



**National Infant
Immunization Week**
IMMUNIZATION.
POWER TO PROTECT.

Celebrating the 25th Anniversary of National Infant Immunization Week

March 12, 2019

Housekeeping Items

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The screenshot displays the GoToWebinar control panel interface. It features a sidebar on the left with icons for navigation. The main content area is divided into three sections:
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At the bottom of the interface, there is a 'Test' section showing the Webinar ID (275-096-715) and the GoToWebinar logo.

Today's Presenters



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Health Communication Specialist, National Center for
Immunization and Respiratory Diseases
Centers for Disease Control and Prevention



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Outreach Manager
Immunize Nevada



David Pérez
Project Coordinator
Immunize Nevada

Polls: Tell us a little about yourself!



Celebrating the 25th Anniversary of National Infant Immunization Week

April 27-May 4, 2019

Jenny Mullen, MPH



**National Infant
Immunization Week**
**IMMUNIZATION.
POWER TO PROTECT.**

Learning Objectives

- By the end of this webinar, participants will be able to:
 - Describe childhood immunization rates and challenges
 - Access NIIW planning resources, including the digital toolkit
 - Identify new NIIW partners and describe how to engage them
 - Describe how Immunize Nevada has built community partnerships

NIIW is 25 Years Old!



- Began in 1994
- Promotes immunization for children 2 years old or younger
- Celebrates immunization achievements
- Recognizes partners, volunteers, champions
- Revitalizes community level efforts

NIIW Objectives

- Educate pregnant women, parents, and caregivers about the importance of infant vaccination
- Generate media interest in infant immunization
- Increase public awareness about importance of infant immunization
- Recognize partners/volunteers for their efforts in helping to immunize children and increase immunization rates
- Educate healthcare professionals
- Engage new partners and strengthen existing partnerships
- Re-energize or launch year-round immunization efforts



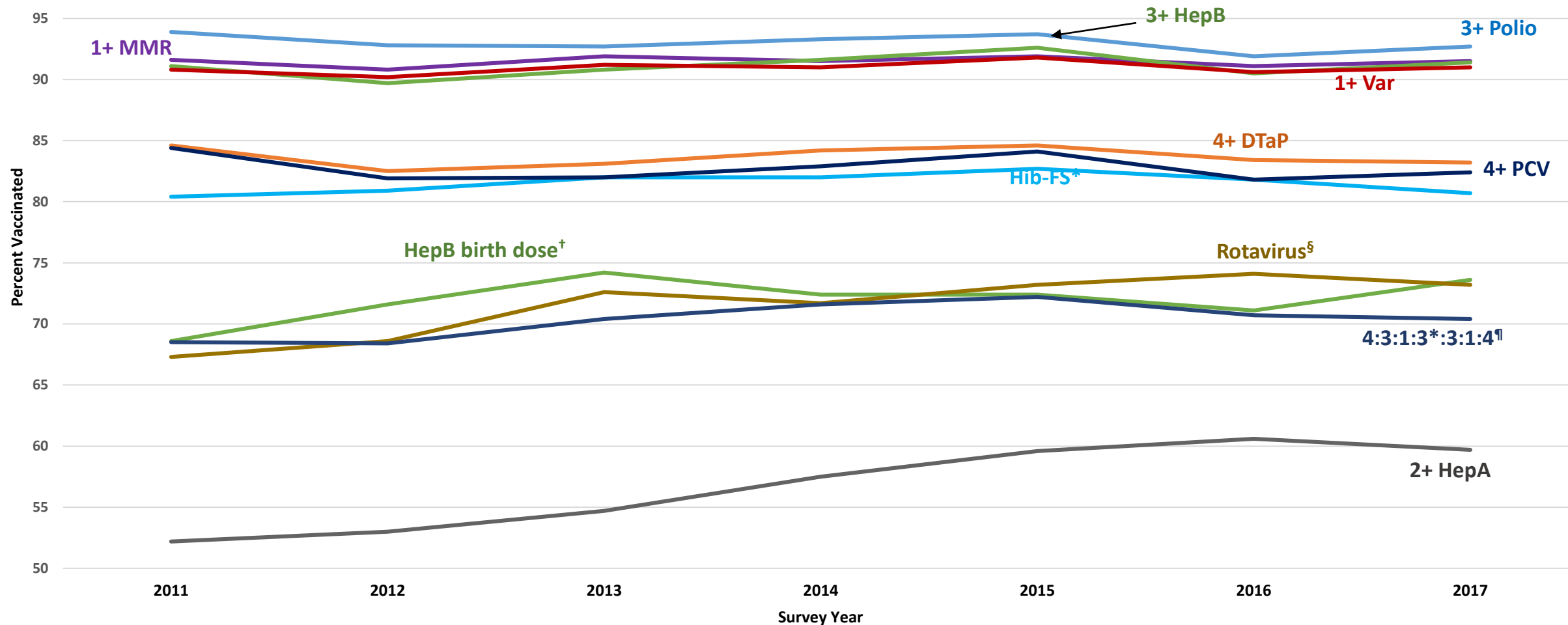
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Childhood Immunization Coverage

- Coverage with most recommended vaccines among children aged 19–35 months remains stable and high.
- Vaccination rates are lower in more rural areas and among uninsured or Medicaid-insured children.
 - These disparities are larger for vaccines that require a booster dose in the second year of life (e.g., DTaP, Hib, and PCV).
 - CDC is working to identify reasons for disparities and evidence-based interventions.
- A small but increasing proportion of children receive no vaccines
 - 1.3% for children born in 2015 compared to 0.9% for children born in 2011
 - Unvaccinated children in the 2017 National Immunization Survey were disproportionately uninsured.

Vaccination Coverage Among Children 19-35 Months

National Immunization Survey-Child, 2011-2017



* ≥ 3 or ≥ 4 doses of *Haemophilus influenzae* type B vaccine, depending on vaccine type.

