

**Pennsylvania Department of Health  
Division of Immunizations  
National Infant Immunization Week  
Campaign Kit  
April 20 –27, 2013**





# NIIW Campaign Kit 2013

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# NIIW Campaign Kit 2013

## BACKGROUND OF NATIONAL INFANT IMMUNIZATION WEEK (NIIW)

National Infant Immunization Week is an annual observance to promote the benefits of immunizations and to improve the health of children 2 years old or younger. NIIW is part of a broad global initiative with the World Health Organization Regions of the Americas, Europe, Eastern Mediterranean, Western Pacific and Africa to promote vaccination through education and communication activities. Since 1994, local and state health departments, national immunization partners, healthcare professionals, community leaders from across the United States, and the Centers for Disease Control and Prevention (CDC) have worked together through NIIW to highlight the positive impact of vaccination on the lives of infants and children and to call attention to immunization achievements.

## OVERVIEW

NIIW, set for April 20-27, 2013, will be celebrated as part of World Immunization Week (WIW), an initiative of the World Health Organization (WHO) scheduled for April 24-30, 2013. During WIW, all six WHO regions, including more than 180 member states, territories and areas, will simultaneously promote immunization, advance equity in the use of vaccines and universal access to vaccination services, and enable cooperation on cross-border immunization activities in April 2013.

As part of WIW, NIIW will be held in conjunction with the Pan American Health Organization's (PAHO) Vaccination Week in the Americas (VWA). Communities across the Western hemisphere will participate in awareness and education events, planned in conjunction with state and local health departments, PAHO and the United States-Mexico Border Health Commission.

Several important milestones already have been reached in controlling vaccine-preventable diseases among infants worldwide. Vaccines have drastically reduced infant death and disability caused by preventable diseases in the United States.

It's easy to think of these as diseases of the past, but the truth is they still exist. Children in the United States continue to get some of these diseases. For example, in 2012, more than 50 people were reported to have measles. In addition, in 2012, preliminary data from CDC reports more than 41,000 cases of whooping cough (pertussis) in the US, including 18 deaths. Most of these deaths were in children younger than 1 year old. This was the highest number of pertussis cases in any one year in the US since 1955.



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## NIIW KEY POINTS:

NIIW 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 healthcare providers;
- Remind parents and caregivers they need to make and keep needed immunization appointments; and
- 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 healthcare providers to talk with parents and caregivers about immunization services and options; and
- 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:

- Lay the foundation: review past and existing programs, assess needs and resources and determine clear objectives;
- Select activities: avoid rushing to activities, follow a systematic and evidence-based process to identify and select activities that will effectively meet your objectives;
- Plan activities: turn ideas into action by establishing clear steps to take you from site selection to post-event follow up;
- Build partnership support for immunization activities: expand your partnerships and work with media to support and maximize the reach of your activities; and
- 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 your 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?
  
- 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 healthcare providers;
    - Resources available for NIIW; and
    - Staff time, funding, facilities, expertise and partners.
  - What resources are available in the community for infant immunization?
    - Local hospitals
    - Community health clinics
    - Volunteer organizations (Rotary, Kiwanis, etc.)
    - Businesses
    - Media
    - Local affiliates of national and state immunization-related organizations
    - Organization serving specific groups (ethnic, religious, professional).

## STEP 2: SELECT ACTIVITIES

- Target Audiences: Who do you need to reach to meet your objectives?
  - Parents and caregivers of children ages 2 or younger
  - Healthcare providers
  - Consider:
    - 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
  
- Target Behaviors: What do you want them to do?
  - 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; and
  - Encourage their friends to immunize their children.

## STEP 3: PLAN ACTIVITIES

Planning for an NIIW event can be broken down into the following components:

- Establish a planning committee;
- Draft a program/agenda;
- Determine logistics;
- Think about type of publicity;
- Coordinate fundraising; and
- Conduct an evaluation.

Promotional Materials 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; and
- Banners under your email signature.

## STEP 4: BUILD PARTNERSHIPS TO SUPPORT IMMUNIZATION ACTIVITIES

Potential partners:

- Consider:
  - In what ways is their mission compatible with ours?
  - In what ways will this partnership help us with each of our NIIW Objectives?
  - What specific activities can we collaborate on?
    - What would the role of partners be?
  - What potential barriers exist to partnership?
    - How do we plan to overcome those barriers?
  - What risks might this partnership involve?
    - How do we mitigate those risks?

