

# Harnessing National Infant Immunization Week (NIIW) 2014 to Increase the Reach and Impact of Your Program

February 11, 2014



## National Infant Immunization Week

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**IMMUNIZATION.  
POWER TO PROTECT.**

Welcome to Harnessing National Infant Immunization Week (NIIW) 2014 to Increase the Reach and Impact of Your Program.

From this webinar, we are hoping you will be better prepared as you put together your plans for this year's NIIW.

# Agenda

- NIIW Background
- 20<sup>th</sup> Anniversary Materials
- What to do with CDC Promotional Materials
- 2014 Immunization Champions Updates
- Minnesota Department of Health
- Colorado Children's Immunization Coalition
- Questions

Over the next hour, you will hear about the following topics:

- NIIW Background
  - 20<sup>th</sup> Anniversary Materials
  - What to do with CDC Promotional Materials
  - 2014 Immunization Champions Updates
  - Minnesota Department of Health
  - Colorado Children's Immunization Coalition
- Questions

# NIIW Overview

- Began in 1994
- Promotes immunization for children 2 years old or younger
- Celebrates immunization achievements, recognizes partners and volunteers
- Revitalizes community efforts



- I know many people on this call may already be familiar with National Infant Immunization Week, and for others this may be the first year getting involved with the event. This year, we are celebrating the 20th year of NIIW.
- This annual observance week began in 1994, shortly after we had experienced a measles outbreak, and there were low vaccination rates among children under the age of 2. This week was established as a time to focus on the importance of immunizing young children.
- We have continued the week each year because CDC and our states have seen the benefit of using this time to join together as a NATION to: Promote and highlight the importance and benefits of complete and timely immunization for children younger than 2 years.
- Additionally, NIIW is an opportunity to celebrate high coverage levels and acknowledge the work that doctors, nurses, and other health professionals, as well as partners and volunteers, do throughout the year to reach these rates.

# Objectives

- Create events to increase media interest in infant immunization
- Create events to increase awareness about the importance of infant immunization
- Recognize partners/volunteers
- Create opportunities to educate HCPs
- Engage new partners and existing partners
- Re-energize or launch of year-round immunization efforts

NIIW was created with some objectives in mind.

The events can serve a couple of different purposes. 1) they can attract media attention who are the gatekeepers for reaching our audience 2) mobilize the community while raising awareness of the importance of immunization

NIIW is designed to recognize partners/volunteers for their efforts in helping to raise childhood coverage. The Champions Award is just one way to acknowledge the work of some of these folks. Many of you may have your own awards programs.

Providing healthcare providers with educational materials to facilitate their efforts.

Creating opportunities to strengthen or build local coalitions and partners.

And, NIIW is generally used to re-energize or launch year-round immunization efforts.

# NIIW 2014

April 26 – May 3

World Immunization Week

April 24- April 30



For the third year, NIIW will be celebrated as part of the World Immunization Week (WIW), (April 24 – April 30), an initiative of the world health organization (WHO). 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.

NIIW has become a part of a global effort to raise awareness about vaccinations. More details on this initiative can be found on the NIIW site.

# Web-based Resources

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

## NIIW (National Infant Immunization Week)

Vaccines Home > [Events](#)

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**NIIW**

- Overview
- Planning Your NIIW
- Activities/Events
- Promotional Materials
- Educational Resources
- Immunization Champions

**Related Links**

- [Border Health Commission-National Infant Immunization Week](#)
- [Canadian National Immunization Awareness Week](#)
- [European Immunization Week](#)
- [Vaccination Week in the Americas \(VWA\) en Español](#)
- [Vaccination Week in the Eastern Mediterranean](#)
- [World Immunization Week](#)

**National Infant Immunization Week**

20th ANNIVERSARY

**IMMUNIZATION. POWER TO PROTECT.**

National Infant Immunization Week (NIIW) is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and celebrate the achievements of immunization programs and their partners in promoting healthy communities.

2014 marks the 20th anniversary of NIIW. Since 1994, hundreds of communities across the United States have joined together to celebrate the critical role vaccination plays in protecting our children, communities, and public health.

[Learn more about NIIW.](#)

**Looking for Promotional Materials?**

Review various promotional materials, including posters, print ads, certificates, and PSAs. Or jump to specific products:

- New NIIW print logos in English and Spanish
- English and Spanish language print ads
- NIIW key messages [2 pages]
- Broadcast quality video and radio PSAs
- NIIW web buttons for your website
- Sample drop-in articles

**Need Help Planning Your NIIW?**

**Planning your NIIW:** See resources for laying a foundation, building partnerships, and evaluating your efforts. Or jump to specific tools, such as

- Build partnerships in your community
- Slide set from NIIW Webinar
- How to evaluate your activities

**Vaccines Home**  
**Vaccines & Immunizations**

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1600 Clifton Rd  
Atlanta, GA 30333
- [800-CDC-INFO](#)  
(800-232-4636)
- TTY:**  
(888) 232-6348
- [Contact CDC-INFO](#)



<http://www.cdc.gov/vaccines/events/niiw/index.html>



All of the NIIW materials can be found on the NIIW website. We have redesigned the home page this year to make it easier to navigate and find materials.

The URL for the NIIW site is [www.cdc.gov/vaccines/events/niiw/index.html](http://www.cdc.gov/vaccines/events/niiw/index.html).