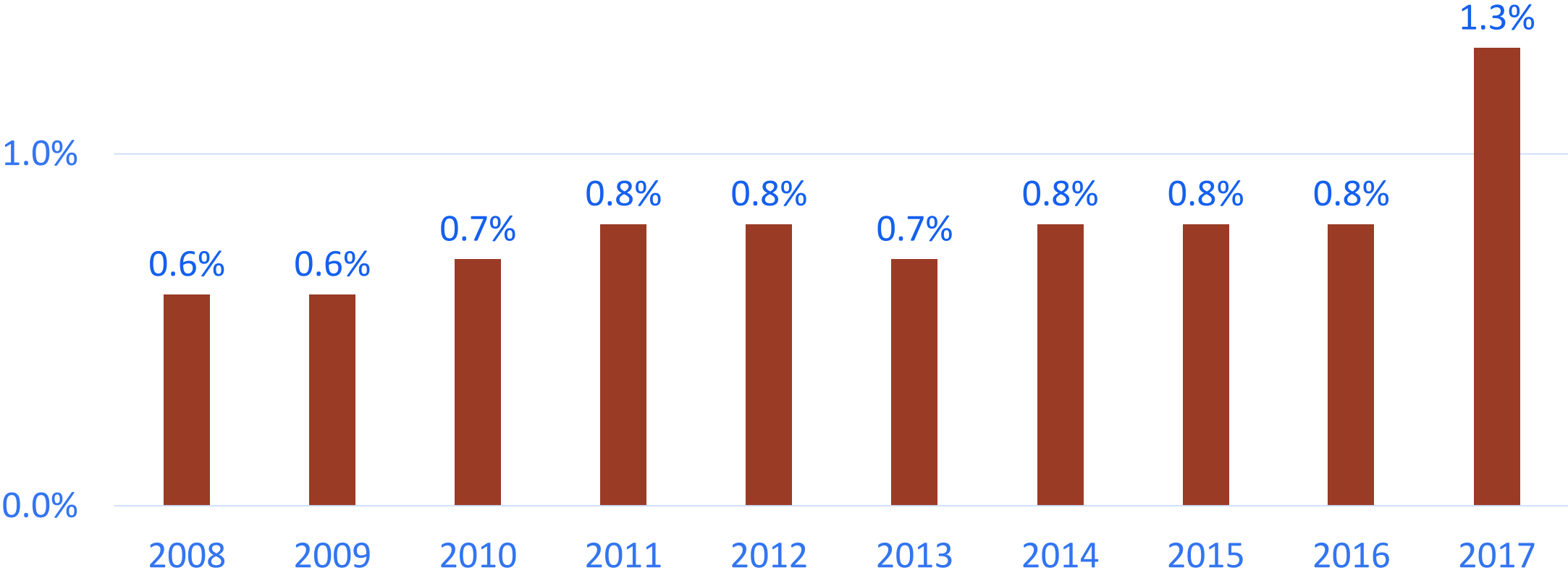
† Hepatitis B dose administered from birth through age 3 days.

§ ≥ 2 or ≥ 3 doses of Rotavirus vaccine, depending on product type (≥ 2 doses for Rotarix or ≥ 3 doses for RotaTeq).

¶ The combination includes ≥ 4 DTaP, ≥ 3 polio, ≥ 1 MMR, ≥ 3 or ≥ 4 doses Hib, depending on vaccine type, ≥ 3 HepB, ≥ 1 varicella, and ≥ 4 PCV.

Very Few U.S. Toddlers Have Received No Vaccines

HP2020 Goal: <1%



SOURCE: CDC National Immunization Surveys

Vaccine Decisions Being Made During Pregnancy

- **CDC Longitudinal Study of First Time Expectant Moms**
 - Over 85% of respondents had already made a plan for vaccinating their baby by their 2nd trimester.
 - Internet search engines were #1 source of information about childhood vaccines during pregnancy.
 - 63.5% said their ob-gyn had not given them any info about childhood vaccines.
 - Only 36.5% were satisfied or very satisfied with their current level of knowledge about childhood vaccines.
- **Implications:**
 - NIIW activities should target pregnant women in addition to new parents.
 - Prenatal care providers should 1) Refer pregnant women to credible vaccine websites; and 2) Encourage them to meet with a pediatrician during pregnancy.

Source: CDC Longitudinal Survey of First Time Expectant Moms

Weiner, J. et al. Childhood Immunizations: First Time Expectant Mothers' Knowledge, Intentions, Beliefs, and Behaviors. *Am J Prev Med* 2015;49(6S4):S426–S434.

Parents of Young Children: Vaccination Plans and Attitudes

- 92% think that vaccine-preventable diseases are somewhat/very serious.
- 90% believe vaccines are somewhat/very important for keeping children healthy.
- 15% of parents report that, in general, they are somewhat or very hesitant about childhood vaccines.
- 8% report not vaccinating according to the recommended schedule.
- 13% report that they plan to delay at least one vaccine in the future.
 - Most common vaccines were: flu, varicella, MMR, and Hepatitis B, HPV
- 62% somewhat or strongly agree that it's ok for parents to delay vaccines as long as they stay within the CDC schedule.

NIIW is more important than ever!

CDC Activities and Resources You Can Use

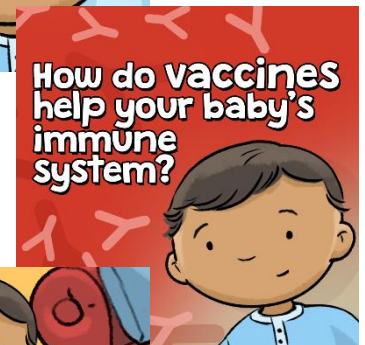
National Activities NIIW 2019

- Social media **#ivax2protect**

- @CDCgov
- CDC Facebook page
- @DrNancyM_CDC
- CDC Instagram



- #ivax2protect Twitter storm co-hosted by AAP and What to Expect: **April 30, 2019 from 7:00-9:00pm ET**
- Instagram Q&A: **May 2, 2019 from 12:00-2:00pm ET**
- Promotion of “How Vaccines Work” animated video series
- CDC Childhood Immunization Champion Awards
- Collaboration with national partners to promote NIIW



NIIW Website

CDC A-Z INDEX

NIIW (National Infant Immunization Week)

[NIIW Home](#)
[Overview](#)
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[Activities/Events](#)
Promotional Materials
[Media tools](#)
[Logos, Letterhead and Certificate](#)
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[Event signage](#)
[Coloring Sheets](#)
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[f](#) [t](#) [+](#)

National Infant Immunization Week (NIIW) is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and to celebrate the achievements of immunization programs and their partners in promoting healthy communities.

