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National Infant Immunization Week
April 21-28, 2012
NIIW Overview

• Began in 1994
• Promotes immunization for children 2 years old or younger
• Celebrates immunization achievements
• Revitalizes community efforts
• Locally driven effort
• Re-energize / launch year-round immunization efforts
New for NIIW 2012

• Launch new childhood campaign
• Launch parent-friendly website
• Celebrate CDC Childhood Immunization Champions
• Expand promotional efforts for Provider Resources for Vaccine Conversations with Parents
• 1st Annual World Immunization Week
CDC Childhood Immunization Champions Award

- New annual award
- Honors individuals who make significant contributions to public health through work in childhood immunizations
- Up to 1 Champion per state and DC
- Recipients will be announced during NIIW

www.cdc.gov/vaccines/events/niiw/champions/childhood.html
NIIW 2012 Logo and Taglines
New Childhood Immunization Campaign

• Direct-to-parent media campaign
  • English
    • 1 30 second TV PSA
    • 2 Radio ads in 30 and 60 seconds
    • 2 Print ads
  • Spanish
    • 1 30 second TV PSA
    • 2 Radio ads in 30 and 60 seconds
    • 2 Print ads
• Revised parent-friendly website and materials
Formative Research

• Focus Groups
  • 2008 (24), 2009 (16), 2011 (27)
  • Explore KABs on infant immunization and test communication appeals, concepts and materials
  • Parents of kids younger than 2 yrs; segmented by race/ethnicity and education
  • In 2011, segmented on parenting experience and included Hispanic moms and dads

• Mall Intercept testing (3 cities)
Goals of Campaign

- Reinforce the social norm to vaccinate
- Increase awareness of vaccine-preventable diseases
- Increase awareness of disease protection benefits of vaccines
- Empower parents to make the choice to immunize their children
English and Spanish Print Ads

- Available in 2 sizes and poster format
- Can be used for local placement
- www.cdc.gov/vaccines/events/niiw/print-materials.html
English TV PSA: Immunization. Power to Protect.

- Broadcast quality available for download
- State/locals health departments can pitch and place with local media

www.cdc.gov/vaccines/cdcmediaresources/
Spanish TV PSA:
Con salud, todo es posible. Vacune a sus hijos.

www.cdc.gov/vaccines/cdcmediaresources/
Parent Friendly Website Launching Spring 2012

- Designed based on parent input
- Risk communication approach: balanced presentation of risks & benefits
- Layers of information so parents can get as little or as much information as they need
- Get involved:
  - Link to the site
  - Place web button on your site
  - Sign up for email updates

www.cdc.gov/vaccines/parents
Provider Resources for Vaccine Conversations with Parents

• Developed with partners: AAP and AAFP
• Primary Target Audience: Healthcare Professionals
  • Information to help hcps talk parents about vaccines, vaccine-preventable diseases, and vaccine safety
  • Dual purpose: resources hcps can provide to parents
• Based on formative, mixed methods research
• Using risk communication principles
• Extensively reviewed by subject matter experts
• Updated annually

www.cdc.gov/vaccines/conversations
“Talking with Parents about Vaccines for Infants”

- During the Office Visit
  - Take time to listen
  - Solicit and welcome questions
  - Keep the conversation going
  - Use a mix of science and personal anecdotes
  - Acknowledge benefits and risks
  - Respect parents’ authority

- After the Office Visit
  - Document parents’ questions/concerns
  - Follow up a few days after the visit

www.cdc.gov/vaccines/conversations
Materials: Provider Resources for Vaccine Conversations with Parents

- Understanding Vaccines and Vaccine Safety
  - How Vaccines Work
  - The U.S. Recommended Childhood Immunization Schedule
  - Ensuring the Safety of U.S. Vaccines
  - Understanding the Vaccine Adverse Reaction Reporting System (VAERS)
  - Understanding MMR Vaccine Safety
  - Understanding Thimerosal, Mercury, and Vaccine Safety
  - Understanding the Advisory Committee on Immunization Practices (ACIP)

- Diseases and the Vaccines that Prevent Them
  - 14 vaccine-preventable disease sheets
    - 2 versions (one for high-information seeking parents and other plain language)
  
www.cdc.gov/vaccines/conversations
Parent-Targeted Materials

• Providers requested more plain-language pieces for parents
• More basic overview of disease and vaccine
• Most have no story (or an abbreviated version)
• Clearly shows benefits and risks
www.cdc.gov/vaccines/events/niiw/ed-resources.html
Web-based Resources

NIIW (National Infant Immunization Week)

2012 National Infant Immunization Week (NIIW)

Love them. Protect them. Immunize them.
National Infant Immunization Week

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, NIIW has served as a call to action for parents, caregivers, and healthcare providers to ensure that infants are fully immunized against 14 vaccine-preventable diseases.

NIIW 2012 will be April 21-28.

What’s New?
- New CDC Childhood Immunization Champion Award Established
- Consider ways to keep NIIW momentum going throughout the year
- Learn about immunization resources for providers
- Answer parent questions using Resources to Share

Educational Resources
Review the growing library of fact sheets, flyers and web pages about vaccines and the diseases they prevent.
- For Health Care Providers, including...

www.cdc.gov/vaccines/events/niiw
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To receive email updates about this page, enter your email address:

What's this? Submit

www.cdc.gov/vaccines/events/niiw
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
Promotional Materials

• Media
• Web and E-tools
• Print Products
• Event Signage

www.cdc.gov/vaccines/events/niiw/promotional
Activity and Event Listing

Share your plans! AND find out what others are doing

www.cdc.gov/vaccines/events/niiw/activities/activity-form
NIIW: A Partnership Success Story

- Hundreds of US communities participate
- Successful cross border collaboration
- New partnerships and strengthened existing partnerships
- Media relationships
- Increased political goodwill for immunization
- Revitalizes immunization leaders, partners, and programs
How You Can Get Involved

• Spread the word about new resources
  • Include a blurb in your newsletters
  • Use our web button to link your website users to the resources
• Use the resources during NIIW and year-round
  • Utilize NIIW planning tools
  • Place childhood PSAs
  • Promote Provider Resources fact sheets
  • Celebrate your state’s Champion
• Share your activities in the NIIW activity registry
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