



**Pennsylvania Department of Health  
Division of Immunizations  
National Infant Immunization Week  
Campaign Kit  
April 23 – 30, 2011**





## **Background of National Infant Immunization Week (NIIW)**

In 1994, NIIW was declared to focus local and national attention on the importance of proper immunization for infants and toddlers 24 months and younger. Since its inception, NIIW has served as a call to parents, caregivers and health care providers to participate in activities and recognition events to increase the awareness of immunizing children.

## **Overview**

Immunization coverage rates in the United States for vaccines routinely recommended for infants and young children remain at or near record highs. For example, rates for measles, rubella and three doses of Hib and Hep B are greater than 90 percent. However, there is still much work to be done.

Over one million of our nation's children are not adequately immunized, and each day, nearly 12,000 children are born in need of protection from diseases. Thousands of lives are in jeopardy from vaccine-preventable diseases, and hundreds of thousands of dollars are being spent on the care of disease-stricken children whose illnesses could have been avoided. National and community organizations and health departments can play an important role in ensuring that all our children are appropriately immunized by the age of two. Health care providers need to actively communicate with parents and caregivers about immunization, especially when improvements in vaccines result in changes to the immunization schedule.

Parents and caregivers need to know that their children can and will be protected against many childhood diseases. During NIIW, efforts will be made in hundreds of communities around the United States and throughout the Western Hemisphere to increase awareness of the importance of immunization and to achieve immunization goals.



## **NIIW Campaign Kit 2011**

This toolkit is available to providers, local health departments, coalitions and partners to assist in highlighting the following.

### **2011 Campaign Kit materials:**

- Suggested Activities for 2011
- Sample Radio Public Service Announcements
- Sample Press Release
- Sample Paycheck Stuffer Request
- Sample Donation Request Letter
- Sample NIIW Proclamation
- NIIW Resources
- Outreach Review Form



**NIW provides an opportunity to:**

- Highlight the importance and benefits of childhood immunizations, especially to parents.
- Educate parents and caregivers about the importance of vaccination in protecting their children against vaccine-preventable diseases from birth.
- Focus attention on our immunization achievements and celebrate the accomplishments made possible through successful collaboration.
- Revitalize efforts to protect children against vaccine-preventable diseases and give them a healthy start in life.
- Encourage better communication between parents and health care providers.
- Remind parents and caregivers they need to make and keep needed immunization appointments.

**NIW also supports efforts to:**

Work with state and local health departments and local coalitions to develop and implement a local communication strategy to increase awareness of the importance of immunization and improve local immunization coverage rates as measured by the National Immunization Survey.

This toolkit is designed to facilitate your participation in this national effort. Specifically, it will help you to develop activities and events that:

- Educate parents and caregivers about the importance of immunizing infants from birth.
- Encourage parents and caregivers to check their children's immunization records.
- Encourage health care providers to talk with parents and caregivers about immunization services and options.
- Attract community and media to increase the number and visibility of local media stories on infant immunization.

The toolkit divides program planning into five steps:

1. **Lay the foundation:** Review past and existing programs, assess needs and resources and determine clear objectives.



2. **Select activities**: Avoid rushing to activities, follow a systematic and evidence-based process to identify and select activities that will effectively meet your objectives.
3. **Plan activities**: Turn ideas into action by establishing clear steps to take you from site selection to post-event follow up.
4. **Build partnership support for immunization activities**: Expand your partnerships and work with media to support and maximize the reach of your activities.
5. **Evaluate activities**: Assess accomplishments and lessons learned so you can build on success and strengthen future activities.

### **STEP 1: Lay the Foundation**

Successful programs require thoughtful and strategic planning. A critical part of the planning process is reviewing past and existing programs, assessing needs and resources and determining clear goals. Laying this foundation of understanding and direction will ensure that the effectiveness and impact of your NIIW activities are maximized.

#### **Start with Review**

- ❖ What has your department or coalition done in past years to promote infant immunization?
- ❖ What have other departments or coalitions across the country done in past years?  
Visit <http://www.cdc.gov/vaccines/events/niiw/2010/10activities.htm> to learn about activities and events in 2010.