# Stay Connected and Be the First to Know

 **Get email updates**

To receive email updates about this page, enter your email address:

[What's this?](#)

Submit



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In the top right corner of the home page, you'll see the option to get email updates. I encourage everyone to sign up for email updates on the NIIW homepage. If you sign up here, you will be notified when changes are made to the site.

# Planning Tools

- Lay the foundation/needs assessment
- Plan activities
- Build successful partnerships
- Develop champions
- Evaluate
- Planning Templates

One of the most useful features on the NIIW site is the Planning Your NIIW section. The planning tools here include guidance on:

- Conducting a needs assessment,
- Planning your activities,
- Building successful partnerships,
- Developing immunization champions,
- And evaluating your efforts.

There is both guidance and also planning templates you can use for each of these areas.

There are also some NIIW success stories posted from states and local communities.

Additionally, we have laid out some ideas for keeping the NIIW momentum going after the week is over, which will help as you think about long-term sustainability for your program.

# Promotional Materials

- Web and E-tools



- Media Tools



- Print Products

- Event Signage



Some of the promotional materials that are available include:

Media tools such as a media relations toolkit, tips and templates you can use to conduct media outreach. The toolkit provides tips and best practices on message development, preparing materials, and pitching media.

We also have web and e-tools you and your partners can use, such as e-cards for parents, sample tweets and facebook posts, and videos. We have added some new PSAs this year, which you'll be hearing about in a few minutes.

# Campaign Materials

Activities/Events  
Promotional Materials  
Media tools  
▶ **Print products**  
Web and E-tools  
Event signage  
Educational Resources  
Immunization Champions

**Related Links**

- [Border Health Commission-National Infant Immunization Week](#)
- [Canadian National Immunization Awareness Week](#)
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- [Vaccination Week in the Eastern Mediterranean](#)
- [World Immunization Week](#)

## NIIW Print Products

These files may be downloaded and printed. Learn more about [downloading files](#).

**Posters** Certificate Letterhead Logos/Icons

**Looking for trusted information about vaccinating your child?**

- 18" x 24" color poster [1 MB, 1 page] **NEW DEC 2013**

**NOTE:**

- Print PSA/ad size (8.5" x 11") can be found under NIIW Print Ads
- Commercial printer files available upon request\*

**Stop serious diseases in their tracks like you do your curious explorer.**

- 18" x 24" color poster [1 MB, 1 page]

**NOTE:**

- A limited quantity of pre-printed posters is available from CDC-INFO On Demand - Publications. Under Programs, select "Immunization and Vaccines (Childhood Immunization)".
- Print PSA/ad size (8.5" x 11") can be found under NIIW Print Ads
- Commercial printer files available upon request\*

**Help him fight measles with the most powerful defense.**

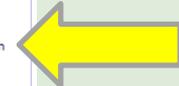
- 18" x 24" color poster [1 page]

**NOTE:**

- A limited quantity of pre-printed posters is available from CDC-INFO On Demand - Publications. Under Programs, select "Immunization and Vaccines (Childhood Immunization)".
- Print PSA/ad size (8.5" x 11") can be found under NIIW Print Ads
- Commercial printer files available upon request\*

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

- 18" x 24" color poster [1 page]



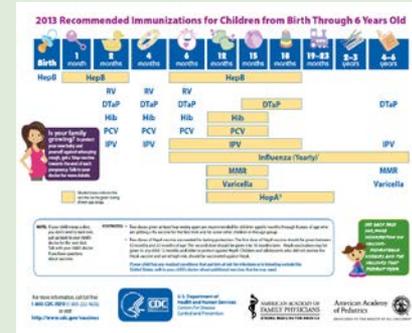
The PSAs, posters and print ads you'll find are part of our Power to Protect Campaign. These materials aim to:  
Reinforce the social norm to vaccinate children according to the recommended schedule  
Empower parents to make the choice to vaccinate their children

Products were designed and tested through audience research and are available in English and Spanish.

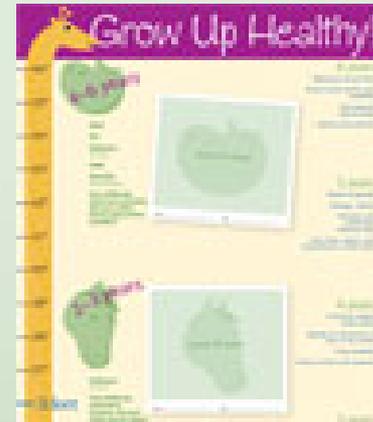
You'll see this year the big yellow arrow points to a link for ordering posters from the CDC warehouse. We have printed many of these items and made them available for you to order free of charge. Quantities are limited and it may take up to 6 weeks so get your orders in quickly.

# Educational Resources

● Resources for Providers



● Resources for the Public



The educational resources pages offers a variety of materials for health care professionals and the general public on the recommended vaccination schedule. These include facts sheets on 14 vaccine preventable diseases, a growth chart detailing vaccinations by age, and easy to read schedule for parents.

# Provider Resources for Vaccine Conversations with Parents

Provider Resources for Vaccine Conversations with Parents

Vaccines Home  
**V**accines & **I**mmunizations

**Conversations Home**

- Talking to Parents about Vaccines
- Understanding Vaccines and Vaccine Safety
- Vaccine-preventable Diseases
- About Vaccine Conversations with Parents
- Provider Resources Web Tools

Vaccines Home

Recommend Tweet 1 Share

Making time to talk with parents about vaccines during the well-child visit may be challenging.

