



## 10 Things You Can Do During NIAM

National Immunization Awareness Month ([NIAM](#)) is an annual observance to highlight the importance of vaccination for people of all ages. Partners like you are key to raising awareness about the importance of vaccination, and NIAM is another great opportunity for you to remind your audiences about the benefits of immunization. Show your support and spread the word about the importance of vaccines for people of all ages.

There are many ways you can get involved, so we've developed a list of 10 things you can do to promote vaccination during NIAM. You don't have to have tons of time or money; the range of activities allows you to pick and choose which are most feasible for your organization.

1. Update your materials with the latest information, FAQs, and sample key messages that are provided in the [NIAM toolkits](#) developed by the National Public Health Information Coalition (NPHIC). To aid you in targeting your messages more effectively, each toolkit focuses on a different stage of the lifespan:
  - [Back-to-School \(July/August\)](#)
  - [Babies & Young Children \(July 31 – August 6\)](#)
  - [Pregnant Women \(August 7 – 13\)](#)
  - [Adults \(August 14 – 20\)](#)
  - [Preteens & Teens \(August 21 – 27\)](#)
2. Use social media throughout the month to show your engagement with NIAM activities. This year's official hashtag is #NIAM17, and the NIAM toolkits include sample social media messages that you can use as is or tailor to your specific audience(s).
3. Place NIAM [logos and banners](#) on your website and/or social media platforms to highlight your participation in NIAM.
4. Embed videos on your website and social media platforms. You can find videos to use during NIAM on the [Immunization and Vaccines playlist](#) on CDC's YouTube channel.
5. Get a jumpstart on your back-to-school messaging and activities before NIAM starts using the resources from the abbreviated toolkit for [school-age children](#).
6. Reach out to media in your community to generate news stories on NIAM and immunizations. A handy resource is a [media outreach toolkit](#) to assist you with placing media in your state or locality.
7. Place ready-to-publish articles in newsletters, on your website, or in local news outlets. The ready-to-publish articles provided in the [NIAM toolkits](#) assist in: educating and motivating parents and consumers to talk to their health care professional about vaccines for themselves and their family; and encouraging health care professionals to strongly recommend vaccines patients need. There are also sample news releases in the toolkits that you can tailor to your particular audience(s) to maximize their impact.
8. Use your social media profiles and websites to:
  - Encourage adults to take the [adult vaccine quiz](#) and discuss the results with their health care professional.

- Encourage pregnant women to take the [maternal vaccine quiz](#) and discuss the results with their OB/GYN or midwife.
  - Encourage parents of young children to visit CDC's mobile-friendly [vaccines website for parents](#) to answer their vaccine-related questions.
  - Encourage parents of preteens and teens to visit CDC's "[Vaccines for your Children: Protect your Child at Every Age](#)" webpage and make sure their children are up to date on all their vaccines.
9. Download and distribute flyers, posters, and fact sheets in your communities. NPHIC's website has links to [immunization resources](#) from several partner organizations. You can also find links to CDC resources on CDC's [NIAM page](#).
  10. Use content syndication to display the most current immunization schedules and adult vaccine quiz on your website. Whenever CDC makes a change, your page will automatically display the update. For more information on content syndication, visit: <https://www.cdc.gov/vaccines/schedules/syndicate.html>.

***And don't forget to share your plans for NIAM by completing this [online form](#) and see what [other organizations have planned](#) for NIAM to help you plan your activities.***

Feel free to reach out to NPHIC or CDC with any questions or to share your plans and activities for NIAM. You can email Loreeta Canton at [lcanton@nphic.org](mailto:lcanton@nphic.org) or Ashley Brooks at [ylo5@cdc.gov](mailto:ylo5@cdc.gov), or visit NPHIC's [NIAM Website](#) for more information.