#### **Assess the Current Situation**

- ❖ What are the needs in your community related to infant immunization?

Consider:

- Areas or populations with low immunization rates
- Hard to reach populations
- Barriers for parents and caregivers
- Barriers for health care providers



❖ What resources does your department or coalition have for NIIW?

Consider:

- Staff time
- Funding
- Facilities
- Expertise
- Partners

❖ What resources are available in the community for infant immunization?

Other groups that might provide support for NIIW activities include:

- Local affiliates of national and state immunization-related organizations
- Local hospitals
- Community health clinics
- Organization serving specific groups (ethnic, religious, professional, etc.)
- Volunteer organizations (Rotary, Kiwanis, etc.)
- Businesses
- Media

## **STEP 2: Select Activities**

**Target Audiences: Who do you need to reach to meet your objectives?**

The primary audiences for the National Infant Immunization Week campaign are:

- Parents and caregivers of children ages two or younger.
- Health care providers.

Within these broad audiences, focus on choosing priority audiences based on the objectives you set in [Step 1: Lay the Foundation](#). Keep in mind that you have limited resources – identify target audiences that are most likely to help you reach your objectives.

When choosing target audiences, think about various demographic characteristics (race/ethnicity, socio-economic status, age, geographic location, languages spoken), as well as other factors that might group people together, such as:

- Common behaviors (for example, mothers who participate in a faith community).
- Similar benefits or barriers to immunization (mothers who don't have access to transportation).



- Same level of readiness to have their children immunized ( i.e. first-time mothers).

Target Behaviors: What do you want them to do?

Once you've determined your target audiences, think about what you want them to do in order to meet the objectives you've set. It may not always be possible through NIIW activities, to directly increase immunization rates, as this may require long-term intervention at institutional and policy levels. You can, however, promote other actions that will lead to increased immunization. For example, NIIW activities might encourage parents and caregivers to:

- Learn more about the importance of infant immunization.
- Look at a Website to find a vaccination clinic near them.
- Call a hotline for more information about infant immunization and related services.
- Make an appointment with their infant's doctor.
- Encourage their friends to immunize their children.

## **SUGGESTED ACTIVITIES FOR 2011**

### **Immunization Outreach Activities**

In order to maintain the momentum of increased childhood and adult immunization strategies, the Pennsylvania Department of Health, Division of Immunizations has formulated plans to increase outreach to minority populations of the commonwealth including ethnic, economic and geographic disparate groups.

#### **I. Population Assessment**

- A. Focus outreach activities based on the 2008 identified Pockets of Need (PON) every two years.
- B. Refer to the Annual County Assessment for each county to determine the top two minority populations.
- C. Focus outreach activities on minority groups, along with at- risk populations for immunization coverage,(i.e. low or poverty-level populations).

#### **II. Health Partners**

- A. Determine immunization partners in each County Assessment that may participate in increasing immunization activity. Partners may include:
  1. Hospitals or clinics



2. Businesses/corporations that target parents of infants or children
3. Child care facilities
4. Colleges
5. Schools
6. Fraternal organizations (Lions Club, Rotary Club)
7. Local governments (County Commissioners)

B. Contact at least two immunization partners in each county to develop strategies promoting immunization.

### **III. Site Planning - Outreach means going out**

- A. Work with community partner(s) to determine the logistics for an information session or an immunization clinic.
- B. Select a site that is easily accessible and has high visibility.
  1. Coordinate times that work for employees such as break times or when a civic group meets.
  2. Coordinate the allotted time frame with the partner for the outreach activity.

### **IV Activity Planning**

- A. Initiate activity during NIIW, but continue, as appropriate, anytime during the calendar year.
- B. Focus on children 24 months and younger, their parents and caregivers.
- C. Be creative; outreach activities should not be routine events or clinics, but new and innovative.

