

National Infant Immunization Week

April 21-28, 2012



National Infant Immunization Week

**IMMUNIZATION.
POWER TO PROTECT.**

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Health Communication Science Office



NIIW Overview

- Began in 1994
- Promotes immunization for children 2 years old or younger
- Celebrates immunization achievements
- Revitalizes community efforts
- Locally driven effort
- Re-energize / launch year-round immunization efforts



New for NIIW 2012

- Launch new childhood campaign
- Launch parent-friendly website
- Celebrate CDC Childhood Immunization Champions
- Expand promotional efforts for *Provider Resources for Vaccine Conversations with Parents*
- 1st Annual World Immunization Week



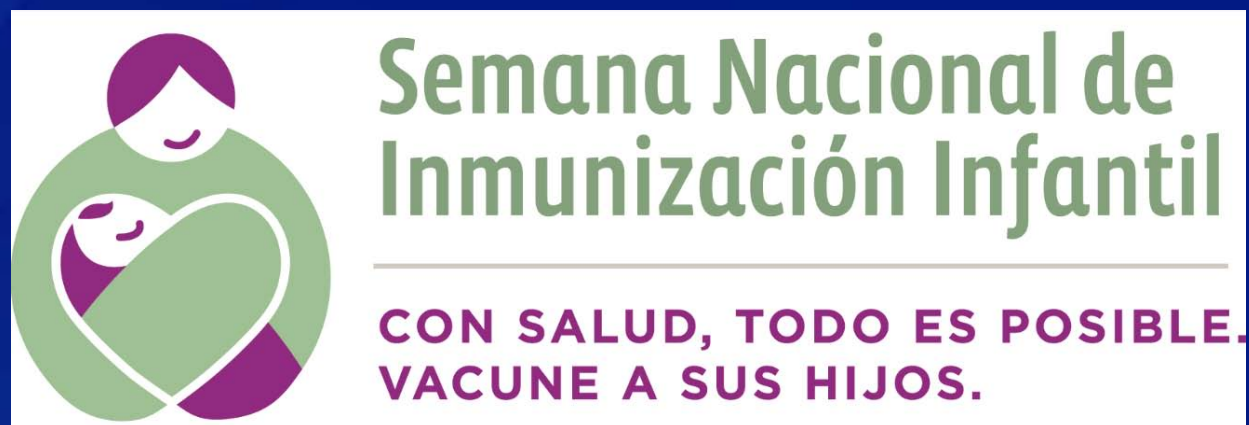
CDC Childhood Immunization Champions Award

- New annual award
- Honors individuals who make significant contributions to public health through work in childhood immunizations
- Up to 1 *Champion* per state and DC
- Recipients will be announced during NIIW



www.cdc.gov/vaccines/events/niiw/champions/childhood.html

NIIW 2012 Logo and Taglines





New Childhood Immunization Campaign

- **Direct-to-parent media campaign**
- **English**
 - 1 30 second TV PSA
 - 2 Radio ads in 30 and 60 seconds
 - 2 Print ads
- **Spanish**
 - 1 30 second TV PSA
 - 2 Radio ads in 30 and 60 seconds
 - 2 Print ads
- **Revised parent-friendly website and materials**



Formative Research

- **Focus Groups**
 - 2008 (24), 2009 (16), 2011 (27)
 - Explore KABs on infant immunization and test communication appeals, concepts and materials
 - Parents of kids younger than 2 yrs; segmented by race/ethnicity and education
 - In 2011, segmented on parenting experience and included Hispanic moms and dads
- **Mall Intercept testing (3 cities)**



Goals of Campaign

- Reinforce the social norm to vaccinate
- Increase awareness of vaccine-preventable diseases
- Increase awareness of disease protection benefits of vaccines
- Empower parents to make the choice to immunize their children

English and Spanish Print Ads



- Available in 2 sizes and poster format
- Can be used for local placement
- www.cdc.gov/vaccines/events/niiw/print-materials.html

English TV PSA: Immunization. Power to Protect.