In 2019, we are celebrating the 25th anniversary of NIIW. Since 1994, hundreds of communities across the United States have joined to celebrate the critical role vaccination plays in protecting our children, communities, and public health.

NIIW 2019 is April 27-May 4, 2019.
[Learn more about NIIW.](#)




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Activities and Events

- Let us know what you are planning for NIIW 2019. [Complete this activity form.](#)
- Register for the NIIW planning webinar [v1](#) on March 12, 2019

Looking for Promotional Materials?




Access NIIW promotional materials:

- [NIIW media relations toolkit](#)
- [NIIW key messages](#)
- [NIIW logos in English and Spanish](#)

Looking for Educational Resources?

Access materials for healthcare professionals, parents and pregnant women, including infographics, animated graphics, fact sheets, immunization schedules and more.



#VACCINES
BY THE NUMBERS


Are You a Healthcare Professional?

All staff in healthcare practices, including non-clinical staff, play important roles during NIIW. To highlight childhood immunizations this NIIW:

- Build a culture of immunization in your organization: [10 Ways to Create a Culture of Immunization Within Our Pediatric Practice](#)
- Use [Learn simple tips for talking with parents about childhood vaccines](#)
- Use [#vax2protect](#) on your social media posts to share why you support infant immunizations

Related Links

[Vaccines & Immunizations](#)
[World Immunization Week](#) [v1](#)
[Vaccination Week in the Americas \(VWA\)](#) [v1](#)
[en Español](#) [v1](#)
[Vaccination Week in the Eastern Mediterranean](#) [v1](#)
[Vaccine-related Calendar and Events](#)

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[What's this?](#) [Submit](#)

www.cdc.gov/vaccines/events/niiw/index.html

NIIW Planning Resources

- Laying the foundation
- Planning process and templates
- Building partnerships
- Evaluation
- Developing local immunization champions
- State and local success stories



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Planning Your Successful NIIW

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www.cdc.gov/vaccines/events/niiw/planning

Promotional Materials

- Digital Toolkit
 - Sample social media posts
 - Social media graphics
- Key Messages
- Logos, Letterhead and Certificate
- Media relations toolkit
- Event Signage
- Coloring Sheets



**National Infant
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www.cdc.gov/vaccines/events/niiw/promotional

NIIW Digital Toolkit



www.cdc.gov/vaccines/events/niiw/web-etools/digital-toolkit.html

Educational Resources

[CDC](#) > [NIIW Home](#)

Educational Resources



These materials may be downloaded, copied, and distributed without alteration free of charge.

RESOURCES FOR PROFESSIONALS

Recommended immunization schedules, fact sheets on vaccines and vaccine safety, and resources to support conversations with parents about immunization.

RESOURCES TO SHARE WITH THE PUBLIC

Tools for tracking immunizations and developmental milestones, learning about the recommended immunization schedule and vaccine-preventable diseases, and making immunization visits less stressful.

www.cdc.gov/vaccines/events/niiw/ed-resources.html

Grand Rounds Slides for Healthcare Professionals (HCPs)

- “Childhood Immunization Update”
- For educating physicians and nurses
- **Topics:**
 - Impact of immunization
 - Immunization coverage data for children and teens
 - Recent outbreaks
 - Tips for talking with parents about vaccines
 - Free educational resources to use with parents
- **Customizable**
- **Updated annually**



www.cdc.gov/vaccines/partners/childhood/professionals.html

Online Videos for HCPs

- **MEDSCAPE COMMENTARY:** Vaccine Communication with Parents: Best Practices— Nancy Messonnier, MD
http://www.medscape.com/viewarticle/882865?src=par_cdc_stm_mscpedt&faf=1
- **WEBINAR RECORDING:** Getting Parents to Yes! Vaccine Conversations that Work for Providers & Parents
<https://www.youtube.com/watch?v=HaOmFfJJac8>



SLIDE PRESENTATION: 10 Ways to Create a Culture of Immunization Within Our Pediatric Practice

- For use by physicians or vaccine coordinators to train non-clinical staff
- Short enough for lunch presentation
- Can be customized with a practice's own logo and slide template



www.cdc.gov/vaccines/partners/childhood/professionals.html

Talking with Parents and Preparing for Questions

Provider Resources for Vaccine Conversations with Parents

Conversations Home

Talking to Parents about Vaccines

Talking with Parents about Vaccines for Infants

Preparing for Questions Parents May Ask about Vaccines

Understanding Vaccines and Vaccine Safety

Vaccine-preventable Diseases

About Vaccine Conversations with Parents

Provider Resources Web Tools

Resources to Share with Parents

CDC > Conversations Home > Talking to Parents about Vaccines

Talking with Parents about Vaccines for Infants

Format: Select One

Printer-friendly version [2 pages]

Doctors, nurses, physician assistants, and office staff all play a key role in establishing and maintaining a practice-wide commitment to communicating effectively about vaccines and maintaining high vaccination rates. You can all answer parents' questions, provide educational materials, and ensure that families make and keep vaccine appointments.

Parents consider their child's healthcare professionals to be their most trusted source of information when it comes to vaccines. This is true even for parents who are vaccine-hesitant or who have considered delaying one or more vaccines. Therefore, you have a critical role in helping parents choose vaccines for their child.

With all you do, you may feel that long vaccine conversations are stressful when you also need to check physical and cognitive milestones and have a full schedule of patients. Because of this, we designed this resource to guide you with conversational techniques and resources for discussing vaccines with parents.

