The Virtual Immunization Communication (VIC) Network is a project of the National Public Health Information Coalition (NPHIC) and the California Immunization Coalition, funded through a cooperative agreement with the Centers for Disease Control and Prevention
National Infant Immunization Week

IMMUNIZATION. POWER TO PROTECT.
Gearing Up for National Infant Immunization Week

Webinar Objectives

• Understand the goals and objectives of NIIW
• Describe NIIW planning and promotional resources and CDC educational resources for parents and healthcare professionals
• Discuss the potential role of child care partners for promoting infant immunization
• Describe The Arizona Partnership for Immunization (TAPI) experience working with child care providers
A nationwide ‘virtual’ immunization community of health educators, public health communicators and others who promote immunizations.
Questions for Presenters?

- Ask questions using the Q&A window
- This webinar is being recorded
- Replays will be available

Frequently Asked Questions

1. Will I be able to get a copy of the slides after the webinar?
   - **Yes** – a copy will be posted on the VICNetwork.org site

2. Will I receive a copy of the webinar recording?
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National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention (NCIRD/CDC)
Gearing up for National Infant Immunization Week (NIIW)

April 22-29, 2017

Jenny Mullen, MPH
VICNetwork Webinar
NIIW Overview

• Began in 1994

• Promotes immunization for children 2 years old or younger

• Celebrates immunization achievements

• Recognize partners, volunteers, champions

• Revitalizes community level efforts
Vaccination Coverage Among Children 19-35 months
National Immunization Survey, United States, 2008-2015

† 3 or 4 doses of Haemophilus influenzae type B vaccine, depending on vaccine type
¶ 2 or 3 doses of Rotavirus vaccine, depending on product type (≥2 doses for Rotarix or ≥3 doses for RotaTeq).
# The combination includes 4+ DTaP, 3+ polio, 1+ MMR, 3 or 4 doses Hib, depending on vaccine type, 3+ HepB, 1+ varicella, and 4+ PCV.
Very few US toddlers have received no vaccines at all

Source: National Immunization Survey
NIIW Objectives

• Educate parents and caregivers about the importance of vaccination

• Generate media interest in infant immunization

• Increase public awareness about importance of infant immunization

• Recognize partners/volunteers for their efforts in helping to immunize children and increase immunization rates

• Educate healthcare professionals

• Engage new partners and strengthen existing partnerships

• Re-energize or launch year-round immunization efforts
NIIW (National Infant Immunization Week)

NIIW Website

www.cdc.gov/vaccines/events/niiw/index.html
NIIW Planning Resources

• Laying the foundation
• Planning process and templates
• Building partnerships
• Evaluation
• Developing local immunization champions
• State and local success stories

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

• Traditional NIIW partners
  • Pediatricians, family practitioners and nurses
  • Immunization coalitions
  • WIC, Head Start

• New types of partners to consider:
  • Moms groups – MOPS, Mocha Moms, MOMS Clubs
  • Pregnancy focused – March of Dimes, childbirth educators, midwifery groups
  • Pharmacists – may be willing to educate even if they do not provide infant immunizations
  • Child care – Child care centers and Child Care Resource and Referral (CCR&R) agencies. CCR&Rs help parents find child care providers and work with providers to improve the quality of services.
Partnering with Child Care

• **Why consider?**
  • Vaccine-preventable disease outbreaks have occurred in child care settings
  • Child care providers are motivated to promote immunization due to state requirements
  • Child care settings provide easy access to parents of young children and pregnant women

• **CDC has begun partnering with national early childhood/child care organizations:**
  • Child Care Aware of America (serves over 400 CCR&Rs)
  • Association of Early Learning Leaders (child care owners and administrators)
  • National Association of Family Child Care
  • Zero to Three
Child Care Collaboration Ideas

- Provide child care centers with CDC posters and sample information packets that they can copy and include in registration folders (Ex: schedule, CDC fact sheets)
- Get to know your CCR&R and see how you can collaborate on training activities.
- Hold a training for child care providers/directors about the importance of immunization, the schedule, and answers to common questions.
- Organize an immunization registry training for child care providers (if your state allows access).
- Invite child care providers to your state immunization conference.
- Recognize providers with high immunization coverage.
- Arizona speaker will share her experience collaborating with child care.
Sample Presentation for Child Care Providers

• CDC has developed a sample Powerpoint presentation that you can use with child care providers or directors

• Topics:
  • Importance of immunization for early childhood development
  • Vaccine-preventable diseases that can cause outbreaks child care centers
  • Ways that child care centers can improve immunization tracking and educate parents

• Contact me for a copy of the presentation (email provided on last slide).
• Tell us how it went! We welcome your feedback on how to improve the presentation.
Share your plans for NIIW events and activities!

NIIW Activity Form

If you held or are planning an NIIW activity, we’d like to hear about it. Please complete this form and submit by clicking the “Submit Form” button.

