

National Infant Immunization Week (NIIW)

April 18-25, 2015



NIIW Overview



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



NIIW Objectives

- Educate parents and caregivers about the importance of vaccination
- Generate media interest in infant immunization
- Increase public awareness about importance of infant immunization
- Recognize partners/volunteers for their efforts in helping to immunize children and increase immunization rates
- Educate healthcare professionals
- Engage new partners and strengthen existing partnerships
- Re-energize or launch year-round immunization efforts

NIIW Website

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NIIW (National Infant Immunization Week)

Vaccines Home [Vaccines & Immunization](#)

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NIIW

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

Related Links

- [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](#)

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National Infant Immunization Week
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.

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.

NIIW 2015 is April 18-25, 2015.

[Learn more about NIIW.](#)

Activities and Events
Are you planning an event to highlight infant immunization?
We'd like to hear from you!
[Complete this activity form >>](#)

Looking for Promotional Materials?
Review various promotional materials, including posters, print ads, certificates, and PSAs. Or jump to specific products:

- NIIW print logos in English and Spanish
- English and Spanish language print ads
- NIIW key messages
- Broadcast quality video and radio PSAs
- Sample NIIW tweets and Facebook posts
- 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 2014 NIIW Webinar
- How to evaluate your activities



Educational Resources
Access the library of fact sheets, flyers, and other tools to help educate about the importance of vaccines and the diseases they prevent.



Recognize Childhood Immunization Champions in your Community
The *Champion Award* recognizes individuals who are working at the community level.

- 2014 Champions profiles
- Award criteria



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

Planning Tools

- Lay the foundation/needs assessment
- Plan activities
- Build successful partnerships
- Develop champions
- Evaluate
- Planning Templates
- State and local success stories

The screenshot shows the CDC website page for 'Planning Your NIIW'. The page is titled 'NIIW (National Infant Immunization Week)' and is part of the 'Vaccines Home' section. The main content area is titled 'Planning Your NIIW' and contains a list of steps for planning a NIIW program. A red arrow points to the second step, 'Plan Your Successful NIIW', which is highlighted in red. The steps are:

- **Lay the Foundation** [151 KB, 4 pages]
Review past and existing programs, assess needs and resources, and determine clear objectives for your NIIW.
- **Plan Your Successful NIIW** [68 KB, 2 pages]
Follow a systematic process to identify and select activities that will meet your objectives and establish clear steps to turn your ideas into action.
- **Build Partnerships to Support Immunization Activities** [69 KB, 3 pages]
Identify new partners and expand existing partnerships to support your NIIW activities.
 - Appendix A: Identifying Partners Worksheet [195 KB, 1 page]
 - Appendix B: Partnerships Selection Criteria Worksheet [194 KB, 1 page]
 - Appendix C: Work Plan Template [198 KB, 1 page]
 - Appendix D: Partnership Agreement Template [189 KB, 1 page]
 - Appendix E: Assessing the Partnership Process [195 KB, 1 page]
 - Appendix F: Meeting Partnership Goals [195 KB, 1 page]
- **Evaluate Activities** [70 KB, 3 pages]
Assess accomplishments and lessons learned so you can build on success and strengthen future activities.
- **Develop Immunization Champions** [68 KB, 2 pages]
A champion can help promote your program and help give a face to your cause. Review steps for developing and working with a champion.
- **Planning Templates**
Use these templates as needed to assist with your planning efforts.
 - Media Template, sample [84 KB, 1 page]

www.cdc.gov/vaccines/events/niiw/planning.html

Promotional Materials



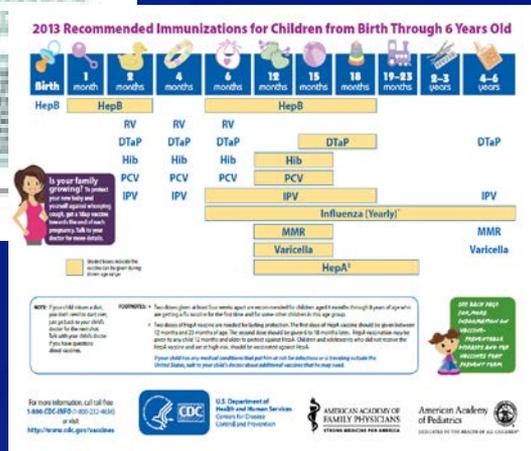
- Media Tools
- Web and E-tools
- Print Products
- Event Signage
- Infographic

www.cdc.gov/vaccines/events/niiw/promotional

Educational Resources

Resources for Providers

Resources for the Public



INFORMATION FOR PARENTS | DISEASES and the VACCINES THAT PREVENT THEM

Chickenpox and the Vaccine (Shot) to Prevent It

last updated February 2013

The best way to protect against chickenpox is by getting the chickenpox (also called varicella) shot. Doctors recommend that all children who have never had chickenpox get the shot.

Why should my child get the chickenpox shot?

The chickenpox shot:

- Protects your child from chickenpox, a potentially serious and even deadly disease
- Prevents your child from feeling itchy and uncomfortable from chickenpox
- Keeps your child from missing school or childcare (and keeps you from missing work to care for your sick child)

What is chickenpox?

Chickenpox is a disease that causes an itchy rash of blisters and a fever. A person with chickenpox may have a lot of blisters – as many as 500. The rash can spread over the whole body – even inside the mouth, eyelids, or genital area. Chickenpox can be serious and even life-threatening, especially in babies, adults, and people with weakened immune systems.

What are the symptoms of chickenpox?

Chickenpox usually causes the following symptoms:

- An itchy rash of blisters
- Fever
- Headache
- Feeling tired

Is the chickenpox shot safe?

Yes. The chickenpox shot is very safe, and it works very well to prevent chickenpox. Vaccines, like any medicine, can have side effects, but most children who get the chickenpox shot have no side effects.

What are the side effects?

Most children don't have any side effects from the shot. However, some children may develop a reaction and symptoms may include:

- Soreness, redness, or swelling where the shot was given
- Fever
- Mild rash

There are two types of chickenpox shots. Talk to your child's doctor about which one your child will get.

Doctors recommend that your child get two doses of the chickenpox shot for best protection. Your child will need one dose at each of the following ages:

- 12 through 15 months
- 4 through 6 years

Logos: CDC, American Academy of Family Physicians, American Academy of Pediatrics

www.cdc.gov/vaccines/events/niw/ed-resources.html

Provider Resources for Vaccine Conversations with Parents

Provider Resources for Vaccine Conversations with Parents

Vaccines Home
Vaccines & Immunizations

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

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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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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

Get Involved with NIIW

- Register your NIIW event
 - <http://www.cdc.gov/vaccines/events/niiw/activities.html>
- Promote new and updated immunization resources
 - Utilize social media channels
 - Include information in your newsletters and email blasts
- Recognize a Childhood Immunization Champion
- Continue efforts after NIIW. Resources are available year-round!