On This Page

- Assume Parents Will Vaccinate
- Give Your Strong Recommendation
- Listen to and Respond to Parents' Questions
- What If Parents Refuse to Vaccinate?
- Wrapping Up the Conversation

Related Links

- Vaccines & Immunizations
- Immunization Schedules
- National Infant Immunization Educational Resources
- For Parents: Vaccines for Your Children

Flowchart:

```
graph TD
    A[1 Assume parents will vaccinate] --> B[Parents consent with no further questions?]
    B --> D[Administer recommended vaccine doses]
    A --> C[Parents not ready to vaccinate?]
    C --> E[2 Give your strong recommendation]
    E --> F[Parents accept your recommendation?]
    F --> D
    E --> G[Parents have specific questions or concerns?]
    G --> H[3 Listen to and respond to parent's questions]
    H --> I[Parents respond positively to your answers?]
    I --> D
```

Assume Parents Will Vaccinate

Provider Resources for Vaccine Conversations with Parents

Conversations Home

Talking to Parents about Vaccines

Preparing for Questions Parents May Ask about Vaccines

Understanding Vaccines and Vaccine Safety

Vaccine-preventable Diseases

About Vaccine Conversations with Parents

Provider Resources Web Tools

Resources to Share with Parents

CDC > Conversations Home > Talking to Parents about Vaccines

Preparing for Questions Parents May Ask about Vaccines

Format: Select One

Printer-friendly version [2 pages]

Many parents won't have questions about vaccines when you give your strong recommendation and use language that assumes parents will accept vaccines for their child. If a parent questions your recommendation, this does not necessarily mean they will not accept vaccines. They consider you their most trusted source of information when it comes to vaccines and sometimes parents simply want your answers to their questions.

On This Page

- Vaccine schedule and number of vaccines
- Vaccine safety
- Known side effects
- Unknown serious, long-term side effects
- Vaccine ingredients
- Vaccines and autism
- Additional Questions Parents May Ask

Related Links

- Vaccines & Immunizations
- Immunization Schedules
- National Infant Immunization Educational Resources
- For Parents: Vaccines for Your Children

This page outlines some of the topics parents ask about most and tips for how to answer their questions. It is intended as a companion to Talking with Parents about Vaccines for Infants.

Questions about the vaccine schedule and number of vaccines

Some parents may be concerned that there are too many vaccines or their child will receive too many at one time. But, they may not understand that following the recommended vaccine schedule provides the best protection at the earliest possible time against serious diseases that may affect infants early in life.

Parents may ask: Can it harm my child to get several vaccines at one time? Does my child need all of the vaccines recommended? To respond, you can:

- Share that no evidence suggests that receiving several vaccines at one time will damage or overwhelm a healthy child's immune system.
- Explain what antigens are (parts of germs) and emphasize the small amount of antigens in vaccines compared to the antigens babies encounter every day in their environment.
- Remind parents that they must start each vaccine series on time to protect their child as soon as possible and their child must complete each multi-dose series for the best protection. There are no data to support that spacing out vaccines offers safe or effective protection from these diseases.

"There's no proven danger in getting all recommended vaccines today. Any time you delay a vaccine, you leave your baby vulnerable to disease. It's really best to stay on schedule."

www.cdc.gov/vaccines/hcp/conversations/talking-with-parents.html

www.cdc.gov/vaccines/hcp/conversations/preparing-for-parent-vaccine-questions.html

Materials to Share with Parents and Parents-To-Be

Immunizations and Developmental Milestones
For Your Child from Birth Through 6 Years Old

Child's Name: _____ Birth Date: _____

	Birth	1 MONTH	2 MONTHS	4 MONTHS	6 MONTHS
Immunizations	<input type="checkbox"/> HepB <input type="checkbox"/> Rotavirus <input type="checkbox"/> Diphtheria, Tetanus, Pertussis <input type="checkbox"/> Hemophilus influenzae type b <input type="checkbox"/> Pneumococcal <input type="checkbox"/> Inactivated Poliovirus	<input type="checkbox"/> HepB <input type="checkbox"/> Rotavirus <input type="checkbox"/> DTaP <input type="checkbox"/> Hib <input type="checkbox"/> PCV <input type="checkbox"/> IPV	<input type="checkbox"/> RV <input type="checkbox"/> DTaP <input type="checkbox"/> Hib <input type="checkbox"/> PCV <input type="checkbox"/> IPV	<input type="checkbox"/> RV <input type="checkbox"/> DTaP <input type="checkbox"/> Hib <input type="checkbox"/> PCV <input type="checkbox"/> IPV	<input type="checkbox"/> HepB <input type="checkbox"/> RV <input type="checkbox"/> DTaP <input type="checkbox"/> Hib <input type="checkbox"/> PCV <input type="checkbox"/> IPV <input type="checkbox"/> Influenza (flu shot)
Milestones	<input type="checkbox"/> Reflexes should be observed by the age indicator. <input type="checkbox"/> Talk to your child's doctor about age appropriate milestones if your child was born prematurely.	<input type="checkbox"/> Recognizes caregiver's voice <input type="checkbox"/> Turns head toward breast or bottle <input type="checkbox"/> Communicates through body language, babbling, crying, alert and engaged <input type="checkbox"/> Starts to hold hands	<input type="checkbox"/> Starts to smile <input type="checkbox"/> Turns head when on tummy <input type="checkbox"/> Cries, makes grunting, cooed or sung to <input type="checkbox"/> Reaches out to touch <input type="checkbox"/> Begins to hold things <input type="checkbox"/> Pays attention to faces <input type="checkbox"/> Can hold head up	<input type="checkbox"/> Stables with support <input type="checkbox"/> Likes to play with people <input type="checkbox"/> Reaches for things <input type="checkbox"/> Brings things to mouth <input type="checkbox"/> Responds to both directions with eyes <input type="checkbox"/> Responds to affection <input type="checkbox"/> Can hold head unsupported	<input type="checkbox"/> Knows familiar faces <input type="checkbox"/> Responds to own name <input type="checkbox"/> Brings things to mouth <input type="checkbox"/> Rolls over in both directions <input type="checkbox"/> Responds to affection when babbling "m", "ba", "da"
Growth	At each well child visit, enter data, length, weight, and percentile information to track your child's progress.	WEIGHT: _____ PERCENTILE: _____	WEIGHT: _____ PERCENTILE: _____	WEIGHT: _____ PERCENTILE: _____	WEIGHT: _____ PERCENTILE: _____

Infant Immunizations FAQs

Q: Are vaccines safe?
A: Yes, vaccines are very safe. The United States' long-standing vaccine safety system ensures that vaccines are as safe as possible. Currently, the United States has the safest vaccine supply in its history. Millions of children safely receive vaccines each year. The most common side effects are typically very mild, such as pain or swelling at the injection site.