- Broadcast quality available for download
- State/locals health departments can pitch and place with local media



www.cdc.gov/vaccines/cdcmediaresources/

Spanish TV PSA: Con salud, todo es posible. Vacune a sus hijos.



Con salud, todo es posible.
Vacune a sus hijos.



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

<http://www.cdc.gov/espanol/vacunas>
1-800-232-4636

www.cdc.gov/vaccines/cdcmediaresources/

Parent Friendly Website Launching Spring 2012

- Designed based on parent input
- Risk communication approach: balanced presentation of risks & benefits
- Layers of information so parents can get as little or as much information as they need
- Get involved:
 - Link to the site
 - Place web button on your site
 - Sign up for email updates

The screenshot shows the CDC website for parents, titled "Centers for Disease Control and Prevention" and "Vaccines for Your Children". The page features a navigation bar with a search box and a "Vaccines Home Immunizations" button. The main content area is divided into several sections:

- Pertussis (Whooping Cough) - What You Need To Know**: Includes a photo of a parent holding a baby and text about the importance of the pertussis vaccine (Dtap) and the need for booster shots.
- Protect your Child at Every Age**: A section with a table of vaccine information by age group and an overview of immunizations.
- Who & When (Immunization Schedules)**: A section with links to schedule information for children birth through 6 years, 7 through 18 years, and 19 years and older.
- Traveling Soon?**: A section with a photo of a child and text about the importance of getting up-to-date on vaccines before international travel.
- Records & Requirements**: A section with links to recording immunizations, finding immunization records, and interpreting abbreviations on records.
- Making the Vaccine Decision**: A section with links to how vaccines prevent diseases, vaccine side effects/risks, vaccine ingredients, ensuring vaccine safety, and vaccines and your child's immune system.

The right sidebar contains a "Text size" selector, a "Get email updates about this page" button, and a "Diseases and the Vaccines that Prevent Them" section with a list of diseases and their corresponding vaccines.

www.cdc.gov/vaccines/parents

Provider Resources for Vaccine Conversations with Parents

- Developed with partners: AAP and AAFP
- Primary Target Audience: Healthcare Professionals
 - Information to help hcps talk parents about vaccines, vaccine-preventable diseases, and vaccine safety
 - Dual purpose: resources hcps can provide to parents
- Based on formative, mixed methods research
- Using risk communication principles
- Extensively reviewed by subject matter experts
- Updated annually

www.cdc.gov/vaccines/conversations

“Talking with Parents about Vaccines for Infants”

- **During the Office Visit**
 - Take time to listen
 - Solicit and welcome questions
 - Keep the conversation going
 - Use a mix of science and personal anecdotes
 - Acknowledge benefits and risks
 - Respect parents’ authority
- **After the Office Visit**
 - Document parents’ questions/ concerns
 - Follow up a few days after the visit

Information for providers |

Last updated: October 2020

Talking with Parents about Vaccines for Infants

Physicians, nurses, and parents agree: times have changed. Because of questions or concerns about vaccines, well-child visits can be stressful for parents. As their infant's healthcare provider, you remain parents' most trusted source of information about vaccines, and your personal relationship uniquely qualifies you to help support parents in understanding and choosing vaccinations.

However, time for infant health evaluation at each well visit is at a premium, as you check physical, cognitive, and other milestones and advise parents on what to expect in the coming months. Therefore, making time to talk about vaccines may be stressful for you. But when an infant is due to receive vaccines, nothing is more important than making the time to assess the parents' information needs as well as the role they desire to play in making decisions for their child's health, and then following up with communication that meets their needs.

When it comes to communication, you may find that similar information—be it science or anecdote or some mix of the two—works for most parents you see. But keep a watchful eye to be sure that you are connecting with each parent to maintain trust and keep lines of communication open.

