



NATIONAL IMMUNIZATION AWARENESS WEEK: 24-30 APRIL 2023

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 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 on Immunize Canada's NIAW webpage](#). 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.

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](#), [Instagram](#), and [YouTube](#)
- Tweets/retweets, Instagram posts, and Facebook posts/likes re: National Immunization Awareness Week
Hashtags: **#VaccinesWork** **#NIAW2023**
- 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-parent packages

Online Contests:

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