

## **2016 National Infant Immunization Week**

### **Suggested Activities for NIIW 2016**

These suggested activities are intended to be a starting point for local efforts. We hope you will coordinate as many activities as time and resources allow. You also are encouraged to develop activities not mentioned here. Good luck and have fun!

- ☐ Activities that are the least time-consuming and can be implemented with little or no resources
- ☐ Activities that require some time and/or resources
- ☐ Activities that require a considerable amount of time and/or resources

### ***LEAST TIME-CONSUMING ACTIVITIES***

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- ☐ Change your email signature to include a NIIW message
- ☐ Encourage providers to use reminder postcards
- ☐ Use social media to post NIIW messages
- ☐ Include NIIW web banner and logo on communications
- ☐ Update your agency's website to reflect NIIW
- ☐ Distribute Coloring Sheets toy stores and grocery stores
- ☐ Distribute coloring sheets to local libraries
- ☐ Encourage child care center staff to choose a book from the booklist to read to the children
- ☐ Recognize providers for using the immunization registry, ImmTrac
- ☐ Recognize hospital volunteer programs and volunteers
- ☐ Create an infant immunization display at your local health department lobby. This is an easy thing you can do to outreach to families who visit your health department. Make sure to leave copies of brochures with information parents can take home and review
- ☐ Coordinate a paystub reminder at your local health department! Alert your colleagues about infant immunizations and encourage parents to schedule a doctor visit
- ☐ Ask immunization staff and coalition members to change their email signatures to include NIIW information

### ***ACTIVITIES THAT REQUIRE SOME TIME/RESOURCES***

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- ☐ Identify child care centers with low immunization rates in your county and work with them to increase rates.
- ☐ Reach out to the media. Inform media about NIIW and provide information about your outreach activities and events.
- ☐ Submit a short article or OpEd to your local paper.
- ☐ Share Children's Book list and encourage WIC centers to include the books in their play area
- ☐ Send thank you letters to media partners who cover immunization events
- ☐ Present local providers and their staff with certificates of appreciation for using the ImmTrac registry
- ☐ Send pulpit announcements and church bulletin inserts to local churches
- ☐ Ask Local Health Department officer to sign letter to hospitals with maternity services
- ☐ Reach out to birth hospitals and encourage them to distribute the parent brochure in their new parent packets
- ☐ Encourage providers to order promotional materials from you

### ***MOST TIME-CONSUMING ACTIVITIES***

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- ☐ Hold special coalition luncheon to thank active members for their dedication
- ☐ Schedule a local pediatrician or children's hospital doctor to speak at a media event or provider conference on infant immunizations
- ☐ Participate in a community event (such as a farmer's market or health fair) and promote immunizations
- ☐ Host a parent forum and invite immunization experts and advocates to speak about vaccine safety and the importance of infant immunizations
- ☐ Announce local proclamations