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;
  - Their mission, goals, activities, resources and past partnerships; and
  - Your background information and NIIW information.

## 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.
  - Track and analyze media coverage.
  - Monitor audience response.
  - Obtain feedback.
  - Use evaluation results.
  - Determine what's next?

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## NIIW SUGGESTED ACTIVITIES FOR 2013

Every individual and community, large and small, can take an active role in the reduction and prevention of vaccine-preventable diseases and celebrating 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 a NIIW kick-off event with your local partners that includes activities such as a news conference or an immunization fair that will encourage the participation of parents and attract media attention.
- Work with local churches, social and civic organizations, and businesses to develop a healthy neighborhood plan that includes promoting timely immunizations.
- Organize an awards/appreciation luncheon or dinner to recognize leaders who have demonstrated excellence in raising immunization rates.
- Organize outreach activities to enroll local healthcare providers in the Statewide Immunization Information System (SIIS).
- Form a speaker's bureau consisting of local providers, political leaders and clergy to give seminars and presentations promoting immunization.
- Ask businesses with hold messages/music on their phones to provide recordings of infant immunization messages while their customers are on hold.
- Identify community newsletters, bulletins, bulletin boards, local cable TV message boards and calendars and submit infant immunization messages.
- Place a public service announcement on a local radio show on the importance of immunizations across the life span.
- Target local fairs, amusement parks and community projects to hand out brochures, schedules, fliers, etc., at the event.
- Solicit businesses to provide coupons/discounts to local area attractions when consumers bring in their immunization record.
- Invite daycares and preschools to attach a brochure/parent immunization flyer to report cards.
- Join health blogs and spark discussions about infant immunizations.
- Contact local colleges with nursing programs to determine if nursing students could be involved.
- Contact churches to have teen groups volunteer their time or complete service hours.
- Organize a door-to-door educational campaign in pocket of need areas to raise awareness about the importance of timely immunization.
- Coordinate a joint effort with local police, fire departments or child welfare agencies to provide fingerprinting and ID photo sessions during an immunization clinic.



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## NIIW SAMPLE RADIO PSA

### 15-second PSA spot:

Immunization is one of the best ways for parents to protect their children against serious diseases. Parents are encouraged to talk to their child's doctor to ensure that their infant is up-to-date on immunizations.

This is a public health message from the (SHC, District, CMHD, Coalition).

### 20-second PSA spot:

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.

This is a public health message from the (SHC, District, CMHD, Coalition).

### 30-second PSA spot:

Parents, you can help your children be 100 percent up-to-date on their immunizations. In doing so, you get extra credit for protecting them and everyone else. Immunizations are important because they will protect you, your family and friends as well as your community. Please see a medical provider and make sure everyone in your family is up-to-date on their immunizations today.

Together, we can all stay healthy.

This is a public health message from the (SHC, District, CMHD, Coalition).



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## NATIONAL INFANT IMMUNIZATION WEEK SAMPLE PRESS RELEASE

### **PRESS RELEASE FOR IMMEDIATE RELEASE**

**Contact: [Name, Title]  
[Name of Organization]  
[Telephone Number]  
[Email Address]**

The Pennsylvania Department of Health and **(local area)** will kick off National Infant Immunization Week (NIIW), April 20-27, 2013, 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 according to the Center for Disease Control. However, there is still much work to be done.” Over a million of our nation’s children are not adequately immunized. And approximately 31 percent of Pennsylvania children aged 19-47 months 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 disease. 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 vaccine-preventable diseases are coming back. 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 from pertussis are most common among infants aged 6 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 have never been safer, or easier, than they are 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)**.



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## 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. 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 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***



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## 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; and,

**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; and,

**WHEREAS** children need a series of vaccinations, starting at birth, to be fully protected against 14 potentially serious diseases; and,

**WHEREAS** immunizations are one of the most important ways parents can protect their children against serious diseases; and,

**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; and,

**WHEREAS**, in the 18 years since its inception, National Infant Immunization Week (NIIW) has served as a call to parents, caregivers and healthcare providers to participate in activities and recognition events to increase the awareness of immunizing children before their second birthday; and,

**WHEREAS** the week of April 20-27, 2013, has been declared National Infant Immunization Week to help encourage children to get all their vaccinations by the age of 2.

**Now, therefore, be it proclaimed** that I, **[Elected Official]**, as **[Title]** of the **[city/county/state]** do hereby proclaim the week of April 20-27, 2013, as National Infant Immunization Week in **[city/county/state]**. I urge parents 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 healthcare 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.

