



Maine Center for Disease
Control and Prevention

An Office of the
Department of Health and Human Services

Paul R. LePage, Governor

Mary C. Mayhew, Commissioner

Department of Health and Human Services
Maine Center for Disease Control and Prevention
286 Water Street
11 State House Station
Augusta, Maine 04333-0011
Tel.: (207) 287-8016; Fax: (207) 287-9058
TTY Users: Dial 711 (Maine Relay)

August 2013 Volume 1, Issue 11



national
IMMUNIZATION
awareness month

August is National Immunization Awareness Month (NIAM). The purpose of this observance is to highlight the importance of immunizations, one of the top 10 public health accomplishments of the 20th Century, according to the Centers for Disease Control & Prevention.

While immunizations have significantly reduced the incidence of many serious infectious diseases, vaccination rates for some diseases are not meeting national public health goals. We need to remind people that immunizations aren't just for children. They are needed throughout our lifetime.

The National Public Health Information Coalition (NPHIC) has assembled a NIAM communication toolkit with assistance from CDC's National Center for Immunization and Respiratory Diseases. The toolkit is designed to help public health information officers, immunization program managers, health care professionals, advocates and partner organizations work together during August to communicate about the importance of immunizations.

Three messages are central throughout the toolkit:

1. Vaccines are an important step in protecting against serious, and sometimes deadly diseases.
2. Vaccines are recommended throughout our lives.
3. A strong provider recommendation is one of the best ways to ensure patients get the vaccinations they need when they need them.

The toolkit, which can be found at www.nphic.org/niam is structured to highlight the importance of immunizations for a different population each week of the month:

- Week 1: Off to College (young adults age 19-26)
- Week 2: Back to School (children, pre-teens and teens)
- Week 3: Not Just for Kids (adults age 19+)
- Week 4: A Healthy Start (babies from birth to age 2 and pregnant women)

The toolkit contains a number of resources for each week:

- Key messages (including Facebook posts and Tweets)
- Vaccine information
- Sample news releases and articles
- Web links and resources from CDC and other organizations

You can find the toolkit at:

www.nphic.org/niam

Week 1: August 4-10



www.nphic.org/niam/college

Week 2: August 11-17



www.nphic.org/niam/children

Week 3: August 18-24



www.nphic.org/niam/adults

Week 4: August 25-31



www.nphic.org/niam/healthystart

If you have any questions, please contact the Maine Immunization Program at:

Phone :

(207) 287-3746 or

(800) 867-4775

Email :

www.ImmunizeME.DHHS@maine.gov

