Planning for National Immunization Awareness Month

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California Immunization Coalition
Overview

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

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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.

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National Public Health Information Coalition
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

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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

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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”

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

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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”

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Use the toolkits throughout the year

**June/July**
Ready for school? Check vaccine records

**August 1-7**
Vaccines are not just for kids

**August 8-14**
Protect yourself and pass protection on to your baby

**August 15-21**
A healthy start begins with on-time vaccination

**August 22-28**
Ensure a healthy future with vaccines

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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

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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

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Resources and Activities
New NPHIC Resources

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

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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)*

[www.nphic.org/niam](http://www.nphic.org/niam)
New CDC Resources

www.nphic.org/niam
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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VICNetwork Webinar

- Mid-June
  - Announce launch of toolkit
- Visit [www.vicnetwork.org](http://www.vicnetwork.org)
Developing an Outreach Plan
<table>
<thead>
<tr>
<th>Step 1: Identify your target audience(s)</th>
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<tbody>
<tr>
<td>Who is/are your target audience(s)?</td>
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<td>What are the key characteristics of your target audience(s) that are important for tailoring your message (e.g., age, ethnicity, geographic area)?</td>
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<td>What is your behavioral objective?</td>
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<td>What are your primary communications channels to reach your primary audience? (e.g., website, social media, newsletter, etc.)</td>
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### Step 1: Identify your target audience(s)

<table>
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<tr>
<th>Question</th>
<th>Response</th>
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<tr>
<td>Who is/are your target audience(s)?</td>
<td>Parents of preteens and teens</td>
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<td>What are the key characteristics of your target audience(s) that are</td>
<td>Women ages 30 to 55 in the Indianapolis metro area</td>
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<td>important for tailoring your message (e.g., age, ethnicity, geographic</td>
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<td>area)?</td>
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<td>What is your behavioral objective?</td>
<td>Increase the percentage of adolescent boys and girls who get all of their recommended</td>
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<td>vaccines before the school year starts.</td>
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## 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. |
<p>| 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. |</p>
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<td>You can...</td>
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<td>Update your web presence to highlight immunization</td>
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<td>Promote through social media</td>
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<td>Highlight NIAM and immunization in organization newsletters</td>
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<td>Generate media exposure for NIAM and immunizations</td>
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<td>Share posters and fact sheets with your constituents</td>
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- Place banners/buttons on your website
- Content syndicate CDC webpages
- Web content such as a feature articles
- Use key points to update/create web content
- Have
- Need to update
- Will use/adapt CDC and/or NPHIC materials
- NIAM logos and banners
- CDC web content
- CDC web buttons
- CDC features
- Key messages
- Ready-to-publish articles
- NIAM logos and graphics
- Sample tweets and posts
- Ready-to-publish articles
- CDC print ads and PSAs
- Media relations toolkit
- Sample news release
- Key messages
- NIAM posters
- CDC posters, flyers, and fact sheets
Highlight Your Activities

Submitter Information

Name *
Title
Organization *
Type of Organization *
Select Organization Type
Phone
Email *
Get Ideas and See What Others Are Doing

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 Immunize 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 Dyr-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 Geiser
Director of Community Health Services
Madison County Health Department
Wampsville, NY
(315) 368-2848
cheryl.geiser@madisoncounty.ny.gov

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Acknowledgements

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- Michelle Basket, CDC
- Leslie Rodriguez, CDC
- Aparna Ramakrishnan, CDC
- Maureen Marshall, CDC
- Joe Rebele, NPHIC
- Patti King, NPHIC
- NCIRD HCSO Campaign Teams

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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.

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