Given at **[location]**, this **[day]** of **[month]**, 2013.

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## SAMPLE E-CARDS

### [CDC Health e-Cards](#)

CDC has more than 100 free Health-e-Cards (or "electronic greeting cards") to send to friends, family and co-workers! Simply select a CDC Health-e-Card, type in an email address and name, and send a colorful greeting that encourages healthy living.



### [CDC-TV Video](#)

Get the Picture: Childhood Immunizations

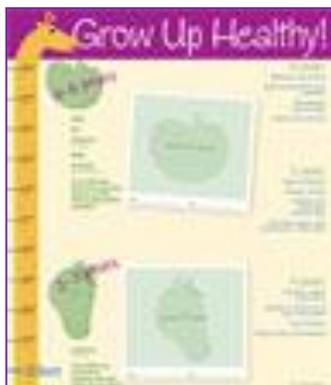
View this video on [CDC-TV](#)

Running Time: 6:27 mins

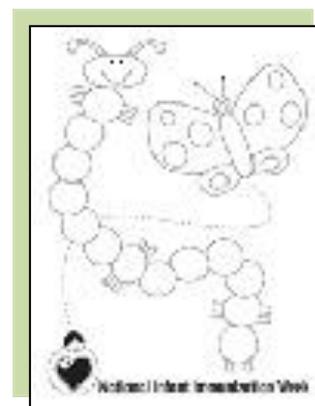


CDC-TV video helps answer the tough questions that real moms have about childhood immunizations. Understanding the importance of vaccines is crucial for you to protect your children's health.

### [CDC NIIW Materials](#)



Growth Chart



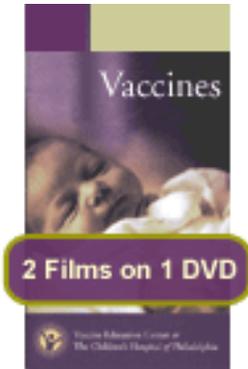
Coloring Page



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## SAMPLE VACCINES DVD

Watch: [Vaccines and Your Baby](#), [Vaccines: Separating Fact from Fear](#)



## Immunization Clings

[English](#)(PDF)

[Spanish](#)(



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## SAMPLE EDUCATIONAL RESOURCES FOR PROVIDER AND PARENTS

### FOR PARENTS AND CAREGIVERS



This outlines possible risks for parents who choose to delay or decline a vaccine and offers steps for parents to take to protect their child, family and others.

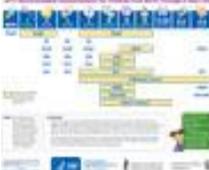
### UNDERSTANDING HOW VACCINES WORK



### ENSURING THE SAFETY OF VACCINES IN THE UNITED STATES



### PARENT VERSION OF RECOMMENDED IMMUNIZATIONS





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SAMPLE PREPRINTED POSTERS AVAILABLE FROM CDC

Help him fight measles with the most powerful defense.



In the battle against whooping cough, she needs more than cute.



Mi vida... hoy celebramos tu segundo cumpleaños.





## Surround Your Baby With A Vaccinated Family

VACCINATE YOUR FAMILY MEMBERS AGAINST PERTUSSIS (WHOOPIING COUGH)

### What Is Pertussis?

- Pertussis is a serious disease. Symptoms can include: a runny nose, mild fever and a cough. The cough then turns into severe coughing fits and can last six or more weeks.
- Did you know that pertussis is especially dangerous in newborns because they are too young to receive the pertussis vaccine?
- The disease causes infants to cough so much, that some have trouble breathing, leading to hospitalization and potentially death.

### Not Just Kids Are At Risk

- Pertussis easily spreads from person to person, family member to family member.
- Family members can unknowingly spread pertussis to the most vulnerable, your own babies.
- Anyone that has not been vaccinated against pertussis (Tdap vaccine) is at a higher risk of getting pertussis and passing it on to an infant or child.

### Protect Your Family

- Vaccinate family members with a Tdap vaccine to protect against pertussis.
- Don't forget that this includes your teens, grandparents and close family friends.
- Talk to your doctor or call your health plan for Tdap vaccine information.