Here's some help: CDC, AAP, and AAFP created these materials to help you assess parents' needs, identify the role they want to play in making decisions for their child's health, and then communicate in ways that meet their needs. These resources are collectively called *Provider Resources for Vaccine Conversations with Parents*.



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1600 Clifton Rd  
Atlanta, GA 30333

 800-CDC-INFO  
(800-232-4636)  
TTY: (888) 232-6348  
[Contact CDC-INFO](#)

**Related Links**

- [Immunization Schedules](#)
- [NIIW Educational Resources](#)
- [For Parents: Vaccines for Your Children](#)

**For You and Your Practice**



Help strengthen communication between you and parents, and get information about:

- [Talking to parents about vaccines](#)
- [Understanding vaccines and vaccine safety](#)
- [Vaccine-preventable diseases](#)

**To Share With Parents**



Download and print these materials to help parents understand vaccine benefits and risks.

- [If you choose not to vaccinate](#)
- [Vaccine-preventable disease fact sheets](#)
- [Childhood immunization schedules](#)

[www.cdc.gov/vaccines/conversations](http://www.cdc.gov/vaccines/conversations)



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The Provider Resources for Vaccine Conversation with Parents is a suite of materials designed to help health care professionals provide education and support to parents of young children about the decision to vaccinate. The materials consist of disease fact sheets, safety sheets, tips for having a stress free shot visit, and a variety of other items. We will use NIIW to continue raising awareness about this free resource. The URL is [www.cdc.gov/vaccines/conversations](http://www.cdc.gov/vaccines/conversations).

# Get Involved with NIIW

- Spread the word about new resources
- Use the resources during NIIW and year-round
  - Utilize NIIW planning tools
  - Place childhood PSAs
  - Promote *Provider Resources* fact sheets
  - Celebrate your state's *Champion*
  - *Utilize social media - #NIIW #PowerToProtect*

Here are a few ideas and ways you can get involved with NIIW. We encourage you to use and also spread the word about the new resources that are available, during NIIW, but also year-round.

Place an article about childhood immunization in your newsletters.

Take advantage of the NIIW planning tools on the website as you are developing your NIIW program.

Pitch and place some of the new print, radio, or TV PSAs.<sup>13</sup> Share the Provider Resources fact sheets with public and private healthcare professionals in your communities, and make plans to celebrate your state's CDC Childhood Immunization Champion, which will be announced during NIIW.

Use hashtags on social media

# The 3<sup>rd</sup> Annual *Childhood Immunization Champion* Award



[www.cdc.gov/vaccines/champions](http://www.cdc.gov/vaccines/champions)

[imzchamps@cdc.gov](mailto:imzchamps@cdc.gov)



During NIIW this year, we will also be announcing the CDC Childhood Immunization Champion Award. You can find details about the Champion's program at [www.cdc.gov/vaccines/champions](http://www.cdc.gov/vaccines/champions).

You can also email questions to [imzchamps@cdc.gov](mailto:imzchamps@cdc.gov).

# Important Dates to Remember

- February 14, 2014
  - Suggested due for immunization programs to receive all nominations
- March 14, 2014
  - All award nominations due to CDC for review and approval
- April 26, 2014
  - *Champions* are announced as NIIW begins

Some important dates to remember:

February 14, 2014 - Suggested due for immunization programs to receive all nominations

March 14, 2014 - All award nominations due to CDC for review and approval

April 26, 2014 - *Champions* are announced as NIIW begins

# Who is an *Immunization Champion*?

- Individual doing exemplary work at the local level
- *Champions* must meet one or more of the following criteria:
  - Leadership
  - Collaboration
  - Innovation
  - Advocacy
- *Champions* can include:
  - Coalition members
  - Parents
  - Healthcare professionals (e.g., physicians, nurses, physicians' assistants, nurse practitioners, medical assistants, etc.)

## Who is an Immunization Champion?

- Individual doing exemplary work at the local level

- *Champions* must meet one or more of the following criteria:

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Collaboration

Innovation

Advocacy

- *Champions* can include:

Coalition members

Parents

Healthcare professionals (e.g., physicians, nurses, physicians' assistants, nurse practitioners, medical assistants, etc.)

# Who is not eligible?

- Immunization program managers
- State and federal government employees paid by state or federal immunization funding
- Individuals who have been affiliated with and/or employed by pharmaceutical companies
- Those who have already received the award in the past 2 years

## Who is not eligible?

- Immunization program managers
- State and federal government employees paid by state or federal immunization funding
- Individuals who have been affiliated with and/or employed by pharmaceutical companies
- Those who have already received the award in the past 2 years

# Reminders When Submitting Nominations to CDC

- Remember to include all of the following materials:

- Nomination form
- Current resume
- Headshot
- Initialed, signed and dated HHS waiver
- Supporting documentation (optional)

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION | ATLANTA, GA 30333  
CDC/NIORD CHILDHOOD IMMUNIZATION CHAMPIONS  
CONSENT WAIVER

**NOTE: Witness signature is required, although the witness does not have to be a notary.**

I hereby grant full permission to the Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), to use, reproduce, publish, distribute, and exhibit my name, picture, portrait, likeness, voice, quote, or any written information regarding my experiences with vaccine-preventable diseases and/or immunization or any or all of them in or in connection with the production of all photographs, written materials or internally, externally, online, posting, a television tape or film recording, soundtrack recording, motion picture film, filmstrip, still photograph, in whole or in edited form and any use to which the same or any materials therein may be put, applied, or adopted by the United States Government and others in the health field.

