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 2016

Resources and materials highlighting the importance of infant immunizations

Webinar Objectives

• Overview of NIIW goals and purpose
• Key dates and resources for the CDC Childhood Immunization Champion Award
• Highlight CDC materials available for use in planning and conducting your NIIW events
• NIIW success stories from program and coalition colleagues at the state level
Questions for Presenters?

- Ask questions using the Q&A window
- This webinar is being recorded
- Replays will be available
A nationwide ‘virtual’ immunization community of health educators, public health communicators and others who promote immunizations.
Polling Question
Poll

How many years have you participated in an NIIW event or activity?

- 0 – Will not be able to do an event this year
- 0 – I plan to do an event this year
- 1-2 years
- 3-5 years
- 6 years or more
Jill Woodard
Northrop Grumman Health Research Associate
Contractor for National Center for Immunization and Respiratory Disease at the CDC
National Infant Immunization Week (NIIW)

April 16-23, 2016
NIIW Overview

- Began in 1994
- Promotes immunization for children 2 years old or younger
- Celebrates immunization achievements
- Recognize partners and volunteers
- Revitalizes community level efforts
<1% of toddlers had received no vaccines
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 Website

http://www.cdc.gov/vaccines/events/niiw/index.html
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
Examples of some different types of activities on the website include:

- **CO:** Provided education at 2 Major League Rockies games
- **CT:** Host educational event for parents, caregivers, and preschool children
- **MA:** Posted a blog article, website updates, social media and monthly e-newsletter
- **NH:** State-wide immunization conference for >400 HCP
- **TX:** A kids fair with games and prizes, hot dogs, bounce houses and information about vaccine-preventable diseases
Promotional Materials

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

Sample Messages for Twitter

2016 National Infant Immunization Week

NOTE: suggested links to CDC web pages in these messages have been shortened to meet Twitter text limits. See the actual URLs at the end of this document.

Tweets for Parents:

Besides #coughing cough and #measles, what other diseases is your vaccinated child protected against? http://go.usa.gov/9RKh1

Did you know protection from vaccine-preventable diseases starts before birth? Get vaccine facts! #PowerToProtect http://go.usa.gov/9RKh2

Have you ever wondered how vaccines protect your child against diseases? Get the facts about vaccines! http://go.usa.gov/9RKh3

Has your child missed one or more of his shots? It’s not too late to catch up! Use this tool to make sure your child is fully protected. https://www.unscheduled.org/

It’s #NIWW! Quickly see when your child needs each vaccine with CDC’s parent friendly immunization schedule. http://go.usa.gov/9RKh4

It’s National Infant Immunization Week! Protect your baby from 14 serious diseases by age 2 — find out how! #NIWW http://go.usa.gov/9RKh5

Spread the word about the importance of immunizations during National Infant Immunization Week, April 16-23. #NIWW http://go.usa.gov/9RKh6

Shots can be stressful. Learn how to comfort your baby when she gets one. #PowerToProtect http://go.usa.gov/9RKh7

www.cdc.gov/vaccines/events/niiw/promotional
More Materials on Pregnancy and Whooping Cough website

For Pregnant Women

Whooping cough (pertussis) is a very contagious disease that can be deadly for babies. It is spread from person to person, usually by coughing or sneezing while in close contact with others. Learn how you can help protect your baby from whooping cough.

- Get Vaccinated While Pregnant
- Surround Babies with Protection
- Vaccinate Your Baby
- Deadly Disease for Babies
- Safety & Side Effects
- Vaccine Effectiveness

For Healthcare Professionals

Pertussis is on the rise and outbreaks are happening across the United States. Learn more about providing the best prenatal care to prevent pertussis by strongly recommending Tdap to your patients during the third trimester of each pregnancy.

