



# National Infant Immunization Week

IMMUNIZATION.  
POWER TO PROTECT.

April 22-29, 2017

## DIGITAL TOOLKIT FOR PARTNERS

To assist partners in our collective efforts to spread the word about the positive impact of vaccination, and to call attention to immunization achievements, we have created this digital toolkit for partners which details events and activities, online resources, sample social media content, and materials. We hope you will find these resources helpful as you engage and promote NIIW messages.

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, local and state health departments, national immunization partners, healthcare professionals, community leaders from across the United States, and the Centers for Disease Control and Prevention (CDC) have worked together through NIIW.

CDC relies heavily on partners like you to promote our messages about the critical role vaccination plays in protecting our children, communities, and public health. **This year, NIIW will be observed from April 22—April 29.** We encourage you to get involved in NIIW and thank you helping us spread the word about childhood immunizations.

## NIIW Events/Activities

### #NIIW Blog-a-Thon

April 22-29, 2017

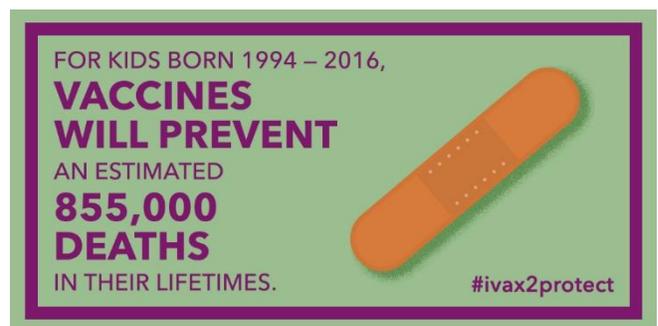
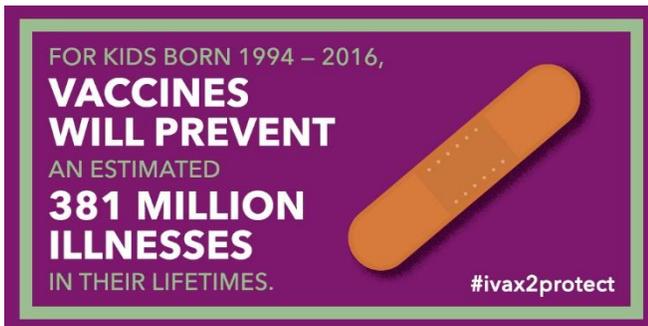
- Beginning on Saturday April 22<sup>nd</sup> and lasting through NIIW, join CDC and participate in a Blog-A-Thon. This Blog-A-Thon will feature many blog posts from different partners that will address immunization-related topics, including personal perspectives on vaccines, tips for successful vaccine visits, vaccine recommendations, how child care programs can support immunization, and more.
  - Post your blog during the week of April 22-April 29
  - Include the [National Infant Immunization Week Blog-A-Thon badge](#) on your blog post to let others know you're participating.
  - Send your blog's title and web address to [childhoodvaccines@cdc.gov](mailto:childhoodvaccines@cdc.gov) with "NIIW Blog-A-Thon" in the subject line
  - Participate by sharing links to other blogs and use #NIIW and #ivax2protect in your social media messages: <https://www.cdc.gov/vaccines/events/niiw/activities/blogs.html> or shortlink <https://go.usa.gov/xXxdv>

# #ivax2protect Twitter Storm

Monday April 24, 2017

1:00-3:00pm ET

- Share why you vaccinate during the #ivax2protect Twitter storm on Monday, April 24 from 1:00-3:00PM ET!
  - Use the #ivax2protect hashtag and make a statement that tells why you support childhood vaccinations
  - In addition to a direct statement you can also include a call to action in your tweets, encouraging your followers to share why they vaccinated on time, why they support immunization, etc.
  - Continue to post using the #ivax2protect hashtag throughout the week and ask your followers to also share their own motivations behind vaccination using the #ivax2protect hashtag
  - Share #ivax2protect graphics with your followers and use them with your posts during the event



## Sample Tweets – #ivax2protect Twitter Storm

- #ivax2protect those in my community who can't receive vaccines or are too young to get them. Tell us why you choose to say #ivax2protect!
- #ivax2protect because childhood immunization will prevent 855,000 deaths among kids born 1994-2016.
- #ivax2protect the progress we've made in reducing preventable diseases and building healthy communities.
- #ivax2protect because it's the best way to protect children from 14 serious diseases by age 2. Share your reason using #ivax2protect!