### **V. Additional Resources**

- A. Enlist assistance from clerical or nursing staff as available.
- B. Contact local college with nursing program to determine if nursing students could be involved.
- C. Contact churches to have teen groups volunteer their time or complete service hours.
- D. Consider Boy/Girl Scouts who may have service badge requirements.

### **Infant and Children Outreach Activity Suggestions**

Every individual and community, large and small, can take an active role in the reduction and prevention of vaccine-preventable diseases and celebrate NIIW.



Harness the power of your community by bringing together local groups, organizations, businesses, hospitals, child care centers, churches, providers, political leaders and the media to plan local NIIW activities. Below are a few ways in which you and your community can participate in NIIW.

- Plan an NIIW kick-off event with your local partners that includes activities such as a news conference or an immunization fair to reach parents and attract media attention.
- Arrange for your mayor or County Commissioners to sign a NIIW proclamation.
- Organize an awards/appreciation luncheon or dinner to recognize community and business leaders who have demonstrated excellence in raising local immunization rates.
- Work with local churches, schools, social and civic organizations and businesses to develop a healthy neighborhood plan that includes promoting timely immunizations.
- Work with child- related business/restaurants to distribute immunization materials or place immunization messages on register receipts.
- Ask businesses with hold messages/music to place recordings of immunization messages while their customers are on hold.
- Identify community newsletters, bulletins, bulletin boards, local cable TV message boards and calendars and submit/post immunization messages.
- Organize a door-to-door educational campaign in Pocket of Need areas to raise awareness about the importance of timely immunization.
- Target activities geared towards families,(i.e. movies for children, circuses, Sesame Street performances). Hand out brochures, schedules, fliers, etc. at the main entrance.
- Work with your local zoo or kids museum to provide free admission with immunization record.
- Work with childcare facilities to distribute immunization information to parents.
- Work with health care providers to promote the Statewide Immunization Information System. Set a goal to recruit a set number of new practices to the registry in your area.
- Target factories that have a high number of minority workers and who have a family health fair day at work.
- Partner with local prisons and state correctional institutions to offer family day. Allow significant others and children to attend and receive information or immunization services.
- Partner with local library to have book readings targeting immunizations and enabling distribution of immunization materials.
- Coordinate a joint effort with local police, fire departments or child welfare agencies to provide fingerprinting and ID photo sessions during immunization clinic.
- Coordinate an effort with your local humane society to get your child and pet immunized at the same time.



## National Infant Immunization Week

April 23 - April 30, 2011

Love them. Protect them. Immunize them.

- Determine if Arbor Day (April 29, 2011) activities are occurring in your area and coordinate activities. Often during Arbor Day, free tree saplings are given away. Immunization information can be provided with the tree giveaways.
- Invite a local sports personality to an immunization clinic to sign autographs.
- Ask local businesses to include immunization information in employees' paychecks. (Sample letter and paycheck stuffer are included in this toolkit).
- Ask employers and businesses to include an immunization educational message with their payroll or billing notice (especially for utility companies, banks and credit card statements).
- Ask religious leaders to include messages about childhood immunization and disease prevention in their sermons, prayers and bulletin.
- Ask other minority groups and Hispanic faith leaders to announce National Infant Immunization Week and Vaccination Week in the Americas in their bulletins and newsletters. Also ask them to include immunization materials or print ads in their newsletters and bulletins or to distribute brochures during services and other events.
- Ask worship sites to provide fact sheets and coupons for free or reduced-cost immunizations through their bulletins, newsletters and at their nursery.
- Ask large companies to pay for placement of radio or newspaper ads about your program.
- Ask advertisers to include immunization print ads or reproducible art in their ads in local newspapers.
- Ask local businesses to print and distribute immunization materials, including "stuffers" in local coupon packets (offer a credit line on the materials acknowledging their donation).
- Establish an immunization education center in your office, at a local library, major worksites or other walk-in locations.
- Provide immunization brochures for distribution at baby product stores and health clinics
- Ask unions to distribute immunization materials to their members who are parents or caregivers.
- Ask merchants to display posters and tent cards, use bag stuffers for customers, include an immunization message on store receipts or make loudspeaker announcements.
- Prepare scoreboards or loudspeaker announcements for sports events, rodeos, concerts or bingo games.
- Ask elementary and secondary school clubs or art classes to design and construct banners or portable exhibits for use at community events.
- Send letters about your plans to the editors of state medical journals, other professional journals and local newspapers.
- Hold a breakfast for employers, religious leaders or media representatives and ask them to get involved with your activities.



