Celebrating the 25th Anniversary of National Infant Immunization Week

March 12, 2019
Housekeeping Items

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- The slides are available for download in the “Handouts” section of your control panel.

- Please use the “Questions” panel to ask questions and submit comments throughout the webinar.

- This webinar is being recorded and will be archived. The archive will be made available following the webinar.
Today’s Presenters

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

Lily Davalos, MPH
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
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
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

- ≥ 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
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.

*NIHW is more important than ever!*

*Source: CDC National Poll of Parent 2018 (unpublished data)*
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 (National Infant Immunization Week)

NIIW (National Infant Immunization Week) is a public health initiative to highlight the importance of protecting infants from vaccine-preventable diseases and to celebrate the achievements of vaccine programs and their partners in preventing healthy communities.

NIIW takes place during the second full week of April. Since 1994, National Infant Immunization Week (NIIW) has been held in the United States to encourage all parents to protect their children’s communities, health and safety.


Learn more about NIIW.

Activities and Events

- Let us know what you are planning for NIIW 2020. Complete the contact form here.

Looking for Promotional Materials?

- Access NIIW promotional materials:
  - Electronic case studies
  - Promotional items
  - Brochures, leaflets, and posters

Looking for Educational Resources?

- Access materials for health care professionals, parents, and pregnant women, including flipbooks, print materials, fact sheets, immunization calculators, and more.

Are You a Healthcare Professional?

All health care providers play a critical role in highlighting the importance of childhood immunization, including:

- Develop a culture of immunization in your organization. Learn how to Create a Culture of Immunization With Our Palliative Practice.
- Use these single tip cards to talk to patients and families about NIIW.
- Use these patient education materials to share with your patients.

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

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

www.cdc.gov/vaccines/events/niiw/promotional
NIIW Digital Toolkit

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

- **WEBINAR RECORDING:** Getting Parents to Yes! Vaccine Conversations that Work for Providers & Parents
  [https://www.youtube.com/watch?v=HaOmFfJJac8](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

Talking with Parents about Vaccines for Infants

On This Page
- Assume Parents Will Volunteer
- Give Your Strong Recommendation
- Listen to and Respond to Parents’ Questions
- What If Parents Refuse the Vaccine?
- Wrapping up the Conversation

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

Preparing for Questions Parents May Ask about Vaccines

Questions about the vaccine schedule and number of vaccines
Some parents may be concerned that there are too many vaccines or that their child will experience 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 and children. Parents may ask: Can I harm my child to get several vaccines at one time? Does my child receive all of the vaccines recommended? To respond, you can:
- Share that evidence suggests that receiving several vaccines at one time will not cause harm or overwhelm a healthy child’s immune system.
- Explain that 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.
- Reassure parents that they must start each vaccine series on time to protect their child as soon as possible and their child must complete each multivaccine series for lifelong protection. There are no data to support that spacing out vaccines offers safer or effective protection from these diseases.

*There is 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
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://www.cdc.gov/pubs/CDCInfoOnDemand.aspx](https://www.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

#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 disease) and pass on some of those antibodies to your baby. Those antibodies will give your baby some short-term protection against whooping cough and the flu. (The 3 vaccines recommended during pregnancy early in life.)

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

Share your plans for NIIW events and activities!

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

Jenny Mullen
jjk7@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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For more information, contact CDC
1-800-CDC-INFO (232-4636)
Immunize Nevada: Fostering Community Partner Engagement

Lily Davalos
David Pérez
Lily Davalos
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
IMMUNIZATIONS & HEALTH FAIR
FRIDAY, APRIL 27
11:00 A.M. - 4:00 P.M.

Southern Nevada Health District
280 S. Decatur Blvd. • Las Vegas, NV 89107
702-759-0850 • www.snhdinfo.nv.gov

NO COST SHOTS FOR TOTS!
FANTASTIC HOURLY RAFFLES!

RSP 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

IMMUNIZATION. POWER TO PROTECT.

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

*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
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

Community Baby Shower

SPLISH SPLASH
IT'S A BABY BASH!

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

Community Baby Shower

SPLISH SPLASH
IT'S A BABY BASH!

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!

Lily Davalos  
Outreach Manager  
775-624-7112  
Lily@immunizenevada.org

David Pérez  
Project Coordinator  
702-529-4712  
David@immunizenevada.org
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