NIIW key messages

- Vaccines protect and are safe.
- The diseases that vaccines prevent are real even though we don’t often see them.
- Cost should never be a barrier to getting immunized.
CDC Childhood Immunization Champion Award

- Nominations closed Feb. 17.
- Selection committee picked a winner and CDC confirmed.
- Winner will be publically announced during NIIW.
- Plans to recognize all nominees.
Local Public Health

- Toolkit for local public health
  - Includes key messages, template news release, examples of activities, sample social media messages, and images to put on waiting room monitors.

- Modified the toolkit to post on our website for clinics and providers to utilize.
Vaccines help protect your baby from diseases that can make them very sick.

Keep them safe. Vaccinate!
Did you know?

In the 1940s, children were only able to get shots to protect them from 4 diseases.

Today, children can get shots to protect them against 14 diseases!
Parents and Grandparents!

Help protect your little one by getting vaccinated for pertussis, also known as whooping cough.

Your baby can also start getting vaccinated for pertussis at 2 months of age.
Media Event

- Media event
  - Partnering with Mayo Clinic
  - Will have a panel of speakers
    - Parents – parent stories are the focus
    - Dr. Robert Jacobson
    - MDH representative
Public Event

- MN Twins
  - Message on “Twins O-Gram” section of the scoreboard.
    - You have the power to protect your little sluggers. Vaccinate on time, every time!
      From the Minnesota Department of Health.
  - Message on other monitors around Target Field.
    - Score a home run! Vaccinate on time, every time.
      It’s National Infant Immunization Week. #MinnNIIW
      From the Minnesota Department of Health.
Public Event cont.

- MDH staff at a kiosk in Target Field handing out homer hankies.
Partners

- Minnesota Chapter of the American Academy of Pediatrics, Minnesota Academy of Family Physicians, Minnesota Medical Association.
- Governor’s Proclamation
- Op-Ed writing campaign
- Help spread the word among physicians
Ethnic media messages

- Messages were created for several culturally-specific media outlets.
- Many of the messages were translated into other languages.

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/divs/idepc/immunize/howpay.html
Health Care Providers

- Special edition of *Got Your Shots? News*
  - The special edition will focus on giving providers resources for talking to parents who want to delay vaccination.
  - Will be distributed the week of April 16.
Web and social media

- Updated the NIIW Web page.
- Collecting stories from parents to put on our website.
- Social media messages
  - Messages will be posted on the MDH Facebook and Twitter accounts.
  - Sending our hashtag to our partners, local public health, health systems, etc.
  - #MinnNIIW
Questions?
Comments?
Feedback?
Contact information

Andrea Ahneman

andrea.ahneman@state.mn.us

651-201-5195

www.health.state.mn.us/divs/idepc/immunize/niiw.html