Without limitation as to time, I hereby waive all rights for compensation in connection with the use of my name, picture, portrait, likeness, voice, quote, or any written information regarding my experiences with vaccine-preventable diseases and/or immunization or any or all of them or in connection with said CDC internal and/or external written materials, or internally, externally, online, posting, television tape or film recording, soundtrack recording, motion picture film, filmstrip, still photograph, in whole or in edited form and any use to which the same or any materials therein may be put, applied, or adopted by the United States Government and others in the health field.

I certify that each of the following statements is true. (Please initial on the line next to each statement.)

- ..... I am not entitled to royalties or other compensation for a patent on a vaccine product or process.
- ..... I have not served as a paid litigation consultant or expert witness in litigation involving a vaccine manufacturer.
- ..... I am not a county, state, or federal government employee who is paid with immunization funding.
- ..... I have not already received the CDC Childhood Immunization Champion Award.

I certify that each of the following statements is true. (Please initial on the line next to each statement.)

**Since January 1, 2010,...**

- ..... I, my spouse, or any members of my immediate family (siblings and children) have not been employed by a vaccine manufacturer.
- ..... I have not held stock in a vaccine manufacturer.
- ..... I have not served in an advisory or consulting role (paid or unpaid) to a vaccine manufacturer.
- ..... I have not accepted any or specialized funds from vaccine manufacturers.
- ..... I have not accepted honoraria or travel reimbursement with a funding source from a vaccine manufacturer or attendance at scientific meetings.

PRINT NAME OF NOMINEE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Witness**  
PROJECT NAME: CDC Immunization Champion Award  
TITLE \_\_\_\_\_  
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

6

- CDC must review and approve your nominated *Champion*

When submitting your nomination to CDC, remember to include the following materials:

- Nomination form
- Current resume
- Headshot
- Initialed, signed and dated HHS waiver
- Supporting documentation (optional)

# Thank You!

# Questions?

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE Atlanta, GA 30333

Telephone 1-800-CDC-INFO (232-4636)

E-mail: [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) Web: [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention



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Thank you!

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# *Spreading the Word*

## How to Place Your PSAs



**Belinda Gaston, MPH**

*Senior Project Director  
Health Communications*

**Westat, Inc.**

**Javier von Westphalen, MA**

*Senior Vice President  
Corporate Communications & Strategy*

**HMA Cultural Marketing**

Belinda Gaston from Westat and Javier von Westphalen from HMA will now provide you some insight into how to place your PSAs with local media outlets.

# Understanding the Media Mindset

- Must be *locally* relevant
  - What matters most?
    - 62% benefits community
    - 17% good creative
    - 17% non-controversial
    - 12% benefits station
  - Especially true for Hispanic media!
    - Be sure there is a Hispanic angle in your message
    - Your message/ PSA will be vetted by the station

It is important to understand the media mindset.

Must be *locally* relevant

What matters most?

- 62% benefits community
- 17% good creative
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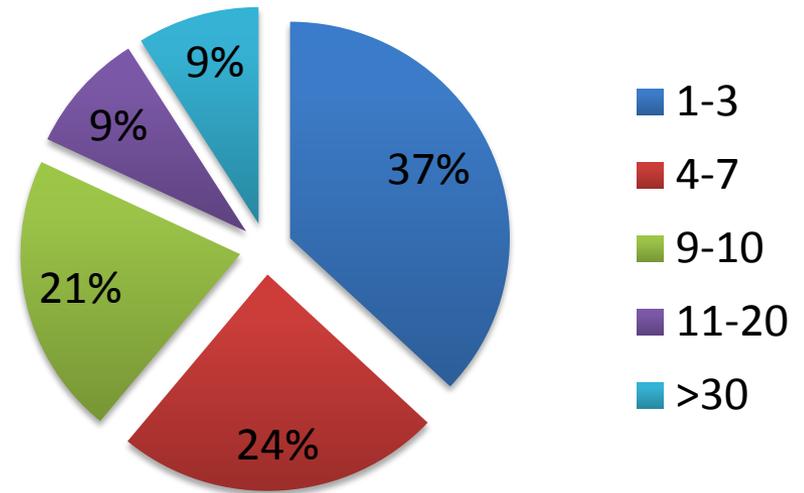
It's especially important to be locally relevant for Hispanic media!

- Be sure there is a Hispanic angle in your message
- Your message/ PSA will be vetted by the station

## Media Mindset *(Continued)*

- PSAs are not the only way
- Competition is strong
- It may be challenging but you can do it!

PSAs Received Each Week



- PSAs are not the only way
- Competition is strong
- It may be challenging but you can do it!

Media outlets receive many PSAs for placement. In fact:

- 37% receive between 1-3 per week
- 24% receive 4-7 per week
- 21% receive 9-10 per week
- 9% receive 11-20 per week
- 9% receive more than 30 PSAs per week.