Q: What are the side effects of the vaccines? How do I treat them?
A: Vaccines, like any medication, may cause some side effects. Most of these side effects are very minor, like soreness where the shot was given, fussiness, or a low-grade fever. These side effects typically last a couple of days and are treatable. For example, you can apply a cool, wet washcloth to the sore area to ease discomfort. Serious reactions are very rare. However, if your child experiences any reactions that concern you, call the doctor's office.

Q: What are the risks and benefits of vaccines?
A: Vaccines can prevent infectious diseases that once killed or harmed many infants, children, and adults. Without vaccines, your child is at risk for getting seriously ill and suffering pain, disability, and even death from diseases like measles and whooping cough. The main risks associated with getting vaccines are side effects, which are almost always mild, and swelling at the injection site and go away within a few days. Serious side effects after vaccination, such as a severe allergic reaction, are very rare and doctors and nurses are trained to deal with them. The disease prevention benefits of getting vaccines are much greater than the possible side effects for almost all children. The only exceptions to this are cases in which a child has a serious chronic medical condition like cancer or a disease that weakens the immune system, or has had a severe allergic reaction to a previous vaccine dose.

Q: Is there a link between vaccines and autism?
A: No. Scientific studies and reviews continue to show no relationship between vaccines and autism. Some people have suggested that thimerosal (a compound that contains mercury) in vaccines given to infants and young children might be a cause of autism. Others have suggested that the MMR (measles, mumps, rubella) vaccine may be linked to autism. However, numerous scientists and researchers have studied and continue to study the MMR vaccine and thimerosal, and reach the same conclusion: there is no link between MMR vaccine or thimerosal and autism.

Q: Can vaccines overload my baby's immune system?
A: Vaccines do not overload the immune system. Every day, a healthy baby's immune system successfully fights off thousands of germs. Antigens are parts of germs that cause the body's immune system to go to work to build antibodies, which fight off diseases. The antigens in vaccines come from the germs themselves, but the germs are weakened or killed so they cannot cause serious illness. Even if babies receive several vaccines at the same time, they encounter only a tiny fraction of the antigens they encounter every day in their environment. Vaccines give your child the antibodies they need to fight off serious vaccine-preventable diseases.

Vaccine Recommendations for Your Family

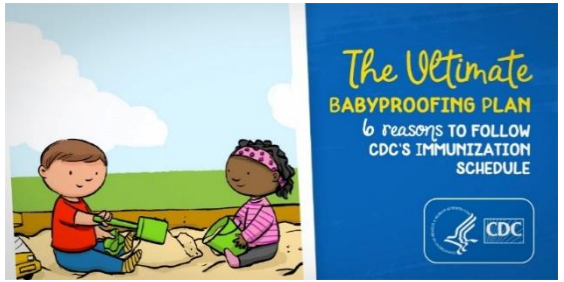
Q: Why do vaccines start so early?
A: The recommended schedule protects infants and children by providing immunity early in life, before they come into contact with life-threatening diseases. Children receive immunization early because they are not specific to diseases at a young age. The consequences of these diseases can be very serious, even life-threatening, for infants and young children.

Q: What do you think of delaying some vaccines or following a non-standard schedule?
A: Children do not receive any known benefits from following schedules that delay vaccines. Infants and young children who follow immunization schedules that spread out or leave out shots are at risk of developing diseases during the time you delay their shots. Some vaccine-preventable diseases are common in the United States and children may be exposed to these diseases during the time they are not protected by vaccine, putting them at risk for a serious case of the disease that might cause hospitalization or death.

Q: Haven't we gotten rid of most of these diseases in this country?
A: Some vaccine-preventable diseases, like pertussis (whooping cough) and chickenpox, remain common in the United States. On the other hand, other diseases vaccines prevent are no longer common in this country because of vaccines. However, if we stopped vaccinating, the few cases we have in the United States could very quickly become many more. In other countries where many children do not receive vaccine-preventable diseases are uncommon in the United States, some children may be exposed to these diseases during the time they are not protected by vaccine, putting them at risk for a serious case of the disease that might cause hospitalization or death.

Q: Why do we get so many diseases in this country?
A: Some vaccine-preventable diseases, like pertussis (whooping cough) and chickenpox, remain common in the United States. On the other hand, other diseases vaccines prevent are no longer common in this country because of vaccines. However, if we stopped vaccinating, the few cases we have in the United States could very quickly become many more. In other countries where many children do not receive vaccine-preventable diseases are uncommon in the United States, some children may be exposed to these diseases during the time they are not protected by vaccine, putting them at risk for a serious case of the disease that might cause hospitalization or death.

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HOW VACCINES STRENGTHEN YOUR BABY'S IMMUNE SYSTEM

Your child is exposed to thousands of germs every day in his environment. This happens through the food he eats, air he breathes and things he puts in his mouth.

Babies are born with immune systems that can fight most germs, but there are some deadly diseases they can't handle. That's why they need vaccines to strengthen their immune system.

Vaccines use very small amounts of antigens to help your child's immune system recognize and learn to fight serious diseases. Antigens are parts of germs that cause the body's immune system to go to work.

Thanks to scientific advances, today's vaccines can protect children from more diseases using fewer antigens. Vaccines contain only a tiny fraction of the antigens that babies encounter in their environment every day.

Vaccines help strengthen your baby's immune system and keep him safe from vaccine-preventable diseases.