We hope that these brief reminders—and the materials that you, your staff, and parents can find on our website—will help ensure your continued success in immunizing infants and children. Success may mean that all vaccines are accepted when you recommend them, or that some vaccines are scheduled for another day. If a parent refuses to vaccinate, success may simply mean keeping the door open for future discussions about choosing vaccination.



THIS RESOURCE COVERS:

- What you may hear from parents about their vaccine safety questions and how to effectively address them when raised
- Proven communication strategies and tips for having a successful vaccine conversation with parents

Nurses and other office staff can play a key role in establishing and maintaining a practice-wide commitment to communicating effectively about vaccines and maintaining high vaccination rates, from providing parents with educational materials, to being available to answer their questions, to making sure that families who may opt for extra visits for vaccines make and keep vaccine appointments.

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

AMERICAN ACADEMY OF FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

www.cdc.gov/vaccines/conversations



Materials: Provider Resources for Vaccine Conversations with Parents

- **Understanding Vaccines and Vaccine Safety**
 - How Vaccines Work
 - The U.S. Recommended Childhood Immunization Schedule
 - Ensuring the Safety of U.S. Vaccines
 - Understanding the Vaccine Adverse Reaction Reporting System (VAERS)
 - Understanding MMR Vaccine Safety
 - Understanding Thimerosal, Mercury, and Vaccine Safety
 - Understanding the Advisory Committee on Immunization Practices (ACIP)
- **Diseases and the Vaccines that Prevent Them**
 - 14 vaccine-preventable disease sheets
 - 2 versions (one for high-information seeking parents and other plain language)

www.cdc.gov/vaccines/conversations

Parent-Targeted Materials

- Providers requested more plain-language pieces for parents
- More basic overview of disease and vaccine
- Most have no story (or an abbreviated version)
- Clearly shows benefits and risks

[DISEASES and the VACCINES THAT PREVENT THEM |
INFORMATION FOR PARENTS]

Measles

Last updated April 2011

What is measles?
Measles is a serious respiratory disease caused by a virus. It spreads easily through coughing and sneezing. There is no cure for measles, and in rare cases, it can be deadly. The measles, mumps, rubella (MMR) vaccine protects against measles.

What are the symptoms of measles?

- Measles starts with a fever, which can get very high (over 104 degrees).
- Soon after, it causes a cough, runny nose, and red eyes.
- Then a rash of tiny, red spots breaks out. It starts at the head and spreads to the rest of the body.
- The rash can last for a week, and coughing can last for 10 days.
- Some children who get measles also get diarrhea or an ear infection.

How serious is measles?
Measles can be dangerous, especially for babies and 12-15. 1 out of 4 people who get measles has to be in the hospital.

For some children, measles can lead to pneumonia, infection. It can also cause lifelong brain damage, death. One or two out of 1,000 children in the U.S. die from the disease, even with the best care.

How does measles spread?
Measles spreads when an infected person breathes, coughs, or sneezes.

It is very contagious. You can catch measles just by being near a person with measles for a short time, even after if you can catch measles from an infected person even if they are not showing symptoms.

What is the MMR vaccine?
The MMR vaccine is a shot that combines vaccines for measles, mumps, and rubella. The vaccine protects their bodies to fight the measles virus. Almost all of 100 who get two doses of MMR vaccine will be protected.

Why should my child get the MMR vaccine?
Getting your child the MMR vaccine protects him or her from other people who can't get the vaccine. He or she is older and too young to get the vaccine, but they measles. A high level of vaccination in the community helps.

Benefits of the MMR vaccine

- Saves lives.
- Protects young children from serious disease.
- Keeps others safe.

Side effects of the MMR vaccine

- The most common side effects are usually mild and include the following:
 - Fever in 1 out of 6 people.
 - Mild rash in 1 out of 20 people.
- Swollen glands in the cheeks or neck in very few.

Is the MMR vaccine safe?
The MMR vaccine is very safe and effective at preventing measles (as well as mumps and rubella). Vaccines, like any medicine, can have side effects. Most children who get the MMR vaccine have no side effects. Those that do occur are typically very mild, such as a fever or rash.