- Prepare and distribute newsletter articles for employers, neighborhood associations, utility companies or other organizations with newsletters.
- Ask to speak at an organization's event, such as an Interfaith Alliance meeting, about the importance of infant immunizations.
- Ask producers of radio call-in shows and television public affairs shows to feature immunization activities; offer to provide background information on immunizations, sample questions and answers, as well as someone (i.e., a pediatrician, health department official or nurse) to interview.
- Arrange for a pediatrician or someone who represents your program to appear on a television or radio talk show.
- Ask retailers, banks or other merchants to sponsor an immunization event or seminar and to distribute educational information as a public service to their customers.
- Solicit local worship sites to ask their members with small children to bring in their immunization records. Recruit and train volunteers to check the immunization records and refer children to providers, if needed.
- Ask shopping mall management to sponsor a health fair, make room for an exhibit or provide space for a "questions and answers about immunization" table or booth.
- Hold an immunization poster contest for students and offer donated prizes. Exhibit poster entries in a mall, community center, library, local bus station or other public place frequented by your priority population.
- Create a resource kit on vaccine-preventable diseases and distribute at community events. Work with merchants to promote special gifts related to immunization for Mother's Day, Father's Day, Grandparent's Day and other special days or weeks.
- Acknowledge the coalition's partners at a special luncheon.
- Imprint balloons with the immunization message and logo to mark the spot at special events. Visit <http://www.cdc.gov/vaccines/events/niw> to download campaign logos.

### **Ideas for incentives to encourage immunization**

- Sugar-free lollipops with immunization information (lollipop sticks can be custom inscribed with such phrases as, "immunize today, immunize all kids," etc.)
- Safety plug outlet protectors printed with immunization messages.
- Offer free tickets to a ball game or movies for being up-to-date with immunizations.
- Provide incentive items to primary care providers with high HEDIS/EPST rates (i.e. lollipops, tickets, coupons as giveaways for children in their practice).
- Ask area restaurants to provide flyers or "freebies" for primary care providers to give to families when they get immunizations (free fries, salad, burger).
- Have clowns, face painting or balloons at clinics, schools, stores.



- Solicit businesses to provide coupons/discounts to local area attractions when consumers bring in their child's immunization record.
- Work with a local fast-food restaurant or chain to heighten awareness by printing immunization messages on tray place mats and window banners. The restaurant could offer food discounts with proof of immunization.
- Prepare scoreboards or loudspeaker announcements for sports events, rodeos, concerts or bingo games.
- Ask elementary and secondary school clubs or art classes to design and construct banners or portable exhibits for use at community events.
- Send letters about your plans to the editors of state medical journals, other professional journals and local newspapers.
- Hold a breakfast for employers, religious leaders or media representatives and ask them to get involved with your activities.
- Prepare and distribute newsletter articles for employers, neighborhood associations, utility companies or other organizations with newsletters.
- Ask to speak at an organization's event, such as an Interfaith Alliance meeting, about the importance of infant immunizations.
- Ask a local toy store to provide educational materials during National Infant Immunization Week and discounts with proof of immunization.
- Ask local shoe stores to disseminate immunization information during Back-to-School promotions. The store could also place banners in their windows, include supplements in their advertisements and offer discounts with proof of immunization. Offer the stores public recognition for their participation.
- Visit <http://www.cdc.gov/vaccines/events/niw> for print-ready banners.
- Ask employers to establish incentives for employees who are parents and caregivers to have their children vaccinated.

These activities are geared toward health care providers. Some of these activities require modest efforts, and others require more planning and organization.