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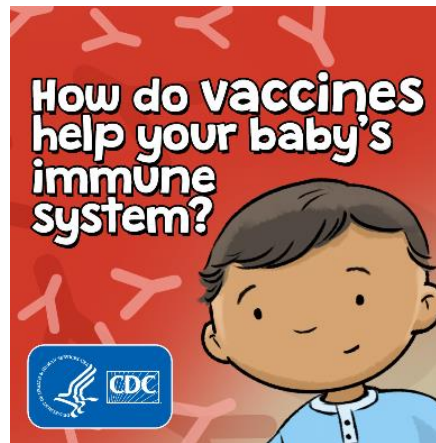
30 YEARS AGO: 3,000+ vaccines used to protect against 8 diseases by age two

TODAY: 305+ antigens to protect against 14 diseases by age two

www.cdc.gov/vaccines/parents

New Animated Videos: How Vaccines Work

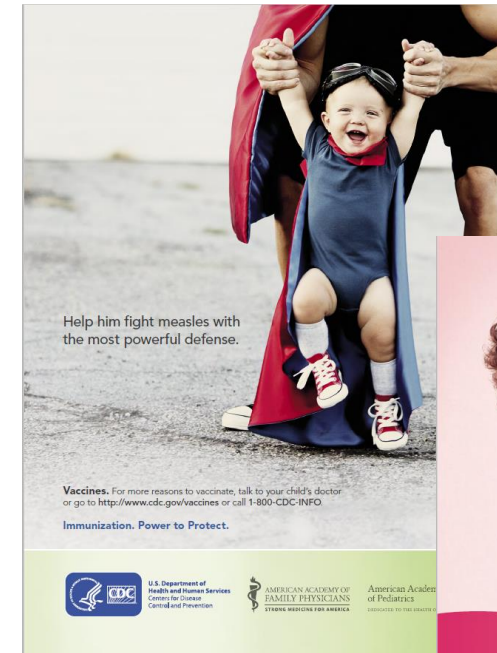
- 60-second videos featuring Baby Jack and his parents
- You can promote via social media, newsletters and your website



www.cdc.gov/vaccines/parents/resources/childhood.html#videos

Free Posters in English and Spanish!

- Immunization posters available to order free of charge.
- Visit the CDC-INFO On Demand website:
 - <https://wwwn.cdc.gov/pubs/CDCInfoOnDemand.aspx>
 - Under Programs, choose “Immunization and Vaccines (Childhood)”
 - Press SEARCH
 - Add items to your cart
 - Check out



Spanish Materials

- Easy-to-read immunization schedule
- Infant Immunization FAQ
- Disease Basics Fact Sheets
- LISTICLE: 9 Things to Make Shots Less Stressful
- INFOGRAPHIC: How Vaccines Strengthen Your Baby's Immune System
- Feature articles



www.cdc.gov/vaccines/partners/childhood/spanish.html

Materials for Pregnant Women

- Fact sheets
- Quiz
- Video
- “Top 7” list



Vaccines & Pregnancy: Top 7 Things You Need to Know

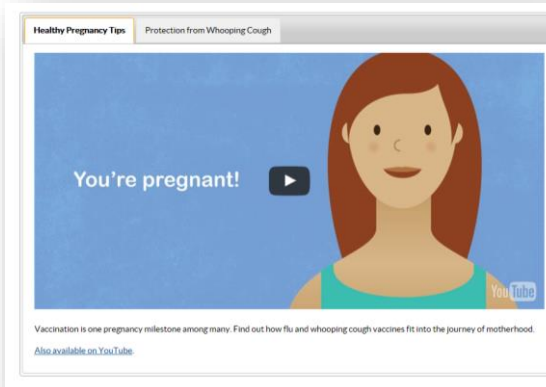


Language: English (US) ▼



#1. You aren't just protecting yourself —vaccines during pregnancy give your baby some early protection too!

You know that vaccines are meant to protect the person getting the shot against a disease, but during pregnancy, you and your baby are sharing *everything*, and that even includes disease protection. When you get some vaccines while you are pregnant, your body will create protective antibodies (proteins produced by the body to fight off diseases) and pass on some of those antibodies to your baby. These antibodies will give your baby some short-term protection against whooping cough and the flu (the 2 vaccines recommended during pregnancy) early in life.



You can start protecting your baby from whooping cough before birth



Information for pregnant women



When you get the whooping cough vaccine during your 3rd trimester, your baby will be born with protection against whooping cough.

Why do I need to get a whooping cough vaccine while I am pregnant?

The whooping cough vaccine is recommended during your third trimester so that your body can create antibodies and pass them to your baby before birth. These antibodies will help protect your newborn right after birth and until your baby gets his own first whooping cough vaccine at 2 months of age. During the first few months of life, your baby is most at risk for serious complications from this disease.

Is this vaccine safe for me and my baby?

Yes. The whooping cough vaccine is very safe for you, and your baby. The most common side effects are mild, like redness, swelling or pain where the shot is given in the arm. This should go away within a few days. You cannot get whooping cough from the vaccine. The vaccine does not contain any live bacteria.

Doctors and midwives who specialize in caring for pregnant women agree that the whooping cough vaccine is safe and important to get during the third trimester of each pregnancy. Getting this vaccine during pregnancy does not put you at increased risk for pregnancy complications like low birth weight or preterm delivery.

If I recently got this vaccine, why do I need to get it again?

The amount of antibodies in your body is highest about 2 weeks after getting the vaccine, but then starts to decrease over time. That is why the vaccine is recommended during every pregnancy — so that each of your babies gets the greatest number of protective antibodies from you and the best protection possible against this disease.

Are babies even getting whooping cough anymore in the United States?

Yes. In fact, babies are at greatest risk for getting whooping cough. We used to think of this as a disease of the past, but it's making a comeback. Recently, we saw the most cases we had seen in 50 years. Since 2010, we saw between 10,000 and 20,000 cases of whooping cough each year in the United States. Cases, which include people of all ages, are reported in every state.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

www.cdc.gov/whoopingcough



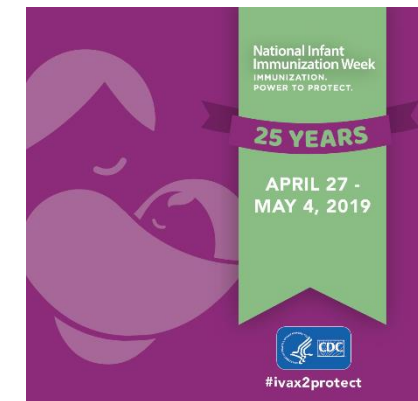
February 2012

www.cdc.gov/vaccines/pregnancy

Get Involved with NIIW!