# So Where Do I Start?

- Determine what PSAs to use and which media outlets to target
- Build your media list
- Pitch the PSAs for placement



So now that we know how the media thinks, lets talk about where you should start in placing your PSA. As we heard, CDC has tons of resources on pitching for NIHW, determining what PSAs to use is an easy task and what media channel you want to use is easy. Know your community, is the radio most effective? TV? Social Media or a combination? After determining which media channel you prefer, it's time to build our media list and pitch the PSAs.

# Build Your Media List



- Several options
  - Use a PSA distributor
  - Use a media list database
  - Develop a list manually
- Remember no one person controls PSA access
  - Public Affairs Director, Community Affairs Director, Public Service Director, even Production Managers
  - Include your local station traffic manager

A media list is a database or even a quick list of community affairs or public service professionals who you should contact for placement at radio and TV stations. You have several options, If you have funds available, you can work with a PSA distributor that already has a distribution list, for example VNR-1. They will share the list with you for review. The second option is to use a media list database. Databases such as Cisions or Vocus can help you identify PSA directors and manager for your local stations. However, there is high turnover rates at many stations so sometimes those databases are not accurate- but it can be a start. Both of these options can be a bit pricey but you might have partnerships with organizations who have access to these services. The last option is to develop a list manually. Simply call your local radio or TV stations to inquire about who the PSA director or manager is for the station. For those of you who work with [state immunization programs](#), you can reach out to and engage your [Public Information Officer \(PIO\)](#). The PIO is likely to already have relationships and contacts with local media outlets, so they can help with building the media list. Keep in mind that no one person controls PSA placement- it varies by market and station. Sometimes the production manager acts as the Public Affairs or PSA director.

# Pitching the PSA



- Create a pitch letter
  - Samples available on the CDC NIIW website
  - Community-focused
  - For Hispanic media
    - Develop a Hispanic angle
    - Offer additional resources (human stories, statistics, etc)
- Download the PSA and make copies

After you have created a media list and verified that the information is correct, you can begin pitching the PSAs. Start by creating a pitch letter. There are samples for a pitch letter for both radio and print on the CDC website that you can customize. As you customize, remember to make it community focused and relevant to your local area. Also again for state immunization programs, your PIO can probably provide valuable guidance on localizing the pitch letter and whether TV or radio (or both) would be most appropriate for the community.

***Javier discuss Hispanic Media Tips***

Once the letter is complete, you should download the PSA and burn copies to a CD to submit with the letters.

## Pitching the PSA *(Continued)*

- Schedule meetings with outlets (if possible)
  - Helps build relationships
  - Hispanic media is relationship oriented
- Email or mail letters (at least 5 weeks in advance)
- Hispanic media tips
  - Send PSAs in advance
  - Remember: Hispanic media outlets vet PSAs before placement
- Follow up (at least 3 weeks before placement)
- Remember to include contact information and kill dates

Schedule meetings if possible with the PSA director at your local station, this helps build relationships, putting a face with the issue. If a face to face meeting is not possible, a phone call will work. Let them know that you will be emailing or mailing the information.

**As we mentioned briefly, Hispanic Media outlets like to vet PSAs before placement.**

Many stations have digital platforms now so emails are just as effective as mail. Once letters are sent, you should follow up with the station to be sure the information was received and answer any additional questions they may have. For placement during NIIW, pitch letters should be mailed around the 2<sup>nd</sup> week of March. Follow up with Directors should begin 2 weeks later. If you want to have people contact you for questions or more information, be sure the station had your correct contact info. Finally, it is important to let the station know how long the PSA should run- this is referred to as a kill date. Luckily, the CDC PSAs are evergreen and can be used throughout the year.

You should also send thank you notes to show that you appreciate their time and support.

# Don't Forget Online Platforms!



- Treat online publishers as you would any other media outlet
- Online publishers offer excellent opportunities to place video PSAs through websites, blogs, etc.
- Keep the message going through tweets/retweets and Facebook (Hispanic media are very active on twitter)
- Track your coverage



Treat online publishers as you would any other media outlet- add the contact to your medial list, take a look a the content of their publication to determine the best way to customize your pitch. Remember that CDC has many video PSAs that can be shared via online publishers. Social media platforms like twitter and Facebook provide a great opportunity to keep the message going. You should also track our coverage:

- Create a column in your media list that includes a link to the publisher's page. That way, you can check periodically (once a day, once a week, etc.—just set a schedule for yourself) and keep track of coverage.
- Create a Google alert using the keywords of the PSA title and/or key words of your campaign.
- You can also always request that your contact at the online publication let you know when the PSA is live. Not a guarantee, but worth requesting it. It always helps to tell them that you'll share it on your own social networks too (a win-win!).

# Final Thoughts



- Do:
  - Remember the media mindset: How does childhood immunization relate to the community
  - Keep your in-person meetings brief (15-20 minutes max)
  - Use online platforms
  - For Hispanic Media:
    - Leverage your partnerships
    - Share the PSA in advance

To summarize, remember to keep in mind how media outlets think- keep it local!

If you meet in person, keep meetings brief

You are not alone, leverage partnerships and if you are a state immunization program, ask your PIO for help.

Share the PSA in advance, especially for Hispanic Media

Remember to use online platforms

# Final Thoughts

- Don't:
  - Be a pest!
  - Expect the media to do all the work
  - Take the media for granted



Don't be a pest! Calling the media to ask when your PSA will appear on a constant basis will not help your placement- or help with future placements.