- Encourage health care providers to remind parents/caregivers that vaccinations are due. Health care providers can call directly or use reminder cards to get children up-to-date on their immunizations.
- Hold special events and open houses at local hospitals, clinics or WIC sites. Arrange for county health department personnel and service group representatives to speak on local talk shows.
- Organize phone banks to educate providers and bring media attention to the issue. Ask unions or businesses to donate space and phones.
- Ask hospitals to include your program information in continuing medical education programs.
- Ask health care providers to record and play an immunization message to callers who are put on hold.



- Develop in-service training seminars at medical, health and social service agencies on keeping records and communicating with parents and caregivers about immunization.
- Ask local hospitals to provide new parents/caregivers with information and services to immunize their new baby.
- Recruit Medicaid managed-care organizations and ask them to educate their providers on the importance of communicating with parents and caregivers about infant immunization.
- Ask your managed care organization to co-sponsor a press conference demonstrating its support of your immunization effort and to raise awareness about the problem of missed opportunities.
- Organize a provider education and appreciation luncheon to inform providers about missed opportunities, the Standards for Pediatric Immunization Practices and contraindications to vaccination.

### **STEP 3: Plan Activities**

Now that you have selected activities for NIIW, it is time to begin planning. Planning for an NIIW event can be broken down into the following components:

- Establish a Planning Committee
- Draft a Program/Agenda
- Logistics
- Publicity
- Fundraising
- Evaluation

#### *Promotional Materials*

Creating promotional materials for your event helps reinforce your messages and sets the tone for your event. These may include:

- “Save the Date” cards
- Invitations
- Flyers
- Posters
- Fact sheets
- Banner to hang behind the podium
- Signs to direct participants on the day of the event
- Banners under your e-mail signature



## **STEP 4: Build Partnerships to Support Immunization Activities**

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 into the following components:

- Identifying the Right Partners
- Establishing Partnerships

### **Identifying the Right Partners**

There are many options for the types of groups with which you can partner and collaborate 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
- Local county school systems
- Colleges and universities

Before you start choosing partners, consider the following questions to help you clarify your goals for partnership and criteria for selecting partners:

- What additional resources will help you achieve your NIIW objectives?
- What types of partners can provide these resources?
- How much time and what resources can you allocate to managing partnerships?
- What do you want in a partner? What do you NOT want?

### **Establishing Partnerships**

Once you have identified a few potential partners, it is important to think through the following questions before approaching them.

The answers will help you to clarify the scope of collaboration, identify the benefits of the partnership and help you decide whether pursuing the partnership is the best course of action.

#### **For each potential partner:**

1. In what ways is their mission compatible with ours?



2. In what ways will this partnership help us each our NIIW Objectives?
3. What specific activities can we collaborate on? What would the role of partners be?
4. What potential barriers to partnership? How do we plan to overcome those barriers?
5. What risks might this partnership involve? How do we mitigate those risks?

If your organization has decided to pursue potential partners, it will be useful to develop a plan for approaching each partner and gaining their commitment to working with you. This requires connecting with the right people, understanding their goals and needs and fostering interest in collaboration.

Some things to include in this plan:

- Contact information for potential partner
- Proposed scope of the partnership
- Any questions you might have for the potential partner about their mission, goals, activities, resources, past partnerships, etc.
- Background information on your department, organization, or coalition
- Background information on NIIW

### **STEP 5: Evaluate Activities**

No matter what your resources are it's a good idea to assess your program periodically. This process of evaluation is well worth the effort.

Evaluation can help you:

- Make sure your program is on time, on budget and reaching your audience.
- Identify any program components that are not working so that you can make necessary improvements.
- Identify program activities that are successful so that you can celebrate achievements and share best practices.
- Make sure that cooperating organizations are doing what they promised and are satisfied with their roles.
- Provide evidence that you have reached your objectives.
- Strengthen future programs.

In Step 1, you set objectives for your NIIW activities. Using these objectives, develop indicators to measure your progress.



