HOT NEWS" regarding the 2016 NCHCMM Conference registration. At the bottom, there are three resource boxes: "Incident Communications Resources", "Health Promotion Resources", and "Share Your Resources". A "CDC RESOURCES" section is partially visible at the very bottom.

NPHIC
NATIONAL PUBLIC HEALTH
INFORMATION COALITION

Making Public Health Public...

HOME ABOUT JOIN NEWS CONFERENCES CAREER AGENCIES MEMBER SERVICES LOG IN

Peer 2 Peer Mentoring

Our members have friends all across the nation

NPHIC
NATIONAL PUBLIC HEALTH
INFORMATION COALITION

NPHIC HOT TOPICS

Certified Communicator in Public Health (CCPH)

Application Submission has been **Extended to May 15, 2016**

To learn more about this certification, [click here.](#)

HOT NEWS REGISTRATION IS NOW OPEN for the 2016 NCHCMM Conference! [Click to Register!](#)

Incident Communications Resources

Health Promotion Resources

Share Your Resources

CDC RESOURCES

ZIKA VIRUS

Develop and assess public

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

Lessons Learned

- Launching toolkits early allows partners to integrate NIAM messaging into their back-to-school messaging
- NIAM efforts are driven at the state and local level
- Toolkits/messaging can be tailored and used throughout the year
- Give partners concrete activity ideas
- High interest in graphics
- Coordinated efforts at local, state, and national levels are crucial

NIAM 2015 Thunderclap

Support Vaccines with #TeamVax

by Centers for Disease Control and Prevention/National Center for Immunization and Respiratory Diseases (NCIRD)

category: **Health**

“Vaccination is the best way to protect against serious diseases. I’m #TeamVax. RT or share if you are too. #NIAM15

<http://thndr.it/1KiQgre>”



Centers for Disease Control a...

EMBED
<>

SUPPORTERS

412 of **250**

165% of goal supported

SOCIAL REACH

5,660,735

People

TIME LEFT

Complete

Ends Aug 17, 3:00 PM EDT

COMPLETE

This campaign ended on **August 17 at 3PM**

Communication Toolkits

Toolkit Overview

- Toolkits were developed to assist partners in communicating about immunization for various audiences
- 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



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”

Use the
toolkits
throughout
the year

August 22-28

Ensure a
healthy
future with
vaccines

June/July

Ready for
school?
Check
vaccine
records

August 15-21

A healthy
start begins
with on-time
vaccination

August 1-7

Vaccines are
not just for
kids

August 8-14

Protect
yourself and
pass
protection on
to your baby

Overarching Key Messages

- Three messages are central throughout the toolkits
 - Vaccines are a critical step to protecting against serious diseases
 - Vaccines are recommended throughout our lives
 - Vaccines are very safe
- Call to action
 - Are you and your family up-to-date on your immunizations?
- Key messages and calls to action for each week are found in the toolkits



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

Resources and Activities

New NPHIC Resources

- New media relations toolkit **(coming soon)**
- Refreshed toolkits and graphics **(coming soon)**

www.nphic.org/niam



New CDC Resources

- All ages
 - Revamped vaccines and immunizations website **(coming soon)**
 - Vaccine basics website **(coming soon)**
- 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 vaccines website for parents
 - Childhood and adolescent vaccine quiz **(coming soon)**
 - Digital resources for parents
- Preteens and teens
 - Revamped vaccines website for parents
 - Childhood and adolescent vaccine quiz **(coming soon)**
 - HPV vaccination toolkit for partners **(coming soon)**

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national
IMMUNIZATION
awareness month



New CDC Resources

 Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

MENU CDC A-Z SEARCH

For Parents: Vaccines for Your Children

[<< Back to Vaccines Home](#)



Immunization Schedules for Babies, Kids, and Teens

1 of 4

Test Your Knowledge 1 of 1

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“Me vacuno porque es una parte importante de preservar la salud”.



Cada año, miles de adultos en los Estados Unidos tienen graves problemas de salud por enfermedades contra las cuales se pudieron vacunar, como la culebrilla (shingles), la tosferina (whooping cough), la hepatitis A y B, la influenza (gripe) y neumonía. Algunos hasta mueren.

Hable con su médico sobre cuáles vacunas le recomiendan para protegerse y proteger a sus seres queridos.

Informese más en www.cdc.gov/vaccines/adults/espanol o llame al 1-800-CDC-INFO (1-800-232-4636).