If my child does not get the MMR vaccine, will he get measles?
Almost everyone who has not had the MMR vaccine will get sick if they are exposed to the measles virus.

Before the measles vaccine, 48,000 people were hospitalized for measles each year in the U.S. About 1,000 suffered brain damage or became deaf. About 450 died.

Today, because of the MMR vaccine, only about 50 people in the U.S. get measles each year. But this number goes up when people stop getting the vaccine. When vaccination rates dropped in the late 1960s, measles cases went way up—and so did measles deaths.

In 2008, there were 340 cases of measles reported in the U.S. Nine out of 10 people who got measles had not received the MMR vaccine or did not know if they had been vaccinated.

If most people in the U.S. are vaccinated, where do measles cases come from?
Most measles cases come to the U.S. from people traveling from other countries. About 150,000 to 175,000 people die from measles each year around the world—mostly in places where children do not get the measles vaccine.

One Mom's Measles Story
Megan Campbell knows first-hand how serious measles can be. Her 10-month-old son got measles from an infected child in the waiting room at his doctor's office. That child, who was not vaccinated, had gotten measles while on a trip outside of the U.S.

Megan's son got better and had no lasting effects of the illness. But he was very sick with measles, he spent 3 days in the hospital with an IV (a needle in the vein to give fluids) because he was unable to eat or drink. When he went home, he had another week of high fevers—up to 106 degrees. His parents had to wake up through the night to give him medicine to keep the fever down.

At 10 months, Megan's son was too young to get the MMR vaccine. That's why he got sick with measles. At 12 months, Megan took him to get the MMR vaccine. Even though he couldn't get measles again, his mom knew the vaccine would protect him against mumps and rubella, two other serious diseases.

Says Megan: "This way, he won't suffer from mumps or rubella, or spread them to anyone else."

What can I do to protect my child from measles?

- ✓ Vaccinate your child on time.
- ✓ Talk with your child's doctor if you have questions.
- ✓ Keep a record of your child's vaccinations to make sure your child is up-to-date.

Is the MMR vaccine linked to autism?
Many legal and reliable studies of children have been done in the U.S. and other countries. None has found a link between autism and the MMR vaccine.

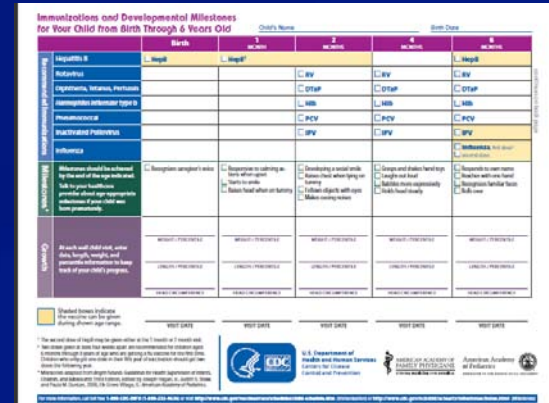
There are a couple of reasons people believe autism is linked to vaccination. The first is because sometimes signs of autism don't appear until around the age the MMR vaccine is given. If a child is diagnosed shortly after getting vaccinated, this may seem like cause and effect.

Another reason some people think MMR is linked to autism is a study published in 1998 from the United Kingdom. It claimed that the MMR vaccine could contribute to the development of autism. That study got a lot of attention in the news. Since 1998, 10 out of 11 of the study's authors have withdrawn their support of the study, and the journal has retracted it.

Where can I learn more about the MMR vaccine?
To learn more about MMR or other vaccines, talk to your child's doctor. Call 800-CDC-INFO (800-232-4636) or go to <http://www.cdc.gov/vaccines> and check out the following resources:

- Measles homepage: <http://www.cdc.gov/measles>
- Common Questions Parents Ask about Infant Immunizations: <http://www.cdc.gov/vaccines/imz/parents/parents-questions.html>
- Vaccine website for parents: <http://www.cdc.gov/vaccines/parents>

The Centers for Disease Control and Prevention, American Academy of Family Physicians, and American Academy of Pediatrics strongly recommend all children receive the MMR vaccine according to the recommended schedule.



