



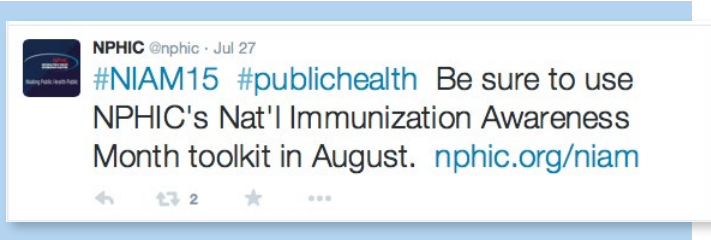
# National Immunization Awareness Month

“...provides an opportunity to highlight the value of immunization across the lifespan. Activities focus on encouraging all people to protect their health by being immunized against infectious diseases.” (CDC, 2015)

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

## Social media



### Hashtag

#NIAM15

### Facebook

National Public Health  
Information Coalition  
Centers for Disease Control  
and Prevention

### Twitter

@nphic  
@CDCgov

### Youtube

Centers for Disease Control  
and Prevention

### Instagram

@cdcgov

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

*Please share these documents and consider tagging the Centers: @UMN\_MCH and @SahrcUMN.*

## Print, post, or share

### National Public Health Information Coalition

#### Suggested weekly themes:

July/August: Ready for school?

Week 1: Preteens & Teens

Week 2: Pregnant Women

Week 3: Adults

Week 4: Birth to Age 6

Logos and banners

Other resources

“...directory of NIAM activities that have been submitted to us by state and local health departments and other organizations.”

### The Centers for Disease Control and Prevention

Campaign materials

Immunization schedule for all ages

Buttons for the web

Why Immunize?

Information for specific groups of people

Other resources

[HealthFinder.gov](http://HealthFinder.gov)

Toolkit for 2015

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.



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