Here are a number of methods to gather information to assess your indicators:

### **Monitor Your Program Timetable**

Check periodically to ensure that deadlines are being met and resources used efficiently.

- Are activities taking place when scheduled? If not, examine procedures.
- Do you need to make schedules more realistic or to assign more people to a certain task?

### **Monitor Materials Dissemination**

Track the number of materials being distributed to your audience at the various spots you chose for dissemination, such as health fairs or local merchants. For example, how many of the brochures left at the pediatrician's office have been taken? If the number seems low, try to make adjustments. Are they in an out-of-the-way spot? Could they be moved to a higher traffic area?

### **Track and Analyze Media Coverage**

Scan newspapers and monitor radio and television programs to track your program coverage.

- How many articles, editorials, or letters have been published by the newspapers you contacted?
- How often has a radio station used the live announcer copy you sent?

If media coverage seems low, call your media contacts to remind them of the importance of your program. Ask whether they need different formats or other kinds of information.

### **Monitor Audience Response**

To learn whether you are reaching your audience, you could track the number of people who respond as a result of your activities. Measures might include:

- The number of people who participated at your NIW events.
- The number of vaccinations provided at health clinics and other outlets you targeted.
- The size of audiences at presentations.
- The number of callers who reference your materials.



Keep track of the kinds of questions people ask to help you design future activities that meet audience needs.

### **Obtain Feedback**

Ask for feedback from partnering organizations, volunteers and other participants. Give them a chance to comment on their involvement with your organization or a particular NIIW activity. A brief evaluation form could ask:

- What worked particularly well?
- Which areas need improvement?
- How can improvements be made?
- What would they be willing to do next?

### **Use Evaluation Results**

Whatever form of evaluation you choose, be sure to use the results. Modify procedures and look for more effective ways to distribute materials, shift resources, attract media or make other refinements as necessary. Above all, share your successes and lessons learned. Writing and speaking about your program is a good way to make other community groups and professionals more aware of immunization and National Infant Immunization Week and Vaccination Week in the Americas. Don't forget to let national and local child health organizations know about your program.

### **What's Next?**

After the initial push during NIIW, many organizers find that the initial enthusiasm for the program wanes. Immunization education in your community will require sustained attention. Assess the strengths and weaknesses of your accomplishments, think about how your community's needs and interests may have changed, and consider the following activities:

- Publicize your successes and visibly show your appreciation to your sponsors and participants. Publicize your results and plan for ongoing activities, including next year's NIIW event.
- Approach potential sponsors who were not able to help before. Tell them about your successes and ask for a commitment in the next phase of your program.
- Broaden or repeat the activities that seem to work best. Focus on integrating immunization education into existing programs.



### **NIW SAMPLE RADIO PSA**

Serious diseases such as measles, mumps and whooping cough are still a threat to children. Vaccination is one of the best ways to protect your child from vaccine-preventable diseases. Make sure your child is up-to-date with his or her vaccinations by checking with your health care provider. For more information call 1-877 PA Health. A public health message from the State Health Center County Municipal Health Department.



## National Infant Immunization Week Sample Press Release

### National Infant Immunization Week Urges Parents to Vaccinate

Over One Million U.S. Children Are Not Adequately Immunized

Contact: **(Name and telephone number)**

#### For Immediate Release

The Pennsylvania Department of Health and **(local area)** will kick off National Infant Immunization Week (NIIW), April 23- 30, 2011, at **(location and time of events)**.

“Outstanding progress has been made in immunization coverage rates for children with coverage at the highest level ever recorded for most vaccines. However, there is still much work to be done.” Over a million of our nation’s children are not adequately immunized. And approximately 39 percent of two year-old children in Pennsylvania are not up-to-date for all recommended vaccines. Each year, more than 130,000 children are born in Pennsylvania, and each child is in need of protection from diseases. Infants and young children are particularly vulnerable to many serious illnesses and diseases. Immunizations are the best way for parents to protect the health of their children for a lifetime.