Web-based Resources

CDC Home



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People. Saving Money through Prevention.

Vaccines and Immunizations
All CDC Topics

SEARCH

A-Z Index **A** **B** **C** **D** **E** **F** **G** **H** **I** **J** **K** **L** **M** **N** **O** **P** **Q** **R** **S** **T** **U** **V** **W** **X** **Y** **Z** **#**

NIIW (National Infant Immunization Week)

NIIW

- Overview
- Planning Your NIIW
- Activities/Events
- Promotional Materials
- Educational Resources
- Immunization Champions

Related Links

- [Border Health Commission-National Infant Immunization Week](#)
- [Canadian National Immunization Awareness Week](#)
- [European Immunization Week](#)
- [Vaccination Week in the Americas \(VWA\) en Español](#)
- [Vaccination Week in the Eastern Mediterranean](#)

[Vaccines Home](#) > [Events](#)

2012 National Infant Immunization Week (NIIW)



**Love them.
Protect them.
Immunize them.**

National Infant Immunization Week

National Infant Immunization Week (NIIW) is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and celebrate the achievements of immunization programs and their partners in promoting healthy communities. Since 1994, NIIW has served as a call to action for parents, caregivers, and healthcare providers to ensure that infants are fully immunized against 14 vaccine-preventable diseases.

NIIW 2012 will be April 21-28.

[More »](#)

What's New?

- [New CDC Childhood Immunization Champion Award Established](#)
- [Consider ways to keep NIIW momentum going throughout the year](#)
- [Learn about immunization resources for providers](#)
- [Answer parent questions using Resources to Share](#)

Educational Resources

Review the growing library of fact sheets, flyers and web pages about vaccines and the diseases they prevent.

- [For Health Care Providers, including](#)

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Contact Us:

 Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333

 800-CDC-INFO (800-232-4636)
TTY: (888) 232-6348

New Hours of Operation
8am-8pm ET/Monday-Friday
Closed Holidays

 cdcinfo@cdc.gov

www.cdc.gov/vaccines/events/niiw

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Planning Tools

- Lay the foundation/needs assessment
- Plan activities
- Build successful partnerships
- Develop champions
- Evaluate
- Planning Templates
- State and local success stories

www.cdc.gov/vaccines/events/niiw/planning



Promotional Materials

- Media
- Web and E-tools
- Print Products
- Event Signage

www.cdc.gov/vaccines/events/niiw/promotional

Activity and Event Listing

Share your plans!
AND find out what
others are doing

NIIW Activity Form



If you are planning an NIIW 2012 activity, large or small, we would like to hear from you! Please complete this form and submit by clicking the "Submit Form" button.

(* indicates a required field)

Organization Name:	
Contact:	
Title:	
Address:	
City/State/Zip:	
Phone:	
Fax:	
E-mail: *	
Web Address:	
Name of Activity:	
Date of Activity:	
Time of Activity:	

www.cdc.gov/vaccines/events/niiw/activities/activity-form



NIIW: A Partnership Success Story

- **Hundreds of US communities participate**
- **Successful cross border collaboration**
- **New partnerships and strengthened existing partnerships**
- **Media relationships**
- **Increased political goodwill for immunization**
- **Revitalizes immunization leaders, partners, and programs**

How You Can Get Involved

- Spread the word about new resources
 - Include a blurb in your newsletters
 - Use our web button to link your website users to the resources
- Use the resources during NIIW and year-round
 - Utilize NIIW planning tools
 - Place childhood PSAs
 - Promote *Provider Resources* fact sheets
 - Celebrate your state's *Champion*
- Share your activities in the NIIW activity registry

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