(* indicates a required field)

Organizational Name

Contact:

Title:

Address:

City/State/Zip:

www.cdc.gov/vaccines/events/niiw/activities
Promotional Materials

- Media Tools
- Logos, Letterhead and Certificate
- Web and E-tools (includes sample social media content)
- Event Signage
- Coloring Sheets

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

These materials may be downloaded, copied, and distributed without alteration free of charge.

RESOURCES FOR PROFESSIONALS
Recommended immunization schedules, fact sheets on vaccines and vaccine safety, and resources to support conversations with parents about immunization.

RESOURCES TO SHARE WITH THE PUBLIC
Tools for tracking immunizations and developmental milestones, learning about the recommended immunization schedule and vaccine-preventable diseases, and making immunization visits less stressful.

www.cdc.gov/vaccines/events/niiw/ed-resources.html
Provider Resources for Vaccine Conversations with Parents

- Developed with AAP and AAFP
- Targets healthcare professionals (HCPs)
- Based on formative research
- Uses risk communication principles
- Reviewed regularly by subject matter experts

www.cdc.gov/vaccines/conversations
Provider Resources Materials

- *Talking with Parents About Vaccines for Infants* (fact sheet for HCPs)

- Understanding Vaccines and Vaccine Safety (series of fact sheets for HCPs or high info seeking parents)

- Vaccine-preventable disease (VPD) fact sheets
  - Basic fact sheets (English and Spanish available)
  - In-depth fact sheets

- *If You Choose Not to Vaccinate, Understand the Risk and Your Responsibilities* (fact sheet for parents)

- Web banners/buttons to post on your website
Resources for Parents

• Rooted in audience research

• Taglines
  • Power to Protect
  • Con salud, todo es possible

• Campaign goals
  • Increase awareness of benefits of vaccines
  • Increase awareness of VPDs
  • Increase awareness of vaccination as social norm
  • Encourage parents to talk with their child’s healthcare professionals (HCPs) with vaccine questions
Types of Parent Resources

- Parent-friendly immunization schedules
- Digital tools—parent website, infographics, listicles
- Fact sheets—diseases and vaccine safety
- Print ads and posters
- TV and radio PSAs
- Videos
- Web features and drop-in articles
- Social media content
Resources for Parents

www.cdc.gov/vaccines/partners/childhood-multimedia.html
Order Free Materials

• You can order copies of selected CDC posters and VPD fact sheets.
• All materials are free of charge.
• Visit the CDC-INFO On Demand website: https://wwwn.cdc.gov/pubs/CDCInfoOnDemand.aspx
  • Under Programs, choose “Immunization and Vaccines (Childhood)”
  • Press SEARCH
  • Add items to your cart
  • Check out
National Level Activities

- CDC Childhood Immunization Champion Award

- Social media
  - @CDCgov
  - CDC Facebook page
  - @DrNancyM_CDC
  - CDCGOV Instagram
  - CDC Pinterest

- New digital products

- Blog-a-thon – open to all state, local, and national partners

- Digital ad buy targeting parents of young children

- Collaboration with national partners to promote NIIW
Get Involved with NIIW!

• Post an NIIW web button or banner on your website.
  www.cdc.gov/vaccines/events/niiw/promotional/web-etools/web-button.html

• Participate in the NIIW blog-a-thon.
  www.cdc.gov/vaccines/events/niiw/index.html

• Share CDC listicles, infographics, and other digital materials on your social media channels.
  https://www.cdc.gov/vaccines/parents/resources/childhood.html

• Post NIIW messages on Facebook and Twitter.
  www.cdc.gov/vaccines/events/niiw/promotional/web-etools/social-media.html
More Ways to Get Involved!

- Promote *Provider Resources* to HCPs in your state or community. [www.cdc.gov/vaccines/conversations](http://www.cdc.gov/vaccines/conversations)
- Organize immunization trainings and events with new and traditional partners, such as child care organizations. [www.cdc.gov/vaccines/events/niiw/planning/downloads/build-partnerships.pdf](http://www.cdc.gov/vaccines/events/niiw/planning/downloads/build-partnerships.pdf)
- Recognize your state CDC Childhood Immunization Champion on your website, in the local media, or at an award ceremony. [www.cdc.gov/vaccines/champions](http://www.cdc.gov/vaccines/champions)
Even More Ways to Get Involved!

- Ask local officials to make an NIIW proclamation.  
  https://www.cdc.gov/vaccines/events/niiw/media-tools.html

- Pitch radio and TV PSAs to your local media outlets.  
  www.cdc.gov/vaccines/events/niiw/promotional/web-etools/audio-video.html

- Publish drop-in articles and features on your website or in your publications.  
  www.cdc.gov/vaccines/events/niiw/media-tools.html
Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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