We recognize that the public health workforce and health professionals are actively engaged in responding to the COVID-19 pandemic. It is still important to remind Canadians about the importance of immunization during this difficult time. We know that it might be a challenge for some to do this. Therefore, we appreciate every effort in helping with this campaign.
NIAW2020 posters

Reduce your risk of infectious diseases.

Trust. Protect. #VaccinesWork
Talk to your doctor, nurse, pharmacist, or local public health office about the immunizations you and your family need to stay healthy.

imunize.ca
NIAW2020 social media images

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Social media calendar for NIAW2020

FACEBOOK & TWITTER
Hashtags: #VaccinesWork #NIAW2020
WHEREAS
Immunize Canada, composed of:
- ACCÉSSS
- Association of Medical Microbiology and Infectious Disease Canada
- Asthma Canada
- Canadian Association of Perinatal and Women’s Health Nurses
- Canadian Center for Vaccinology
- Canadian Geriatrics Society
- Canadian Gerontological Nursing Association
- Canadian Lung Association
- Canadian Medical Association
- Canadian Nurses Association
- Canadian Nursing Coalition for Immunization
- Canadian Paediatric Society
- Canadian Pharmacists Association
- Canadian Public Health Association
- Canadian Society of Hospital Pharmacists
- Canadian Thoracic Society
- Children’s Healthcare Canada
- College of Family Physicians of Canada
- Council of Chief Medical Officers of Health
- Diabetes Canada
- Federation of Medical Women of Canada
- Heart & Stroke
- Infection Prevention and Control Canada
- International Federation on Ageing
- March of Dimes Canada
- Meningitis Research Foundation of Canada
- Neighbourhood Pharmacy Association of Canada
- Préma-Québec
- Public Health Physicians of Canada
- Society of Obstetricians and Gynaecologists of Canada
- Victorian Order of Nurses

has identified immunization in Canada as an important public health measure for all Canadians;

AND WHEREAS Parents and health care providers in every community have a responsibility
Proclamation: National Immunization Awareness Week 2020

to ensure that children are immunized on time and receive the full schedule of vaccinations required to protect them from serious diseases;

AND WHEREAS A week profiling the importance of immunization in Canada would increase public awareness that many diseases are effectively and safely controlled by immunization, thereby reducing the burden of illness in our communities;

AND WHEREAS Immunization is considered to be the most cost-beneficial health intervention and one of the few that systematically demonstrates far more benefits than costs;

AND WHEREAS Canada is joining other countries around the world to encourage childhood immunization around World Immunization Week, sponsored by the World Health Organization,

NOW I, Mayor of the City of

DO HEREBY PROCLAIM the week of April 25-02 May 2020 National Immunization Awareness Week.

Mayor
Awareness Campaign Ideas – Get your community involved!

National Immunization Awareness Week (NIAW) is held annually in late April. It’s an opportunity to focus the attention of Canadians on the importance of vaccinations for all ages.

Members of Immunize Canada will spread the word at the national level. However, for this week-long campaign to be successful, we need the support of your community to get the message out to the ‘grassroots’!

NIAW coincides with World Immunization Week (organized by the World Health Organization) and Vaccination Week in the Americas (organized by the Pan American Health Organization), during which countries encourage parents, caregivers, and health care providers to ensure that children and adults are immunized.

PREPARE

• Assess the needs of your community.
  • What programs are already in place to promote immunization?
  • Define your goals for NIAW.
  • Set objectives that can be evaluated after it’s all over.
• Develop messages for your target audiences. Immunize Canada will have a sample community media release and key messages available for annual campaigns at immunize.ca.
• Once your objectives and key messages are established, develop information materials on immunization for your community. Assign one or more people to be ‘media spokespersons’.

ACT

Here are a few suggestions to help you reach your intended audience.

Media
Submit news releases, opinion (op-ed) pieces and letters to the editor of your local paper focusing on your key messages. Contact journalists, editors and producers with story ideas and people to interview. Check immunize.ca for examples of radio ads, video PSAs and press releases. Immunize Canada’s YouTube channel has a great collection of immunization-related videos.

Local Government
Ask your mayor or city/town council to proclaim National Immunization Awareness Week. A sample proclamation is available in this toolkit. If you are successful, encourage your mayor and medical officer of health to hold a news conference to get National Immunization Awareness Week off to a good start. To support city hall, provide municipal offices with copies of your information kits on immunization.

Local Businesses
• Enlist the support of your local business association for National Immunization Awareness Week.
• Seek corporate sponsorship for newspaper ads, radio announcements, and other publicity material.
Awareness Campaign Ideas – Get your community involved!

EVALUATE
After National Immunization Awareness Week, assess your activities.
• What were the challenges?
• What resources will be required for National Immunization Awareness Week next year?
Recommendations for next year will be important to you and Immunize Canada, so please let us know!

SUCCESS STORIES & IDEAS
collected from a variety of health organizations

Social Media / Online Promotion:
• Follow Immunize Canada on Twitter, Facebook and YouTube
• Tweets/retweets and Facebook posts/likes re: National Immunization Awareness Week
  ◦ Hashtags: #VaccinesWork #NIAW2020
• Badges or banner ads on blogs and community websites directly linked to credible information sources such as immunize.ca
• National Immunization Awareness Week information in e-mail signature block
• Blog post or e-newsletter article about National Immunization Awareness Week and/or immunization topic

Community Media:
• Articles on immunization topics written by local experts (e.g. myths and facts, community immunity)
• Distributed local press releases with pro-immunization messaging
• Radio and community-channel public service announcements
• Ads and articles in staff newsletters, parent newsletters

Education:
• ‘Did you know?’ series of e-mails to employees
• ‘Test your VAQ’ (vaccine awareness quotient) with health care providers
• Information in new-mom packages

Online Contests:
• Colouring contest to promote childhood immunization and reporting of vaccines to public health
• Express your support for for public health nurses who promoted immunization awareness in their district

ADD YOUR SUCCESS STORY!
Credible Online Resources about Immunization