Prepare your materials properly. Be sure to submit the proper formats and sizes requested by the station.

Don't forget to say "thank you" a quick note of thanks lets the media know you appreciate them and helps build the relationship for future opportunities.



## **Belinda Gaston, MPH**

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# National Infant Immunization Week

April 20-27, 2013



National Infant  
Immunization Week

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IMMUNIZATION.  
POWER TO PROTECT.

Andrea Ahneman, M.A.  
Communications & Social Media Planner  
Minnesota Department of Health – Immunization Program



Andrea Ahneman, a Communications & Social Media Planner, from the Minnesota Department of Health will discuss her state's NIIW efforts.

# NIIW 2013

- Goal:
  - Raise awareness of the importance of immunizing infants
- Objectives:
  - Develop new communication channels to reach pregnant women with information about infant immunizations.
  - Engage new and current partners (including providers) to work towards improving infant immunization rates and on-time immunization.
- Primary audiences:
  - Pregnant women
  - Prenatal providers

The goal was to raise awareness of the importance of immunizing infants

Objectives included:

- Develop new communication channels to reach pregnant women with information about infant immunizations.
- Engage new and current partners (including providers) to work towards improving infant immunization rates and on-time immunization.

Primary audiences:

- Pregnant women
- Prenatal providers

# Kick-off site

- Representatives from CDC came to MN
  - Melinda Wharton, M.D., M.P.H., Acting Director of the National Center for Immunization and Respiratory Diseases (NCIRD)
  - Jenny Mullen, Health Communication Specialist, NCIRD

Minnesota was selected by CDC to serve as a kick-off site.

Representatives from CDC came to MN

- Melinda Wharton, M.D., M.P.H., Acting Director of the National Center for Immunization and Respiratory Diseases (NCIRD)
- Jenny Mullen, Health Communication Specialist, NCIRD

# Events and Activities

- Media
  - Appearance on WDIO-TV morning show
  - Media event with Essentia clinic in Duluth
    - Dr. Wharton; Commissioner of Health; Dr. Tim Zager, pediatrician and clinic president; and local parents



A variety of events and activities took place throughout the week. This included:

- Appearance on WDIO-TV morning show
- Media event with Essentia clinic in Duluth
  - Dr. Wharton; Commissioner of Health; Dr. Tim Zager, pediatrician and clinic president; and local parents

# Events and Activities

- Grand Rounds/provider presentations
  - St. Luke's Hospital
  - Hennepin County Medical Center
  - U of MN Dept. of Family Medicine and Community Health



Other events included:

Grand Rounds/provider presentations

- St. Luke's Hospital
- Hennepin County Medical Center
- U of MN Dept. of Family Medicine and Community Health

# Events and Activities

- Connecting with parents
  - Presentation to pregnant women and new parents at the Amma Parenting Center
  - Meeting with leadership of new MN Childhood Immunization Coalition

Minnesota attempted to connect with parents through a presentation for pregnant women and new parents as the Amma Parenting Center.

Also, a meeting was held with leadership of the new Minnesota Childhood Immunization Coalition.

# Additional Activities

- Sent out special edition of *Got Your Shots? News* newsletter
- Op-eds and *Minnesota Medicine* article
- Social media messages
- Provider/clinic toolkit on our website
  - <http://www.health.state.mn.us/divs/idepc/immunize/niiw.html>
- Meeting with Somali Health Leaders
- Announced Minnesota's *CDC Childhood Immunization Champion*



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- Meeting with Somali Health Leaders
- Announced Minnesota's *CDC Childhood Immunization Champion*

# Additional Activities

- Diverse media messages



*Hlub lawv.*  
(Love them.)

*Tiv thaiv lawv.*  
(Protect them.)

*Txhaj tshuaj tiv thaiv lawv.*  
(Immunize them.)

**Vaccines protect babies from diseases that can make them very sick.**

Ask your doctor or clinic about free or low cost shots.

For more information, visit  
[www.health.state.mn.us/immunize](http://www.health.state.mn.us/immunize)



*Jeclow iyaga.*

*Ilaali iyaga.*

*Tallaal iyaga.*

Tallaallaka ayaa wuxuu carruurta sabiga ah ka ilaaliyaa cudurrada sida daran ay ugu jirroon karaan.

Tallaallo lacag la'aan ama qiime jaban leh ayaa loo heli karaa carruurta u-qalanta Minnesota gudaheeda.

Weydii dhakhtarkaaga ama rugtaada caafimaad haddii ilmahaagu u-qalmo, ama booqo  
[www.health.state.mn.us/divs/idepc/immunize/howpay](http://www.health.state.mn.us/divs/idepc/immunize/howpay)



*Love them.*

*Protect them.*

*Immunize them.*

**Vaccines protect babies from diseases that can make them very sick.**

For more information, visit  
[www.health.state.mn.us/immunize](http://www.health.state.mn.us/immunize)



Additional activities include a diverse array of media messages aimed at the Somali community and focusing on the importance of immunization for protecting babies from serious disease.

# 2014 Objectives

- Continue to focus our message upstream by leveraging partnerships to reach pregnant women and prenatal providers.
- Build stronger relationships with health systems and health plans to improve communication to providers and public.
- Increase awareness of new parent immunization coalition in Minnesota.