NO ESPERE. ¡VACÚNESE!

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Agosto de 2015



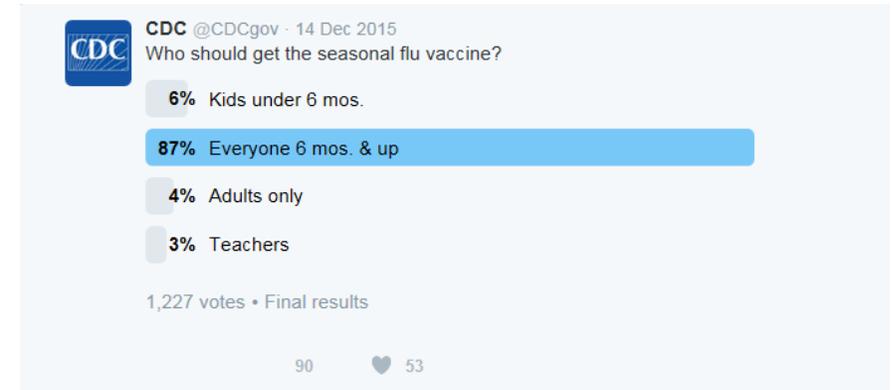
national
IMMUNIZATION
awareness month



CDC Media Outreach

- Posting messages on CDC social media channels
- Sharing new motion graphic and videos on Facebook and Twitter
- Twitter polls
- CDC features
- Potential media outreach to coincide with release of teen vaccination coverage data

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CDC @CDCgov Follow

The annual flu vaccination is recommended for everyone 6 months of age & older, with rare exceptions. [#CDCHealthIQ](#)
1.usa.gov/1MV7Q8K

RETWEETS 69 LIKES 38

1:19 PM · 15 Dec 2015



VICNetwork Webinar

- Mid-June
 - Announce launch of toolkit
- Visit www.vicnetwork.org



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?

Step 1: Identify your target audience(s)

Who is/are your target audience(s)?

Parents of preteens and teens

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

Women ages 30 to 55 in the Indianapolis metro area

What is your behavioral objective?

Increase the percentage of adolescent boys and girls who get all of their recommended vaccines before the school year starts.

Step 2: Identify your messages

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

Communication Goals: Increase knowledge and awareness about the importance of receiving all of the routinely recommended adolescent vaccines

Evaluating Success: Visits to the website, downloads of materials, number of materials distributed, engagement on social media (e.g., likes, shares, retweets), partner engagement

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

- Vaccines are important for protecting children from serious, and sometimes deadly, diseases.
- Preteens and teens are at increased risk for diseases like meningococcal disease and cancer-causing HPV infections and need the protection of vaccines to keep them healthy.
- You can send your children to middle school and high school – and also off to college – protected from these vaccine-preventable diseases by ensuring your children are up to date on their vaccines.

What is your call to action?

Talk to your doctor to make sure your children are up to date on the vaccines they need before they go back to school.

Step 3: Identify your products/channels

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

Facebook, Twitter, website, doctor's offices, schools

What products will work best for these channels?

Social media messages, web content, fact sheets, drop-in articles

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

See next slide for available resources -->

You can...	How to do this...	Products...	Tools to make it easier for you!
Update your web presence to highlight immunization	<ul style="list-style-type: none"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials 	<ul style="list-style-type: none"> <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	<ul style="list-style-type: none"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials 	<ul style="list-style-type: none"> <input type="checkbox"/> Sample tweets and posts <input type="checkbox"/> NIAM logos and graphics
Highlight NIAM and immunization in organization newsletters	<ul style="list-style-type: none"> <input type="checkbox"/> Create an immunization focused article and/or newsletter 	<ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials 	<ul style="list-style-type: none"> <input type="checkbox"/> Ready-to-publish articles
Generate media exposure for NIAM and immunizations	<ul style="list-style-type: none"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials 	<ul style="list-style-type: none"> <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	<ul style="list-style-type: none"> <input type="checkbox"/> Share posters and fact sheets with your audience 	<ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials 	<ul style="list-style-type: none"> <input type="checkbox"/> NIAM posters <input type="checkbox"/> CDC posters, flyers, and fact sheets

Highlight Your Activities

Submitter Information

Name *

Title

Organization *

Type of Organization *

Phone

Email *

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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- Joe Rebele, NPHIC
- Patti King, NPHIC
- NCIRD HCSO Campaign Teams

www.nphic.org/niam



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.