



August is National Immunization Awareness Month (#NIAM14). This toolkit is designed to help you communicate the importance of immunizations during this annual observance and throughout the year. The toolkit contains key messages, vaccine information, sample news releases and articles, sample social media messages and links to web resources from CDC and other organizations.

The toolkit can be found at www.nphic.org/niam and is structured to feature a different population each week:

- Week 1: A Healthy Start (babies and pregnant women) August 3 - 9
- Week 2: Back to School (children, pre-teens and teens) August 10 - 16
- Week 3: Off to the Future (young adults) August 17 - 23
- Week 4: Not Just for Kids (Adults) August 24 - 30

The toolkit contains a number of resources for each week:

- Key messages (including Facebook posts and Tweets)
- Vaccine information
- Sample news releases and articles
- Web links and resources from CDC and other organizations

Use the toolkit to design your own promotions. Mix and match, copy or adapt the contents to fit the particular news and issues of your own organization or community.

You can find the toolkit at:

www.nphic.org/niam

Week 1 : August 3 - 9

<http://www.nphic.org/niam-healthystart>



PROTECT YOUR BABY
right from the start!

national
IMMUNIZATION
awareness month

Week 2 : August 10 - 16

<http://www.nphic.org/niam-children>



BACK TO SCHOOL
*protect your student
at every age!*

national
IMMUNIZATION
awareness month

Week 3 : August 17 - 23

<http://www.nphic.org/niam-offtothefuture>



OFF TO THE FUTURE
means vaccines, too.

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awareness month

Week 4 : August 24 - 30

<http://www.nphic.org/niam-adults>



VACCINES
are not just for kids.

national
IMMUNIZATION
awareness month

If you have any questions, please contact the Maine Immunization Program at:

Phone (207) 287-3746 or (800) 867-4775

