

PROMOTIONAL TOOLKIT

New Educational Video on the
Advisory Committee for
Immunization Practices (ACIP)

Fall 2022

Understanding the ACIP and How Vaccine Recommendations are Made in the US

Promotional Toolkit

Please help us spread the word about the newly launched educational video from the Public Health Foundation (PHF) and the Centers for Disease Control and Prevention (CDC), [Understanding the ACIP and How Vaccine Recommendations are Made in the US](#).

Your support in helping to promote this video is vital to the ongoing effort to build vaccine confidence in the United States.

This promotional toolkit includes sample social media posts, newsletter announcements, several graphic options for your use, and a link to embed the video on your web pages. Please feel free to adapt and tailor these materials to your audiences and members.

Background

The authorization of COVID-19 vaccines increased attention to the Advisory Committee on Immunization Practices (ACIP) and highlighted misunderstandings among healthcare, public health professionals, and the public, which persist. This educational video explains the purpose of the ACIP and describes its process for developing vaccine recommendations for clinical practice. Clinicians are advised to incorporate approved ACIP recommendations as standards of care in their clinical practice and urged to visit the CDC's website for the most up-to-date vaccine recommendations.

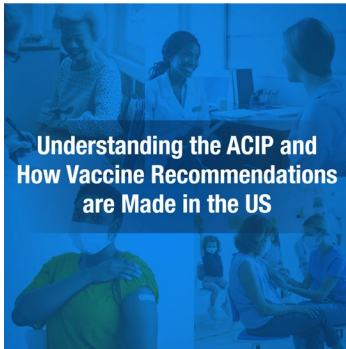
Primary Audience

1. Health professionals who administer, support, store, handle, transport, or communicate about vaccines.
2. People who communicate about or are interested in vaccine development and licensing (media, community organizations, the public)

Tips

- Mention or tag @ThePHF and @CDCgov so we can reshare your posts.
- Post across a variety of social media platforms for better engagement – Twitter, Facebook, and LinkedIn.
- Feel free to use and re-use this content, especially when there are [upcoming ACIP meetings](#) or immunization-related news.
- If you have any questions, please reach out to PHF's immunization team by contacting us at immunization@phf.org.

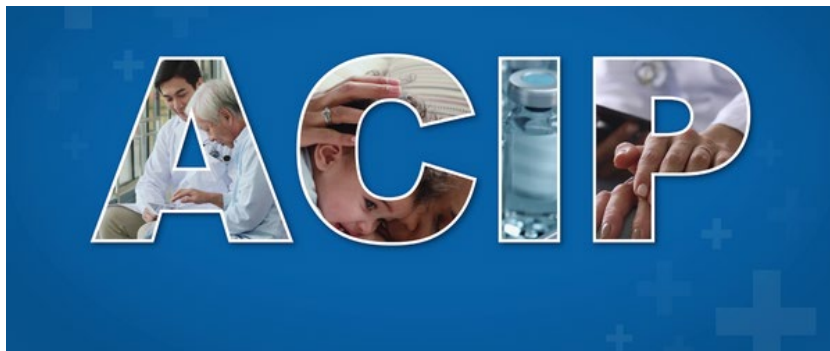
Sample Messaging and Graphics



Alt text: Understanding the ACIP and How Vaccine Recommendations are Made in the US with a background of six smaller pictures: a doctor talking with his patient, a woman smiling displaying her arm with a band aid after a vaccination, a doctor taking notes smiling, a woman wearing a face mask displaying her vaccinated arm, and two doctors administering vaccinations.



Alt text: The shape of the U.S. with enlarged letters A-C-I-P written across the country with an image in each letter: two doctors engaging, a mother and child, vaccine bottle, a doctor consoling a patient.



Alt text: A blue background with small faded icons and enlarged letters A-C-I-P written across with an image in each letter: two doctors engaging, a mother and child, vaccine bottle, a doctor consoling a patient.

Sample Tweets

- **NEW VIDEO:** @ThePHF and @CDCgov partnered to develop this video to describe how vaccine recommendations are developed in the US. Watch now and learn more: <https://bit.ly/3AuyDpT>
- The Advisory Committee on Immunization Practices (ACIP) plays a critical role in protecting the nation's health. Watch this short video to learn how: <https://bit.ly/3AuyDpT>
- Do you know how vaccine recommendations are made? @CDCgov, in partnership with @ThePHF, developed a new video explaining who makes up the ACIP, how recommendations are made, and why these recommendations become the standards of care in the US. Watch now: <https://bit.ly/3AuyDpT>
- [[Post when there is an upcoming ACIP meeting](#)] With the ACIP meeting taking place later this month, take a few minutes to watch this video developed by @ThePHF and @CDCgov to better understand the process of vaccine recommendation development and approval and where to locate up-to-date information: <https://bit.ly/3AuyDpT>

Sample Facebook and LinkedIn Post

- Are you familiar with how vaccine recommendations are developed in the United States? The Advisory Committee on Immunization Practices (ACIP) develops recommendations and guidance on the use of vaccines, which are adopted as the standard of care in the US.

The Public Health Foundation, in partnership with the Centers for Disease Control and Prevention, developed an educational video to help inform viewers about the process, science, and safety behind vaccine recommendations. Watch the video to learn more: <https://bit.ly/3AuyDpT>

Sample Newsletter Language:

#1: Include as a blurb in your organization's newsletter

- **Educational Video on Vaccine Recommendations in the United States**

This educational video, developed by the Public Health Foundation and Centers for Disease Control and Prevention, provides viewers with useful information on the Advisory Committee on Immunization Practices (ACIP) and explains the process for developing vaccine recommendations for the United States. Watch the video to learn more: <https://bit.ly/3AuyDpT>

#2: Include as an at-a-glance item in your organization's newsletter

- The Public Health Foundation and CDC developed an educational video on the ACIP and the development of vaccine recommendations in the US. <https://bit.ly/3AuyDpT>

Embedding Video:

- We welcome you to embed the video on your website or in training or eLearning materials. To embed the video, copy this link on your webpage to have the YouTube video play directly there:

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<iframe width="560" height="315"
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src="https://www.youtube.com/embed/WWf4xVw1-PE" title="YouTube video  
player" frameborder="0" allow="accelerometer; autoplay; clipboard-write;  
encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
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