Disease-causing viruses and bacteria are still circulating, and there are incidents of reemergence of diseases. For example, pertussis or whooping cough is a highly contagious vaccine-preventable disease that has seen a substantial increase in reported cases among children. Hospitalizations and complications of pertussis are most common among infants aged six months and younger. Many of today’s parents have never seen the types of disease that modern immunizations prevent. However, these illnesses are serious and still pose a threat. (The good news is that immunizations has never been safer, or easier, than it is today and the Department of Health is seeing an increase in coverage rates).

NIIW is an annual observance that emphasizes the need to fully immunize children 24 months and younger against 14 vaccine-preventable diseases. For more information on NIIW or where to get immunizations for your children, contact **(contact information: name, website, and phone)**.



## **SAMPLE PAYCHECK STUFFER REQUEST**

Dear Mr. or Ms.

Thousands of children become sick annually from diseases that could have been prevented by recommended childhood immunizations. Countless more miss time from school and child care because they are under-immunized or inappropriately immunized. The Pennsylvania Department of Health and (Local Area) are working to reduce vaccine-preventable diseases, but we need your help. Each year in April, the Pennsylvania Department of Health along with the Centers for Disease Control and Prevention (CDC), sponsors National Infant Immunization Week (NIIW), an initiative to raise awareness about the importance of childhood immunizations.

We invite you to become a partner in this effort by sharing information about immunization requirements and services. By including the enclosed “Paycheck Stuffer” in checks during a pay period around the week of April 23, 2011, you will alert your employees about NIIW and the availability of immunization services. Further, it will establish (**Name of Company**) as a partner in health promotion and a champion for children’s health.

We appreciate your consideration of this invitation and will call you in the coming weeks to discuss this request. Should you need to speak with me before that time, please call (**Contact name and Number**). I look forward to working with you.

Sincerely,

**Your Name and Title**



## SAMPLE DONATION REQUEST

Dear (*INSERT RECIPIENT INFORMATION HERE*)

Thousands of children become ill annually from diseases that could have been prevented by recommended childhood immunizations. Countless more miss time from school and child care because they are under-immunized or inappropriately immunized. The **NAME OF COUNTY/COALITION** is working to reduce vaccine-preventable diseases, and we need your help.

Each year in April, the Pennsylvania Department of Health, along with Centers for Disease Control and Prevention, sponsors National Infant Immunization Week (NIIW), an initiative to raise awareness about the importance of childhood immunizations. The **NAME OF COUNTY/COALITION** will join immunization programs across the nation in observing NIIW by **DESCRIBE PLANNED ACTIVITIES** on **PROVIDE DATE(S) OF EVENTS**.

We invite you to become our partner in reducing vaccine-preventable diseases by donating **SPECIFY DONATION REQUEST AND PLANNED USE FOR DONATED ITEM/SERVICES**. Your generosity will inspire families to attend this event(s) and establish **NAME OF PROSPECTIVE DONOR** as a champion for children's health.

I appreciate your consideration of this invitation and will call you in the coming weeks to discuss this request. Should you need to speak with me before that time, call XXX-XXXXXXX. I look forward to working with you.

Sincerely,  
**YOUR NAME AND TITLE**



### NIIW SAMPLE PROCLAMATION

Whereas: Vaccines are among the 21st Century's most successful and cost-effective public health tools available for preventing disease and death.

Whereas: State and national immunization coverage levels are at or near record highs for most vaccines, and most vaccine-preventable diseases have been reduced by 99 percent or more since the introduction of vaccines.

Whereas: Children need a series of vaccinations, starting at birth, to be fully protected against 14 potentially serious diseases.

Whereas: Immunizations are one of the most important ways parents can protect their children against serious diseases.

Whereas: National Infant Immunization Week (NIIW) focuses local, state and national attention on the importance of proper immunization for infants and toddlers 24 months and under.

Whereas: In the (17) years since its inception, National Infant Immunization Week (NIIW) has served as a call to parents, caregivers and health care providers to participate in activities and recognition events to increase the awareness of immunizing children before their second birthday.

