August is National Immunization Awareness Month

Each year in August, National Immunization Awareness Month (NIAM) provides an opportunity to highlight the value of immunization.

The NIAM Communication Toolkit has been developed to help you communicate the importance of vaccination throughout the lifespan. Each week of NIAM will focus on a different stage of the lifespan: **August 16-22 focuses on resources for adults.**

The CDC developed immunization materials for use in local outreach and education efforts during NIAM and year-round. Below are links to materials you can use during NIAM to:

- Educate adults[1], including healthcare workers[2], about vaccines and boosters they may need
- Educate pregnant workers[3] about getting vaccinated to protect newborns from diseases like whooping cough (pertussis)

Healthcare Workers Flyer and Poster
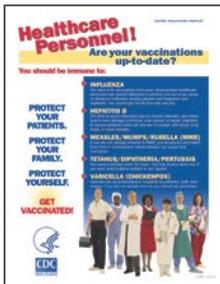
Print and post this flyer[4] to remind healthcare workers they are at risk for exposure to serious diseases in their work environment and should get appropriate vaccines to reduce the chance of getting or spreading vaccine-preventable diseases.

Display these materials on your staff's bulletin boards or other areas frequented by physicians, nurses, emergency medical personnel, dental professionals and students, medical and nursing students, lab technicians, pharmacists, and administrative staff.

Healthcare Workers Webpage Button

Actual Sizes: 300x250 and 180x150
Place this Web button on your website to connect your healthcare worker visitors with CDC's vaccine information. Clicking on the button connects your staff and other healthcare workers to CDC's Web page for healthcare workers listing the vaccines they need. Have a Web developer or IT staff copy the code on the webpage[5] to provide it on your website.

[1] http://www.cdc.gov/vaccines/hcp/patient-ed/adults/index.html

[2] http://www.cdc.gov/vaccines/hcp/patient-ed/adults/for-patients/hcw.html

[3] http://www.cdc.gov/vaccines/hcp/patient-ed/adults/for-patients/pregnant-women.html

[4] http://www.cdc.gov/vaccines/pubs/downloads/f_hcp_color_print.pdf

[5] http://www.cdc.gov/vaccines/hcp/patient-ed/adults/web-buttons/vaccination-buttons.html#hcw

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