## NIIW Resources

The following resources can be used to increase engagement during NIIW:

### NIIW Planning Guide

<https://www.cdc.gov/vaccines/events/niiw/planning.html>

### NIIW Planning - VIC Webinar Slides

<http://www.vicnetwork.org/category/events/partner-events/archived-events/archived-webinars/>

### Media Toolkit, Key Messages, Drop-In Articles and Other Media Tools

<https://www.cdc.gov/vaccines/events/niiw/media-tools.html>

### Logos, Letterhead and Certificate

<https://www.cdc.gov/vaccines/events/niiw/print-materials.html>

### NIIW Web Banners/Buttons

<https://www.cdc.gov/vaccines/events/niiw/promotional/web-ertools/web-button.html>

### Social Media Posts

<https://www.cdc.gov/vaccines/events/niiw/promotional/web-ertools/social-media.html>

### Signage

<https://www.cdc.gov/vaccines/events/niiw/signage.html>

## Sample Social Media Content

### Sample Tweets – NIIW Promotion

- It's #NIIW! Visit CDC's NIIW page to find all the materials to support your local efforts. #ivax2protect <http://go.usa.gov/x9AQg>
- Spread the word about the importance of vaccines during National Infant Immunization Week, Apr 22-29 #ivax2protect <http://go.usa.gov/x9AQg>

### Sample Tweets – General

- Did you know vaccines protect your baby from 14 diseases? Learn how vaccines protect & how to stay on schedule! <https://go.usa.gov/xXrEE>
- Have you ever wondered how vaccines protect your child against diseases? Get the facts about vaccines! <http://go.usa.gov/x9AQg>

## Sample Tweets – Blog-a-Thon Promotion

- Why are vaccines important? Check out blogs from parents and organizations who choose to say #ivax2protect #NIIW <https://go.usa.gov/xXxdv>
- Follow @CDCgov's #NIIW Blog-A-Thon to learn from parents & health professionals on childhood vaccinations! #ivax2protect <https://go.usa.gov/xXxdv>

## Sample Facebook Posts – NIIW Promotion

- It's National Infant Immunization Week! Want to improve your vaccine conversations with parents? Parents feel more comfortable choosing to vaccinate if you take time to answer their questions and share your positive, personal experiences with vaccines. CDC has resources to help. #NIIW #ivax2protect <http://www.cdc.gov/vaccines/conversations>
- National Infant Immunization Week is April 22-29. Keep the CDC's childhood immunization schedule at your fingertips. Find the latest schedules at <http://www.cdc.gov/vaccines/schedules/index.html> #NIIW #ivax2protect
- National Infant Immunization Week is April 22-29. Do you need materials in Spanish for your patients? CDC has information about each vaccine-preventable disease. #NIIW #ivax2protect <https://www.cdc.gov/vaccines/hcp/conversations/prevent-diseases/provider-resources-factsheets-infants.html>

## Sample Facebook Posts – General

- Can you name all 14 diseases that childhood vaccines protect against? Visit CDC's vaccine website for parents to learn about these diseases, their symptoms, and how they are spread: <https://www.cdc.gov/vaccines/parents/diseases/child/14-diseases.html>
- Defend your baby against 14 serious childhood diseases, like measles and whooping cough, with the safe, proven protection of vaccines. Giving him all the recommended immunizations by age two is the best way to protect him. For more reasons to vaccinate, visit CDC's vaccine website for parents: <https://www.cdc.gov/vaccines/parents/>

## Sample Facebook Posts – NIIW Blog-A-Thon

- Want the latest insights on childhood vaccinations? Find out what doctors, vaccine champions, and parents have to say this week during the NIIW Blog-A-Thon: <https://go.usa.gov/xXxdv>

## Additional Partner Resources for Ongoing Engagement

### Materials and Online Engagement Tools

Visit our new partner website for a multitude of resources to help with your year-round promotional and educational efforts around childhood immunization. Below are some sample resources you can find on our site:



### Infographics and Listicles

<https://www.cdc.gov/vaccines/parents/resources/childhood.html>

### Print Ads and Posters

<https://www.cdc.gov/vaccines/partners/childhood/print-ads-posters.html>

### Radio PSAs, Television PSAs and Videos

<https://www.cdc.gov/vaccines/partners/childhood/multimedia.html#television-psa>

### Educational Resources for Healthcare and Child Care Professionals

<https://www.cdc.gov/vaccines/partners/childhood/professionals.html>

### Tile Infographics

<https://www.cdc.gov/vaccines/parents/infographics/vaccine-preventable-disease-tiles.html>

### Drop-In Articles and Web Features

<https://www.cdc.gov/vaccines/partners/childhood/matte-articles-features.html>