The objectives for 2014 include:

- Continue to focus our message upstream by leveraging partnerships to reach pregnant women and prenatal providers.
- Build stronger relationships with health systems and health plans to improve communication to providers and public.
- Increase awareness of new parent immunization coalition in Minnesota.

# NIIW: An Opportunity to Connect Community



Meredith Kersten  
Communications Manager  
Colorado Children's Immunization Coalition



Colorado Children's  
Immunization Coalition

NIIW: An Opportunity to Connect Community

Meredith Kersten, Colorado Children's Immunization Coalition

# Who We Are

Founded in 1991, the Colorado Children's Immunization Coalition (CCIC) is a statewide 501(c)3 nonprofit that strategically mobilizes diverse partners and families to advance children's health through immunizations.

Our core program areas are coalition building, community outreach and awareness, provider education and public policy.

We do not accept funding from vaccine manufacturers and distributors.

## Who we are

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# NIIW Goals

- Increase awareness of immunization and CCIC's mission
- Recognize local immunization champions
- Engage community
- Raise funds for CCIC
- Celebrate CCIC and our partners' successes

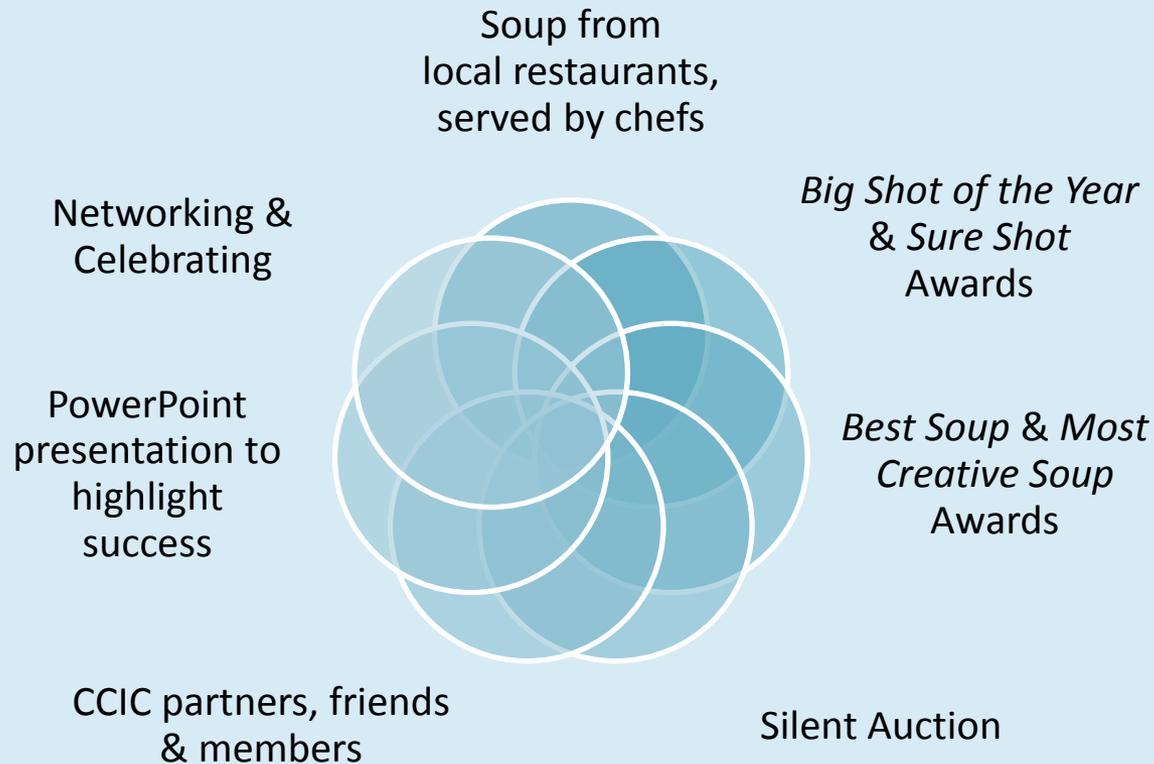


The goals for NIIW include:

- Increase awareness of immunization and CCIC's mission
- Recognize local immunization champions
- Engage community
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- Celebrate CCIC and our partners' successes

# S.O.U.P! Event

(Shots Offer Unrivaled Protection)



The centerpiece of the NIIW is the S.O.U.P. Event. S.O.U.P. stands for Shots Offer Unrivaled Protection.

The event includes an award ceremony for the Big Shot of the Year and Sure Shot Awards, a silent auction, and soup from local restaurants served by chefs.

A silent auction is held for CCIC partners, friends, and members.

# Getting Started

- Convene committee (monthly)
- Select venue
- Place rental order
- Define sponsorship levels & benefits
- Solicit sponsors & in-kind donors
- Choose awardees
- Open box office
- Invite attendees
- Market event
- Book travel
- Confirm volunteers
- Create program and presentation
- Finalize details: agenda, decorations, awards, signage etc.
- Rehearse AV
- Confirm ALL arrival times and obligations
- Assign tables and layout
- Complete registration
- Send post-event Thank You's



Here are some ideas to help you get started:

- Convene committee (monthly)
- Select venue
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# Community Partnerships

- Restaurants (~10) donate soup and chef time
- In-kind donors: beer, wine, dessert, bread, photographer & silent auction
- Sponsorships: Presenting, Event, Table
- Student jazz band (2013)
- Committee and volunteers

CCIC added the Sure Shot awards in 2011. The *Sure Shots* are nominated by friends or colleagues and are selected based on their leadership, collaboration and advocacy in the field of immunizations.