Support NIIW Digitally

- Participate in the #ivax2protect Twitter storm (April 30, 2019 from 7:00-9:00pm ET).
- Participate in the Instagram Q&A (May 2, 2019 from 12:00-2:00pm ET)
- Share/retweet CDC social media messages.
- Post your own NIIW messages on social media using #ivax2protect and NIIW graphics.
- Invite your social media followers to share why infant immunization matters to them using #ivax2protect.
- Share CDC listicles, infographics, and other digital materials on your social media channels.
- Post an NIIW web button or banner on your website.



More Ways to Get Involved!

- Recognize your state's CDC Childhood Immunization Champion on your website, in the local media, or at an award ceremony.
- Promote NIIW at community events (e.g. health fairs, community baby showers).
- Host trainings or presentations for local healthcare professionals.
- Ask local officials to make an NIIW proclamation.
- Engage new partners in your state or community.



Engage Partners

- **Healthcare and Public Health Partners**
 - Health systems
 - Physician offices and clinics
 - Health departments
 - Coalitions: Immunization, children's health
 - Pharmacies
 - Birthing centers
 - State chapters of medical associations
- **Community-Based Partners**
 - WIC
 - Early Head Start
 - Moms groups – MOPS, MOMS Clubs
 - Child care providers
 - Teen parent programs
 - Faith-based organizations
 - Libraries



Things You Can Ask Partners to Do

Small Asks

- Share NIIW messages via social media
- Promote NIIW in their newsletter
- Place an NIIW logo on their website
- Record and play an immunization message to callers who are put on hold (ex: doctor's offices).

Medium Asks

- Write a blog post or article about vaccination
- Distribute educational materials
- Donate food or space for an NIIW event
- Invite you to speak at their event
- Speak at your event (ex: your state CDC Childhood Immunization Champion)

Bigger Asks

- Hold an NIIW press conference
- Issue an NIIW proclamation
- Host or sponsor an NIIW event, such as HCP training
- Provide volunteers to staff one of your events
- Print an NIIW banner or materials

Learn More: Building Partnerships



Build Partnerships to Support Immunization Activities

National Infant Immunization Week (NIIW) provides a great opportunity for expanding your partnerships and leveraging the support of non-immunization groups to promote infant immunization.

This section is broken down in to the following components:

- Identifying the Right Partners
- Establishing Partnerships
- Working with Partners
- Assessing and Strengthening your Partnership

Identifying the Right Partners

There are many options for the types of groups that you can partner and collaborate with to plan and implement your NIIW activities. These groups might include:

- Disease-specific organizations
- Non-immunization health coalitions
- WIC clinics
- Health insurance companies
- Civic and service organizations
- Ethnic and Faith-based organizations
- Local county school systems
- Colleges and universities

www.cdc.gov/vaccines/events/niiw/planning/downloads/build-partnerships-508.pdf

Share your plans for NIIW events and activities!

NIIW Home

Overview

Planning Your NIIW

Activities/Events

Promotional Materials

Educational Resources

Immunization Champions +

Related Links

[Vaccines & Immunizations](#)

[World Immunization Week !\[\]\(6480c1a481686073b026be5c26ab9053_img.jpg\)](#)

[Vaccination Week in the Americas \(VWA\) !\[\]\(f1bd3e98741d4ab0f132d8252e1fc285_img.jpg\)](#)

[en Español !\[\]\(083acc69ea87041ae60ef3a70a837664_img.jpg\)](#)

[Vaccination Week in the Eastern Mediterranean !\[\]\(760156e5f29de4babee4bb59dd060835_img.jpg\)](#)

[Vaccine-related Calendar and Events](#)

CDC » NIIW Home

NIIW Activity Form

If you held or are planning an NIIW activity, we'd like to hear about it. Please complete this form and submit by clicking the "Submit Form" button.



National Infant Immunization Week

IMMUNIZATION.
POWER TO PROTECT.

(* indicates a required field)

Organizational Name:

Contact:

Title:

Address:

City/State/Zip:

Phone:

Fax:

E-mail:

www.cdc.gov/vaccines/events/niiw/activities/activity-form.html

Thank you!

Jenny Mullen
jjk7@cdc.gov



**National Infant
Immunization Week**
**IMMUNIZATION.
POWER TO PROTECT.**

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

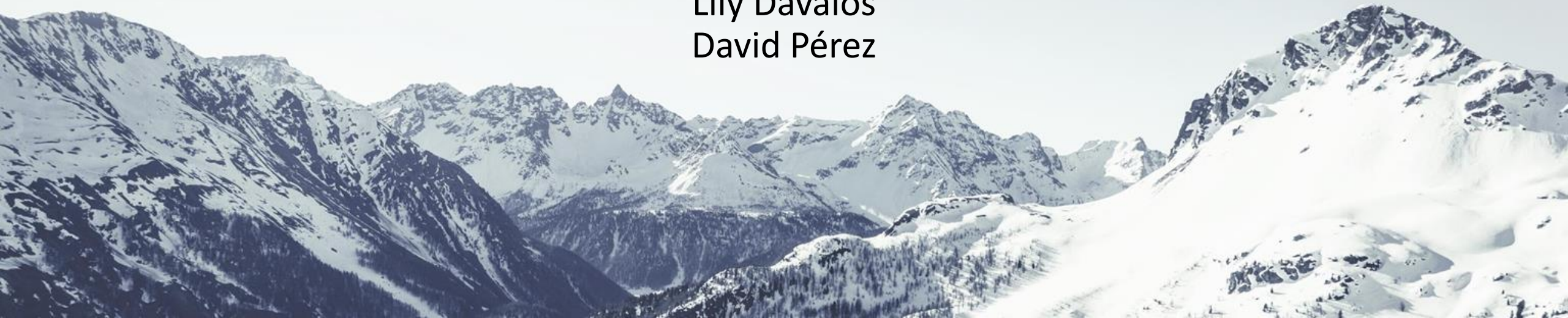
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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Immunize Nevada: Fostering Community Partner Engagement