**LOCATE** a Tdap vaccine

**CALL** 1(800)352-3792

**VISIT** [WhyImmunize.org](http://WhyImmunize.org)

## SAMPLE FLYERS AND REMINDER CARDS

# Is Your Child Protected?



## Facts about baby shots:



### Does my child really need baby shots?

- Yes! Baby shots help a child's immune system to do its work.
- If your child is not immunized they aren't protected...neither is the community.
- Talk to your doctor to find out what shots your child needs. If they are behind, ask about a catch-up schedule.
- Remember, teens need shots too! Visit [WhyImmunize.org](http://WhyImmunize.org) for more information.

### How do I keep track of my child's baby shots?

- All children are required to show a complete baby shot record before entering school or child care.
- All immunizations should be recorded in a **Lifetime Immunization Record**.
- Ask your doctor to keep your child's ASIIS record up to date.
- Take your child's immunization record to *every* doctor visit.

### Are baby shots safe for my child?

- Your child might experience a temporary mild fever or soreness where the shot was given.
- It is rare for a child to have a serious reaction to a baby shot.
- Scientific studies have found **no relationship** between vaccines and autism.
- Thimerosal was removed from baby shots in 2000.
- Visit [WhyImmunize.org/Vaccine-Safety](http://WhyImmunize.org/Vaccine-Safety) for more information.

### What if my child is sick?

- Talk to your doctor. It is still okay for your child to get shots if he or she has a mild fever, a cold or diarrhea. The shots will not make your child sicker but will protect him or her against that vaccine preventable disease.

## Get baby shots on time to protect your child from 14 serious diseases.

Birth	2 months	4 months	6 months	12-18 months	24 months	4-6 yrs
HepB	HepB	Rota	HepB			
	Rota	Rota	Rota <sup>1</sup>			
	DTaP	DTaP	DTaP	DTaP		DTaP
	Hib	Hib	Hib	Hib		
	PCV13	PCV13	PCV13	PCV13		
	IPV	IPV		IPV		IPV
			Influenza <sup>2</sup>	Influenza <sup>2</sup>	Influenza <sup>2</sup>	Influenza <sup>2</sup>
				MMR		MMR
				VAR		VAR
				HepA	HepA	

<sup>1</sup> If Rotarix is administered at ages 2 and 4 months, a dose at 6 months is not indicated.

<sup>2</sup> Annually. Children under 9 years of age receiving flu vaccine for the first time should receive 2 doses at least one month apart. If a child under 9 years of age only receives one dose in the first season, he/she should receive two doses the next season.

This schedule is recommended by the Centers for Disease Control and Prevention (CDC) as of February 2011. It applies to children who receive their shots on time and in the United States.

## Baby shots protect your child from these serious diseases:

**Diphtheria (DTaP)** a severe throat infection that makes it very hard to swallow and breathe.

**Haemophilus influenzae type B (Hib)** joint, eye, ear and lung infections, and meningitis which can lead to brain damage.

**Hepatitis A (HepA)** a virus that causes liver disease, tiredness, loss of appetite, stomach pain, dark urine and jaundice (yellowing of skin and eyes).

**Hepatitis B (HepB)** a virus that causes liver infection that can lead to liver damage, liver cancer or liver failure.

**Influenza (Flu)** muscle soreness, sore throat, extreme fatigue, cough, headache, and can cause breathing difficulties.

**Measles (MMR)** a high fever, rash, pink eye and cold-like symptoms. It can lead to hearing loss, breathing problems, pneumonia and brain damage.

**Mumps (MMR)** painful swelling of the cheeks and jaw, headache and fever. It can lead to hearing loss, swelling of the brain and spinal cord, and brain damage.

**Pertussis (Whooping Cough)(DTaP)** a severe cough, runny nose and fever. The coughing fits can cause breathing difficulties and may lead to hospitalization.

**Pneumococcal Disease (PCV13)** pneumonia; fever; difficulty breathing; cough; blood infection AND meningitis: infection of the lining around the brain and spinal cord.

**Polio (IPV)** can cause lifelong paralysis and deformity.

**Rotavirus (Rota)** severe diarrhea, fever and vomiting leading to dehydration and hospitalization.

**Rubella (German Measles) (MMR)** a fever and rash on the face and neck. A pregnant woman who gets rubella can lose her baby, or have a baby with severe birth defects.

**Tetanus (Lockjaw)(DTaP)** stiffness in neck, painful muscle spasms and breathing difficulties.

**Varicella (Chicken Pox) (VAR)** fever, tiredness and an itchy, blister-like rash. Infected blisters can cause serious illness.

For more information talk to your healthcare provider,  
local public health department or call/visit:

CDC National Immunization Hotline: 1-800-CDC-INFO (1-800-232-4636)

[WhyImmunize.org](http://WhyImmunize.org) for immunization information, Ask the Expert forum and additional resources.