Whereas: The week of April 23-30, 2011, has been declared National Infant Immunization Week to help promote that children have all their vaccinations by the age of two.

NOW, THEREFORE, I, **(Mayor/County Commissioner)** of **(City/County)**, do hereby proclaim the week of April 23-30, 2011, as INFANT IMMUNIZATION AWARENESS WEEK IN **(City/County)** and encourage businesses, government agencies, national organizations, community-based organizations and service groups to spread the immunization message throughout their communities. I also encourage public and private health care providers, parents and children's caregivers in this **(City/County)** to advance the health of children by ensuring early and on-time immunization against vaccine preventable childhood diseases.

DATED:

Signed by **(Mayor/County Commissioner)** \_\_\_\_\_



## RESOURCES

- Baby's First Year Pocket Calendar English
- Baby's First Year Pocket Calendar Spanish
- Certificate of Immunizations (School Immunization Cards green/white)
- Childcare Rack Card
- Immunizations It's Worth the Shot brochure (replaced Stay on Track Rack Card)
- PA Immunization Card (Health Passports)
- PA School Immunization Requirements Rack Card (English)
- Questions Parents Ask About Baby Shots Brochure
- Stop Hepatitis B Rack Card
- VFC Program Rack Cards
- Whooping Cough Booklet

## VACCINE INFORMATION STATEMENTS (VIS)

- |   |          |
|---|----------|
| ● VIS – Diphtheria/ Tetanus/Pertussis (DTaP/DT)           | 05/17/07 |
| ● VIS – Haemophilus Influenzae Type b (Hib)               | 12/16/98 |
| ● VIS – Hepatitis B (HBV)                                 | 07/18/07 |
| ● VIS – Hepatitis A                                       | 03/21/06 |
| ● VIS – Measles/Mumps/Rubella (MMR)                       | 03/13/08 |
| ● VIS – Measles/Mumps/Rubella/Varicella (MMRV)            | 05/21/10 |
| ● VIS – Pneumococcal Conjugate (PCV7)                     | 12/09/08 |
| ● VIS – Pneumococcal Conjugate (PCV13)                    | 04/16/10 |
| ● VIS – Polio (IPV)                                       | 01/01/00 |
| ● VIS – Tetanus/Diphtheria/(Pertussis) (Td/Tdap)          | 11/18/08 |
| ● VIS – Rotavirus (RV)                                    | 12/06/10 |
| ● VIS – Meningococcal (MCV4)                              | 01/28/08 |
| ● VIS – Varicella (Chickenpox)                            | 03/13/08 |
| ● VIS – Seasonal Inactivated Influenza Vaccine (TIV)      | 08/10/10 |
| ● VIS – Live,Seasonal Intranasal Influenza Vaccine (LAIV) | 08/10/10 |



**National Infant Immunization Week**

April 23 - April 30, 2011

Love them. Protect them. Immunize them.

**Outreach Review Form**

Please complete this form, briefly describing any activities conducted during this year's NIIW. Return completed form via e-mail to the Division of Immunizations at [aahrip@state.pa.us](mailto:aahrip@state.pa.us) or via telephone fax at (717) 441-3801.

<b>County/Municipal Coalition:</b>	<b>Form Completed by:</b>
Did your county/coalition conduct any activities during this year's NIIW?	<input type="checkbox"/> Yes (If yes please fill out Activities Section below) <input type="checkbox"/> No

<b>Activity:</b>
<b>Location:</b>
<b>Number of Participants:</b>
<b>Promotional Items distributed (kinds of materials):</b>
<b>What was successful about this event?</b>
<b>What areas of improvement were identified?</b>
<b>Recommendations (Would you recommend this project to others? Would you repeat this project in the future?):</b>
<b>Activity:</b>
<b>Location:</b>
<b>Number of Participants:</b>
<b>Promotional Items distributed (kinds of materials):</b>
<b>What was successful about this event?</b>
<b>What areas of improvement were identified?</b>
<b>Recommendations (Would you recommend this project to others? Would you repeat this project in the future?):</b>