# Big Shot of the Year Awards

**2008: Ned Calonge, MD**

Former Chief Medical Officer of the Colorado Department of Public Health and Environment and  
State Epidemiologist

**2009: James K. Todd, MD**

Director, Department of Epidemiology, Children's Hospital Colorado

**2010: Lieutenant Governor Barbara O'Brien**

**2011: James Shira, MD**

Chair of the Department of Pediatrics at Children's Hospital Colorado, Professor Emeritus in the  
Department of Pediatric of University of Colorado School of Medicine

**2012: Allison Kempe, MD**

Professor of Pediatrics at the University of Colorado School of Medicine and in the Colorado School  
of Public Health

**2013: Seth Mnookin**

Author of *The Panic Virus*

Community partnerships are a win-win; CCIC receives in-kind support, and the businesses received advertising and promotion.

# Marketing & Promotion

- Media
- Bloggers
- Social media
- Flyer
- Event calendars
- Email marketing
- Program

**SAVE THE DATE**

**SOUP!**

SHOTS OFFER UNRIVALED PROTECTION

Colorado Children's Immunization Coalition

Presented by **noble energy**

Tasty Soups, Celebrating and Keeping Colorado Kids Healthy!

Honoring CCIC's *Big Shot of the Year*, Seth Mnookin, author of *The Panic Virus: The True Story Behind the Vaccine-Autism Controversy*

**Monday, April 22, 2013**  
6-9 p.m.  
History Colorado Center  
1200 Broadway  
Denver, CO 80203

[www.childreimmunization.org/soup](http://www.childreimmunization.org/soup)

**You're Invited!**

**SOUP! (Shots Offer Unrivaled Protection)**

**Monday, April 22, 2013**  
6 to 9 p.m.  
History Colorado Center  
1200 Broadway, Denver, CO 80203

Presented by **noble energy**

Colorado Children's Immunization Coalition

*Tasty Soups, Celebrating and Keeping Colorado Kids Healthy!*

The soup-tasting event will raise funds and awareness for childhood immunizations and honor the *Big Shot of the Year*, Seth Mnookin, New York Times bestselling author of *The Panic Virus: The True Story Behind the Vaccine-Autism Controversy*, along with the 2013 *Sure Shots*, Emily Anderson and Christie Hage.

Table Sponsorships begin at \$500 and include 8 tickets to the event, as well as marketing opportunities for your organization or practice.

Tickets: \$50 Single, \$90 Couple, or \$35 Professional Under 35  
[childreimmunization.org/soup](http://childreimmunization.org/soup)

To learn more about sponsorship opportunities, please call 720-777-1798

Marketing and promotion is needed to drive attendance. Efforts entail social media outreach, placement in event calendars, printed flyers, and email marketing.

# Outcomes

Funds raised grew from \$13,000 in 2008 to ~\$20,000 in 2013

Attendees grew from 150 in 2008 to 225 in 2013

Awareness increased – SOUP! became a brand

New partnerships and strengthened relationships as a result of award selections

Outcomes from the event have included:

- Funds raised grew from \$13,000 in 2008 to ~\$20,000 in 2013
- Attendees grew from 150 in 2008 to 225 in 2013
- Awareness increased – SOUP! became a brand
- New partnerships and strengthened relationships as a result of award selections

# Lessons Learned

- Start small
- Plan early (VIPs and sponsors)
- Build on existing relationships & resources
- Be attentive to details
- Make accessible
- Keep it simple
- Align with members' values
- Maintain regular communication sponsors and participants

Here are some lessons learned:

- Start small
- Plan early (VIPs and sponsors)
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# 2014 Changes

- Contract event planner
- Catering company to provide soup samples
- Indoor/outdoor venue
- Open seating rather than a portion of assigned tables
- Celebrity guest (TBD) & VIP-only reception
- Spring > Fall
- Planning separate parent-focused event for NIIW



Some changes for 2014 include:

- Contract event planner
- Catering company to provide soup samples
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# Thank You!

Meredith Kersten

Communications Manager

Colorado Children's Immunization Coalition

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720-777-1798

Facebook: [Facebook.com/ImmunizeCOKids](https://www.facebook.com/ImmunizeCOKids)

Twitter: [Twitter.com/ImmunizeCOKids](https://twitter.com/ImmunizeCOKids)

Blog: [TeamVaccine.com](http://TeamVaccine.com)

Website: [www.ChildrensImmunization.org](http://www.ChildrensImmunization.org) & [www.ImmunizeforGood.com](http://www.ImmunizeforGood.com)

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# Thank you, again!

For more information on  
National Infant Immunization Week 2014  
and how to access planning materials,  
please contact Brian Katzowitz at [wxq5@cdc.gov](mailto:wxq5@cdc.gov)



Thank you all for attending.

For more information on National Infant Immunization Week 2014 and how to access planning materials, please contact me, Brian Katzowitz, by email at [wxq5@cdc.gov](mailto:wxq5@cdc.gov)