

Local Government

- Ask your mayor or city/town council to proclaim National Immunization Awareness Week 2025. [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 [X](#), [Bluesky](#), [Facebook](#), [Instagram](#), [YouTube](#), and [TikTok](#)
- Reposts/likes on social media re: National Immunization Awareness Week
Hashtags: **#VaccinesWork #GetImmunized #NIAW2025**
- 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 on an 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