Front  
of  
Card

It's time to bring your child back!

¡Es tiempo de que traiga a su niño!




Back  
of  
Card

Keep your child protected.  
Proteja a su niño.

Your child needs:  Well Child Visit  
Su niño necesita:  Un Visita de Salud

Immunizations  
Vacunas

Other  
Otro

Please call to set up an appointment for your child.  
Por favor, llámenos para hacer una cita para su niño.

Appointment Date/Time - Fecha/Horario \_\_\_\_\_

Discover [WhyImmunize.org](http://WhyImmunize.org)





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## NIIW RESOURCES

- [Centers for Disease Control and Prevention NIIW](#)
- [CDC Vaccines and Vaccine-Preventable Disease](#)
- [Pertussis](#)
- [Pennsylvania Immunization Coalition](#)
- [The Arizona Partnership for Immunization \(TAPI\)](#)
- [Pennsylvania Department of Health](#)
- [CDC Health E-cards](#)
- [National Foundation for Infectious Diseases](#)
- [Spanish Immunization Website](#)
- [Vaccine Information Statements](#)
- [CDC Materials for Parents and Providers](#)
- [Parents of Kids with Infectious Diseases](#)
- [CHOP Vaccine Information Center](#)
- [Pennsylvania Immunization Education Program](#)
- [Pennsylvania American Academy of Pediatrics](#)
- [U.S. Department of Health and Human Services](#)

## IMMUNIZATION INFORMATIONAL MATERIALS

Immunization information is available from the Pennsylvania Department of Health (PA DOH).

Materials available for distribution include:

- Baby's First Year Pocket Calendar English
- Childcare Rack Card
- Immunizations It's Worth the Shot Brochure
- 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 Card

***To order Immunization materials contact:***

- Pa DOH 717-787-5681 or <http://www.health.state.pa.us/immunizationSchedules>

## 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)                                 | 02/02/12 |
| ● VIS - Hepatitis A                                       | 10/25/11 |
| ● VIS - Measles/Mumps/Rubella (MMR)                       | 04/20/12 |
| ● VIS - Measles/Mumps/Rubella/Varicella (MMRV)            | 05/21/10 |
| ● VIS - Pneumococcal Conjugate (PCV13)                    | 02/27/13 |
| ● VIS - Polio (IPV)                                       | 11/08/11 |
| ● VIS - Rotavirus (RV)                                    | 12/06/10 |
| ● VIS - Varicella (Chickenpox)                            | 03/13/08 |
| ● VIS - Seasonal Inactivated Influenza Vaccine (TIV)      | 07/02/12 |
| ● VIS - Live,Seasonal Intranasal Influenza Vaccine (LAIV) | 07/02/12 |



# NIIW Campaign Kit 2013

## OUTREACH OVERVIEW PRE-PLANNING FORM

Please complete this form, briefly describing any activities planned for this year's NIIW. Return completed form via email to Patti Matlock, [pmatlock@pa.gov](mailto:pmatlock@pa.gov), or fax to 717-441-3801.

<b>Organization:</b>	<b>Form Completed by:</b>
Did your 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

### Activities

<b>Date and activity:</b>
<b>Location:</b>
<b>Anticipated number of participants:</b>
<b>Promotional items distributed (type of material):</b>

<b>Date and activity:</b>
<b>Location:</b>
<b>Anticipated number of participants:</b>
<b>Promotional items distributed (type of material):</b>

<b>Date and activity:</b>
<b>Location:</b>
<b>Anticipated number of participants:</b>
<b>Promotional items distributed (type of material):</b>



# NIIW Campaign Kit 2013

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## OUTREACH OVERVIEW POST-PLANNING FORM

Please complete this form, briefly describing any activities conducted during this year's NIIW. Return completed form via email to Patti Matlock, [pmatlock@pa.gov](mailto:pmatlock@pa.gov), or fax to 717-441-3801.

<b>Organization:</b>	<b>Form Completed by:</b>
Did your 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

### Activities

<b>Date and activity:</b>
<b>Location:</b>
<b>Actual number of participants:</b>
<b>Lessons learned:</b>

<b>Date and activity:</b>
<b>Location:</b>
<b>Actual number of participants:</b>
<b>Lessons learned:</b>

<b>Date and activity:</b>
<b>Location:</b>
<b>Actual number of participants:</b>
<b>Promotional items distributed (type of material):</b>