Lily Davalos
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Immunize Nevada
Outreach Manager
Reno Office



David Pérez
Immunize Nevada
Project Coordinator
Las Vegas Office




About Immunize Nevada

- Statewide nonprofit coalition of
 - Diverse individuals
 - Businesses
 - Community organizations
- Committed to promoting health and preventing disease across Nevada



How we engage partners



- Lead with the “why”
- Connect with new and established partners
 - Local health departments
 - Community health nurses
 - Local coalitions

- Allow control of certain event aspects and follow up with action items
- Transparency



Partner “Asks” for NIIW

- Easy

- Share NIIW posts on social media
- Distribute event flyers

- Medium

- Participate at the health fair
- Invite partners to attend planning meetings
- Recruit volunteers from local colleges/ universities
- Ask student volunteers to create educational content

- Hard

- Host baby shower events
- Sponsor baby shower events – develop sponsorship package
- Develop communication plan



Statewide Community Baby Shower Partners



Local Health Districts

Local non-profits

Vendors with resources for infants

Elected officials

Local Health Plans

Community Focused Organizations

- Southern Nevada Health District & Washoe County Health District
- Non-profits such as Car Seats for Christy
- Diaper banks and emergency shelter organizations
- Elected officials can help with promotion, funding, and locating event space
- MCO's and local health plans can help with funding
- Junior League of Las Vegas helps with raffle prizes and toy donations

2018 Baby Shower Events

4/21/2018: Pahrump

4/23/2018: Gardnerville

4/28/2018: Reno

4/27/2018: Las Vegas



Urban Events

SPLISH SPLASH YOU'RE INVITED TO A COMMUNITY



Baby Bash

NO COST SHOTS FOR TOTS*

IMMUNIZATIONS & HEALTH FAIR

FRIDAY, APRIL 27

11:00 A.M. – 4:00 P.M.

Family Resources • Vision Screenings
Adult Immunizations Available

Southern Nevada Health District
280 S. Decatur Blvd. • Las Vegas, NV 89107
702-759-0850 • www.snhd.info/niw
(Located off bus routes 103, 207 and 208)

FANTASTIC HOURLY RAFFLES!

Amazing Giveaways
• Toys, Clothes and Blankets
• Baby Toiletry Gift Packs
• and SO Much More!
(while supplies last)

RSVP ON OUR FACEBOOK EVENT FOR A CHANCE TO RECEIVE A DIAPER BAG FILLED WITH BABY GOODS!

ALL AGES ARE WELCOME TO ATTEND • FREE ADMISSION TO THE HEALTH FAIR



National Infant Immunization Week

APRIL 23-27, 2018

During NIIW, free or low-cost immunizations are available for eligible infants* at Southern Nevada Health District locations

IMMUNIZATION. POWER TO PROTECT.

PARENTS: BRING YOUR CHILD'S IMMUNIZATION RECORDS & INSURANCE CARD

SNHD **immunize nevada** **JUNIOR LEAGUE OF LAS VEGAS** **HEALTH PLAN OF NEVADA** **silversummit healthplan**

*must be eligible for Vaccines for Children

SPLISH SPLASH IT'S A BABY BASH!

Community Baby Shower

All ages welcome!



Come join the fun and protect your young children by getting recommended vaccines.

Saturday April 28, 2018

10am - 2pm

Free admission
Free or low cost vaccinations available for children 0-4 years old
Bring insurance information & shot records
Child safety seat inspections will be provided by Safe Kids, REMSA, and Point of Impact in the food court parking lot

Meadowood Mall

5000 Meadowood Mall Cir, Reno, NV 89502
In the Center Court, behind Starbucks

For more information visit ImmunizeNevada.org

WASHOE COUNTY HEALTH DISTRICT **HEALTH PLAN OF NEVADA** **Renown HEALTH** **Renown CLINICAL HOSPITAL** **MEADOWOOD MALL** **immunize nevada**

Engaging Rural Partners



Begin outreach in a timely manner

Identify community stakeholders

Highlight clear deadlines

First-time events require more time to coordinate

Find community members that are involved with health

Identify best communication methods

Rural First-Time Events

SPLISH SPLASH
IT'S A BABY BASH!

Community Baby Shower


All ages welcome!

Come join the fun and protect the whole family by getting recommended vaccines.

Monday, April 23, 2018
10am - 2pm

Free admission
Family Friendly Activities
Free or low cost vaccinations available for the whole family
Bring insurance information & shot records

Douglas County Community Center Gym
1329 Waterloo Ln, Gardnerville, NV 89410
For more information visit ImmunizeNevada.org



SPLISH SPLASH
IT'S A BABY BASH!

Community Baby Shower

All ages welcome!

Come join the fun and protect the whole family by getting recommended vaccines.

Saturday April 21, 2018
10am - 2pm

Free admission
Free or low cost vaccinations available for children 0-4 years old
Bring insurance information & shot records

NyE Communities Coalition
1020 E Wilson Rd, Pahrump, NV 89048
For more information visit ImmunizeNevada.org



Baby Shower Event Activities

- On-site immunizations
- Infant-focused health fair
- Family-friendly activities
- Raffle drawings
- Bingo sheets



Event Promotion and Social Media

- Identify local baby-focused events
- Highlight and thank sponsors on social media
- Use “live” channels such as Facebook live or Instagram
- Facebook event pages
- Press releases
- Media tours



Long-term Community Partner Engagement

- State colleges and universities
- State medical schools
- MCO's and health plan providers
- Local non-profits
- Local businesses and corporations
- Boys and Girls club
- Providing sponsorship opportunities

- Monthly community meetings
- Committees
- Consistent updates
- Collaboration
- Sharing of post-event data



Lessons Learned from Partner Engagement

- Respect partner input
- Clarify action items
- Establish deadlines on action items
- Learn how partners best communicate
- Allow for flexibility





Thank you!

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Questions?



Jenny Mullen



Lily Davalos



David Pérez

Thank You!

Webinar archive will be available at:

www.phf.org/immunization

Questions or comments?

immunization@phf.org

Save the date for the next webinar!

[May 29th at 1pm EDT](#)