- Vaccinating Pregnant Patients
- Answering Patient Questions
- Making a Strong Referral
- Getting Reimbursed for Tdap Vaccination
- Rationale: Why Vaccinate Pregnant Women?
- Vaccine Safety
- Vaccine Effectiveness

www.cdc.gov/pertussis/pregnant
Provider Resources for Vaccine Conversations with Parents

www.cdc.gov/vaccines/hcp/conversations/
Immunization Champions

- An individual doing exemplary work at the local level
- **Champions** must meet one or more of the following criteria:
  - Leadership
  - Collaboration
  - Innovation
  - Advocacy
- **Champions** can include—
  - Coalition members
  - Parents
  - Healthcare professionals (e.g., physicians, nurses, physicians’ assistants, nurse practitioners, medical assistants, etc.)

[http://www.cdc.gov/vaccines/events/niiw/champions/index.html](http://www.cdc.gov/vaccines/events/niiw/champions/index.html)
National Level Activities

• Social media
  @CDCgov
  CDC Facebook page
  @CDCIZLear

• Digital outreach to parents

• GovDelivery

• Champions recognition
Get Involved with NIIW!

- GIVE STRONG RECOMMENDATIONS for on time childhood immunization
- DOWNLOAD and DISTRIBUTE *Provider Resources* to healthcare professionals and parents
  
  www.cdc.gov/vaccines/conversations

- PUBLISH print ads and drop-in articles in your parent or provider publications(s)
  
  http://www.cdc.gov/vaccines/events/niiw/media-tools.html

- PROMOTE CDC vaccine websites and materials through your social media channels
  
  www.cdc.gov/vaccines/parents
  
  www.cdc.gov/pertussis/pregnant
More Ways to Get Involved!

- PLACE radio and TV PSAs locally
  [http://www.cdc.gov/vaccines/events/niiw/promotional/webetoools/audio-video.html](http://www.cdc.gov/vaccines/events/niiw/promotional/webetoools/audio-video.html)

- REGISTER your NIIW event
  [http://www.cdc.gov/vaccines/events/niiw/activities.html](http://www.cdc.gov/vaccines/events/niiw/activities.html)

- CONTINUE efforts after NIIW. Resources can be used year-round!

- COLLABORATE with us to expand the campaign’s reach
Questions?

Please contact:  Jill Woodard (dnu6@cdc.gov) or Jenny Mullen (jjk7@cdc.gov)

For more information please contact Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov  Web: www.cdc.gov

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.
Polling Question

Which of the following activities are you most likely to hold this year (Check all that apply)

• Grand rounds or conference
• Traditional media outreach (TV, radio, interview)
• Social media outreach (Twitter chat, Facebook posts, etc.)
• Launch a new website or web content
• Recognition or awards ceremony for immunization work
• Public outreach at a health and wellness fair or community event
Dave McCormick
Director of the Indiana Immunization Division
Indiana Immunization Program Manager
Lisa Robertson
Executive Director,
Indiana Immunization Coalition
Using National Infant Immunization Week to Leverage Program Awareness

LISA ROBERTSON, DIRECTOR, INDIANA IMMUNIZATION COALITION
DAVE MCCORMICK, DIRECTOR, INDIANA IMMUNIZATION DIVISION

FEBRUARY 4, 2016
Agenda

Partnerships that work
Working with the media
Opportunities to educate
Power of promotional materials
Maximizing momentum for new interventions
Program sustainability
National Infant Immunization Week
April 28-May 2, 2014

Monday, April 28
CDC arrives

Tuesday, April 29
Grand Rounds, IU Goshen
Local Health Department Luncheon
Northern Indiana Immunization Task Force

Wednesday, April 30
Grand Rounds, IU West
Hallmark Birthday Card Press Conference
Grand Rounds, Union Hospital
Radio show with local health expert
HPV Dinner Program

Thursday, May 1
Indiana Public Health Nurse Conference – Keynote address
Partnerships that work
Working with the media

Press release surrounding NIIW
Press release Hallmark birthday card project
Radio show
IIC newsletter
Vaccine
Facebook
Twitter
## Working with the Media

