

# August



## National Health Observances



Office of Disease Prevention and Health Promotion  
U.S. Department of Health and Human Services

## National Immunization Awareness Month

**Sponsor:** Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases (<http://www.cdc.gov/ncird/>)

National Immunization Awareness Month is the perfect time to promote immunizations and remind family, friends, and coworkers to get caught up on their shots.

Immunizations (or vaccinations) aren't just for babies and young kids. We all need shots to help protect us from serious diseases and illness. Everyone over age 6 months needs a seasonal flu shot every year. Here are some other shots people need at different ages:

Young children:

- Children under age 6 get a series of shots to protect against measles, polio, chicken pox, and hepatitis.

Preteens:

- All 11- and 12-year-olds need shots to help protect against tetanus, diphtheria, whooping cough, and meningitis.
- Doctors recommend girls also get the HPV vaccine to protect against the most common cause of cervical cancer.

Adults:

- All adults need a tetanus shot every 10 years.
- People age 65 need a one-time pneumonia shot.
- Talk to your doctor or nurse about which shots you and your family need.

## Get the Word Out

### Sample Media and/or Newsletter or Listserv Announcement

*Cut and paste this text into your newsletter, listserv, or press release. Add local details and quotes from your organization.*

We all need immunizations (also called vaccines or shots) to help protect us from serious diseases. To help keep our local community safe, **[your organization]** is proudly participating in National Immunization Awareness Month.

Shots can prevent infectious diseases like measles, diphtheria, and rubella. But people in the U.S. still die from these and other vaccine-preventable diseases. It's important to know which shots you need and when to get them.

- Add details about your local activities.
- Include quote from your organization.

Everyone over age 6 months needs a seasonal flu shot every year. Other shots work best when they are given at certain ages. Here are some general guidelines:



- Children need a series of shots from birth to age 6.
- Pre-teens need recommended shots at age 11 or 12.
- All adults need a tetanus booster shot every 10 years.






Talk to your doctor or nurse to find out which immunizations you need. For more information, visit **[insert your organization information]**.




### Is your organization on Twitter? Send tweets.

Sample tweets: Tips for Immunizations

The messages below are sample tweets. To send them via Twitter, click on the URL link provided after the "Tweet this message" phrase. Or, copy the message and paste it to your Twitter Stream and click post.

- Health tip: It's important for children to get their shots on schedule. Schedule an appointment today. Learn why: <http://1.usa.gov/mHq6fu> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/mHq6fu&text=Health+tip:+It+is+important+for+children+to+get+their+shots+on+schedule.+Schedule+an+appointment+today.+Learn+why:> 
- Preteens need to get their shots too. Learn why: <http://1.usa.gov/mcaAdC> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/mcaAdC&text=Preteens+need+to+get+their+shots+too.+Learn+why:> 

- Talk to your teen about the HPV vaccine. Start by asking her what she already knows. More info: <http://1.usa.gov/IV8ww0> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/IV8ww0&text=Talk+to+your+teen+about+the+HPV+vaccine.+Start+by+asking+her+what+she+already+knows.+More+info:> 
- Did you know? Immunizations apply to all of us—from infants to seniors. Learn more from @CDC\_eHealth: <http://1.usa.gov/km5wwv> [Tweet this message: [http://twitter.com/share?url=http://1.usa.gov/km5wwv&text=Did+you+know?+Immunizations+apply+to+all+of+us—from+infants+to+seniors.+Learn+more+from+@CDC\\_eHealth:+http://bit.ly/WDZp8+%23nho](http://twitter.com/share?url=http://1.usa.gov/km5wwv&text=Did+you+know?+Immunizations+apply+to+all+of+us—from+infants+to+seniors.+Learn+more+from+@CDC_eHealth:+http://bit.ly/WDZp8+%23nho) 
- Curious about what immunization guidelines exist for women? @womenshealth provides some answers: <http://1.usa.gov/lrkVrP> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/lrkVrP&text=Curious+about+what+immunization+guidelines+exist+for+women?+@womenshealth+provides+some+answers:> 
- Health Tip: Keep a copy of your vaccination record in a safe place. [Tweet this message: <http://twitter.com/share?text=Health+Tip:+Keep+a+copy+of+your+vaccination+record+in+a+safe+place.> 
- Curious about the flu shot? Take action. Everyone over age 6 months needs a seasonal flu shot every year: <http://1.usa.gov/jlJhjX> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/jlJhjX&text=Curious+about+the+flu+shot?+Take+action.+Everyone+over+age+6+months+needs+a+seasonal+flu+shot+every+year:+http://bit.ly/2ohzPs+%23nho> 

