

Dear California Vaccines for Adults (VFA) Program Participant,

This August, join us in observing National Immunization Awareness Month ([NIAM](#))! The first week of August (August 1-7) will highlight the importance of adult immunizations. NIAM is another opportunity to promote the California VFA program and educate your adult patients on the importance of getting the vaccines they need to stay healthy.

The National Public Health Information Coalition (NPHIC) has released a communications [toolkit](#) along with a list of ideas for how to promote Adult Vaccination Week.

Check out these [ShotByShot.org](#) stories, and consider promoting them on social media, during health events, or in the waiting rooms during Adult Vaccination Week:

- [Mark's story](#)
- [Gigi's story](#)

See below for additional ideas and links to social media messaging, Radio PSAs, flyers and more to help you promote vaccines for adults, and check out the [toolkit](#) online.

Dear Partners,

August is National Immunization Awareness Month (NIAM)! This observance provides an opportunity to stress the value of vaccination across the lifespan. This year, the first week of August (August 1-7) will focus on adult immunizations. Please join us in educating adults on the importance of vaccines for protecting their health and encouraging healthcare professionals to recommend the vaccines their adult patients need.

Here are some actions you can take to promote Adult Vaccination Week:

- **Join the conversation on social media** to promote adult immunization and NIAM. Show your support for NIAM by including the hashtag #NIAM16 in your social media messages. We will also be using #VaxWithMe in our public outreach bring a personal, empowering, and impactful aspect to vaccine messages. We encourage you to use both hashtags when character count allows, targeting the public with #VaxWithMe and partners with #NIAM16, to show support and amplify the conversation. When character count is limited, we encourage you to use the hashtag that's more appropriate for your audience and communication goals.
- **Remind adults with chronic health conditions to get vaccinated.** For more information on specific chronic health conditions and vaccination, click the links below. These websites are also available in Spanish.
 - o Some vaccine-preventable diseases, like the flu, can increase the risk of heart attack. Learn more by visiting CDC's page on [Cardiovascular Disease and Adult Vaccination](#).
 - o People with diabetes are at higher risk for serious problems from certain vaccine-preventable diseases. Go to CDC's page on [Diabetes and Adult Vaccination](#) for more details.
 - o Adults with COPD or asthma are more likely to get complications from the flu. CDC's page on [Lung Disease and Adult Vaccination](#) will point you to more information.
- **Distribute factsheets, flyers, and posters** in healthcare and community settings. CDC has developed a series of factsheets to educate healthcare professionals on the [Standards for Adult Immunization](#). CDC also has a series of [factsheets to educate adult patients](#) on the vaccines recommended for them. All resources are available to download, and some materials can be ordered free of charge.
- **Share radio PSAs** through your organization and encourage local radio stations, medical offices, grocery stores, and pharmacies to play them.
- **Update your materials** with the latest information provided in the [NIAM Communication Toolkit](#) or use the key messages to develop your own materials. You can also get eye-catching [NIAM logos and banners](#) for each weekly theme to highlight your participation in NIAM through your social media profiles.
- **Place ready-to-publish articles** in your newsletter, on your website, or in local news outlets.
 - o You can find ready-to-publish articles in the [NIAM Communication Toolkit](#) tailored to educate various adult audiences (e.g., adults with chronic conditions) on which vaccines are right for them.
 - o CDC has ready-to-publish articles targeted at healthcare professionals available here: <http://www.cdc.gov/vaccines/hcp/adults/for-partners/resources.html>
- **Include links** to CDC's [Adult Vaccination](#) website on your own website, in your materials, or on your social media platforms. You may also want to link to CDC's [Adult Vaccination Resources](#) website.

- **Support** the [#VaxWithMe Thunderclap campaign](#) on Facebook, Twitter or Tumblr. Thunderclap amplifies social media messages through coordinated distribution. The #VaxWithMe Thunderclap will take place August 17.
- **Syndicate content** from CDC's website on adult immunization. Learn how to syndicate content by visiting the [Public Health Media Library](#).

We encourage you to see what [other organizations](#) have planned for NIAM and share your plans for NIAM by completing this [online form](#).

Feel free to reach out to John Stieger at jstieger@nphic.org or Ian Branam at yfi1@cdc.gov with any questions, or visit NPHIC's [NIAM Website](#) for more information.

Thank you for your support.