<table>
<thead>
<tr>
<th>Positives</th>
<th>Negatives</th>
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<tbody>
<tr>
<td>Great coverage</td>
<td>Timing nightmare</td>
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<tr>
<td>Leadership buy-in</td>
<td>Unpredictability</td>
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<td>Community awareness</td>
<td>Politics</td>
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<td>Partnerships</td>
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<tr>
<td>Radio show – multiple airings</td>
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</tbody>
</table>
Opportunities to educate

Healthcare Provider Grand Rounds
Task Force meetings
Leadership approval
Special Proclamation
Dinner programs
Conferences
Newsletter articles
Special communication
Personal testimonies
Power of Promotional Materials

Hallmark Birthday Card Project

Diaper bag clip

Prevent Cancer button
Hallmark Birthday Card Project

Used NIIW as a springboard to launch Indiana’s participation in this national program

State Health Commissioner

Press release

Partner with large hospital group

Ongoing efforts
  ◦ 116,992 birthday cards sent to date
A Baby is
THE SWEETEST
JOY OF ALL.

Every Hoosier child is precious,
and as a father myself, I understand
just how special your baby is to you.
Please remember that part of keeping
your little Hoosier healthy is starting
immunizations by two months of age.
Sending warm congratulations
to your family.

JEROME ADAMS
SINECONE STATE HEALTH COMMISSIONER
<table>
<thead>
<tr>
<th>Disease</th>
<th>Date Received</th>
<th>Doctor or Clinic</th>
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<td><strong>HEPATITIS B</strong></td>
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<td><strong>DIPHTHERIA, TETANUS AND ACELLULAR PERTUSSIS</strong></td>
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<td><strong>MEASLES, MUMPS AND RUBELLA</strong></td>
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<td><strong>ALLERGIES</strong></td>
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<td><strong>VARICELLA</strong></td>
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<td>Doctor or Clinic</td>
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*Additional vaccines recommended after the age of 2.*
Maximizing Momentum for New Interventions

- Support 19-35 mo. County Rate Assessment report
- Implement Hallmark Birthday Card Project
- Conduct an education dinner program on HPV
- Introduce HPV toolkit
- Initiated a reminder recall activity on first dose HPV
- Adult Tdap immunization project
County Rate Assessment

Statewide Completion Rates for 4:3:1:3:1:4 Immunization Series Among 19-35 Month Old Children by County

Legend:
- At or Above Average
- Below Average
HPV Toolkit

HPV: DON'T WAIT. VACCINATE! A SHOT AT CANCER PREVENTION

INFORMATION TOOLKIT FOR PROVIDERS

INDIANA IMMUNIZATION COALITION
Program Sustainability

116,992 Hallmark birthday cards have been distributed to new Hoosiers....and counting

430,000 reminder recall letters have been sent to individuals that have not started the HPV series

2015 NIIW – provided a children’s book on immunizations to all VFC providers
  ◦ Partnership with Butler University

National Childhood Immunization Champion Award
  ◦ 2014 NIIW speaker

Immunization Awards Program
Contact Information

Lisa Robertson, Director, Indiana Immunization Coalition
317.628.7116
director@vaccinateindiana.org

Dave McCormick, Director, Indiana Immunization Division
317.233.7010
dmccormick@isdh.in.gov
Q & A Session
Please Complete Online Evaluation!
www.healthcoalitionsconference.org

Early Bird Registration until February 12th!!
Connect with the VICNetwork…

e-mail: info@VICnetwork.org

Website

www.VICNetwork.org
Resources

Centers for Disease Control and Prevention
www.cdc.gov/vaccines

National Public Health Information Coalition
www.nphic.org
Thank you for your support and your participation!

National Public Health Information Coalition
www.nphic.org

California Immunization Coalition
www.immunizeca.org
Tweet and Follow

Twitter @VICNetwork

Facebook VICNetwork