



## National Infant Immunization Week

### Sample Key Messages

- **National Infant Immunization Week (NIIW) highlights the importance of protecting infants and young children from vaccine-preventable diseases** and celebrates the achievements of immunization programs who promote healthy communities throughout the U.S. NIIW is April 25-May 2, 2020.
- **Most parents choose the safe, proven protection of vaccines.** Giving babies the recommended vaccinations by age two is the best way to protect them from 14 serious childhood diseases, like whooping cough (pertussis) and measles. Parents are encouraged to talk to their child's doctor or nurse to ensure that their baby is up-to-date on vaccinations.
- **Vaccines are among the most successful and cost-effective public health tools available for preventing disease and death.** They not only help protect vaccinated individuals, but also help protect entire communities by preventing and reducing the spread of infectious diseases. Among children born during 1994-2018, vaccination will prevent an estimated 419 million illnesses, 26.8 million hospitalizations, and 936,000 deaths over their lifetimes.
- **Vaccination is a shared responsibility.** Families, healthcare professionals, and public health officials must work together to help protect the entire community.
- **Most parents are confident in the safety and effectiveness of vaccines.** However, the spread of misinformation has put some communities at risk. When misinformation circulates, vaccination coverage can fall and increase the risk for vaccine-preventable disease outbreaks. NIIW provides clear information about vaccination and its critical role in protecting the public.
- **Vaccination rates remain strong nationally, but pockets of under-vaccination persist in some locations, putting communities at risk for outbreaks.** For example, from January 1 to December 31, 2019, over 1,200 individual cases of measles were confirmed in 31 states. This is the greatest number of measles cases reported in the U.S. since 1992.
- **Vaccines are safe. The U.S. has a long-standing vaccine safety system that ensures vaccines are as safe as possible.** As new information and science become available, vaccine recommendations are monitored, updated, and improved.
- **Trust in vaccines is built through millions of conversations between parents, doctors, nurses, pharmacists, and community members.** NIIW provides an opportunity to encourage vaccine conversations at all community levels.
- **Protecting babies from whooping cough begins before a baby is born.** All pregnant women are recommended to receive the whooping cough vaccine (Tdap) during each pregnancy. Learn more about pregnancy and whooping cough at <https://www.cdc.gov/pertussis/pregnant/>. Learn more about vaccines recommended during pregnancy at <https://www.cdc.gov/vaccines/pregnancy/>.

This document is found on the CDC website at: [www.cdc.gov/vaccines/events/niiw/index.html](http://www.cdc.gov/vaccines/events/niiw/index.html)