- Did you know? All adults need a tetanus booster shot every 10 years. Learn more about other needed booster shots: <http://1.usa.gov/jWTHkV>  
[Tweet this message:  
<http://twitter.com/share?url=http://1.usa.gov/jWTHkV&text=Did+you+know?+All+adults+need+a+tetanus+booster+shot+every+10+years.+Learn+more+about+other+needed+booster+shots:> 
- Q. Why is it important to get shots on time?  
A. Shots work best when they are given at certain ages.  
[Tweet this message:  
<http://twitter.com/share?text=Q.+Why+is+it+important+to+get+shots+on+time+A.+Shots+work+best+when+they+are+given+at+certain+ages.+%23nho> 
- Did you know? Adults age 65 or older need to get a pneumonia shot to protect their health. Learn why: <http://1.usa.gov/khN6sG> [Tweet this message:  
<http://twitter.com/share?url=http://1.usa.gov/khN6sG&text=Did+you+know?+Adults+age+65+or+older+need+to+get+a+pneumonia+shot+to+protect+their+health.+Learn+why:+http://bit.ly/u9hmQ+%23nho> 

### Send e-cards

- healthfinder.gov: August is National Immunization Awareness Month (<http://www.healthfinder.gov/ecards/DisplayCard.aspx?CardID=22>)
- healthfinder.gov: Fight the Flu (<http://www.healthfinder.gov/ecards/DisplayCard.aspx?CardID=24>)
- CDC: Flu Prevention-Active Seniors (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=73&category=202>)
- CDC: Flu Prevention-Families (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=72>)
- CDC: Flu Prevention-Health Professionals (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=70>)
- CDC: Flu Prevention-Pregnant Women (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=71&category=202>)
- CDC: It's Our Turn! (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=167&category=202>)

- CDC: It's Their Turn! (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=166&category=202>)
- CDC: Pre-Teen Vaccinations (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=54&category=202>)
- CDC: Super Mom (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=157&category=202>)
- View More E-Cards (<http://www.healthfinder.gov/ecards/cards.aspx?jscript=1>)

### Post a Web Badge

Add this free Web badge (<http://www.healthfinder.gov/nho/nhoBadges.aspx#aug>) to your Web site, blog, or social networking profile to show your support for National Immunization Awareness Month.

### Get Involved

Take action to raise awareness of immunizations.

1. Organize a free or low-cost immunization clinic at a local community or health center.
2. Create and distribute an immunization tracking card. Include space for people to record the names and dates of their shots along with helpful facts and phone numbers.
3. Partner with a school nurse to host an immunization education event for parents at a local school.
4. Create and distribute an immunization reminder flyer to all the members of your organization.
5. Work with local summer camps to provide tips on the immunizations children need before they attend camp.

Adapted from the Centers for Disease Control and Prevention.

Contact the Centers for Disease Control and Prevention (<http://www.cdc.gov/>) at [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) for more information and materials.

### Related Tools on healthfinder.gov

- Get Adult Booster Shots (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=58>)
- Get a Pneumonia Shot (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=23>)
- Get Your Child's Shots on Schedule (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=59>)
- Get Your Preteen's Shots on Schedule (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=60>)
- Prepare for Pandemic Flu (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=82>)
- Protect Yourself from Seasonal Flu (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=18>)

### Personal Health Tools

- Adolescent and Adult Vaccine Quiz (<http://www2.cdc.gov/nip/adultImmSched/>)
- Childhood Immunization Scheduler ([http://www2a.cdc.gov/nip/kidstuff/newscheduler\\_le](http://www2a.cdc.gov/nip/kidstuff/newscheduler_le))
- Flu Clinic Locator (<http://www.flu.gov/individualfamily/vaccination/locator.html>)

### More Information (Health A-Z)

- Immunization (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=2158>)

### Resources

- Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases (<http://www.cdc.gov/ncird/>)  
National Immunization Awareness Month Sponsor
- Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases, 2010 Child & Adolescent Immunization Schedules (<http://www.cdc.gov/vaccines/recs/schedules/child-schedule.htm>)

- Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases, Adult Immunization Schedule (<http://www.cdc.gov/vaccines/recs/schedules/adult-schedule.htm>)
- Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases, Adolescent and Adult Vaccine Quiz (<http://www2.cdc.gov/nip/adultImmSched/>)
- Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases, Immunizations Publications Page (<http://www.cdc.gov/vaccines/pubs/default.htm>)
- Department of Health and Human Services, Find a Flu Shot Near You (<http://www.flu.gov/individualfamily/vaccination/locator.html>)
- U.S. Food and Drug Administration, A Parent's Guide to Kids' Vaccines (<http://www.fda.gov/downloads/ForConsumers/ConsumerUpdate/ucm048771.pdf> - PDF 335KB)

### Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

#### Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials. (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.

- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

### Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure he or she is available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local-access television, radio, newspaper, and community calendars to promote your event.
- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, libraries, post offices, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

### On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.


### Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.

Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic email alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer email alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at [healthfinder.gov](http://healthfinder.gov). You can contact us at [info@nhic.org](mailto:info@nhic.org) or send us a tweet @healthfinder (<http://twitter.com/healthfinder>) .

