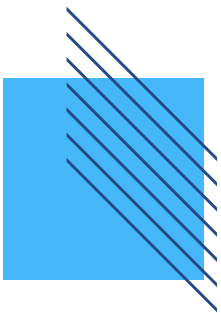




NATIONAL IMMUNIZATION AWARENESS WEEK 2025

PROMOTIONAL TOOLKIT

APRIL 2025



National Immunization Awareness Week 2025 Promotional Toolkit

Immunize Canada (housed and operated within the Canadian Public Health Association) has a specific interest in promoting the understanding and use of vaccines to the public and health professionals: vaccines recommended by the National Advisory Committee on Immunization (NACI) and vaccines approved for use in Canada. The goal of the coalition is to provide evidence-based immunization information about, and to contribute to the control, elimination, and eradication of, vaccine-preventable diseases in Canada.

For more information, contact:

Canadian Public Health Association

404-1525 Carling Avenue, Ottawa, ON K1Z 8R9 Canada

T: 613-725-3769 | info@cpha.ca | cpha.ca

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Summary

National Immunization Awareness Week (NIAW) is an annual event held in the last week of April to highlight and recognize the importance of immunization. This year, Canada's NIAW – from 21 to 30 April 2025 – coincides with Vaccination Week in the Americas and World Immunization Week. Immunize Canada is pleased to collaborate with Vaccine Ambassadors on this campaign.

This National Immunization Awareness Week (NIAW), our theme is: **Don't let history repeat itself. Protect your future. Get immunized.**

The idea for our theme was inspired by the tagline from the winning poster of Immunize Canada's 2016 National Immunization Poster Contest for Grade 6 Students. The student who designed the poster for this competition was motivated to create its timely message after witnessing the painful toll polio had taken on their grandfather. The poster is featured on the final page of this toolkit.

This toolkit offers promotional resources and messaging that highlight the life-saving power of vaccines. Our ready-made posters, social media creatives, videos, and content provide evidence-based information in plain language. Our goal is to spark meaningful conversations about the benefits of immunization. Explore the materials in our toolkit to help spread the word about how vaccines have changed our world for the better—and how they continue to help keep us safe.

Contents



This toolkit contains the following NIAW-specific resources:

1. Immunize Canada's NIAW 2025 logos
2. Sample NIAW proclamation
3. A list of credible online immunization resources
4. "Awareness Campaign Ideas" document
5. Immunize Canada's NIAW media release
6. NIAW posters
7. NIAW social media creatives
8. NIAW short videos for YouTube, Instagram, and TikTok
9. NIAW messaging – for Facebook and Instagram
10. NIAW messaging – for Bluesky and X

Immunize Canada

NIAW 2025 Logos

NIAW2025 logo | horizontal logo



[DOWNLOAD HERE](#)

NIAW2025 logo | vertical text



[DOWNLOAD HERE](#)

NIAW2025 logo | for Instagram

Don't let history repeat itself.



Protect your future. Get immunized.

[DOWNLOAD HERE](#)

Proclaim, Plan, and Learn for NIAW 2025

Proclaim National Immunization Awareness Week 2025
in your community!

Use this [sample Proclamation](#).

Plan your own immunization awareness activities
in your community.

Download our [Awareness Campaign Ideas](#).

Read and share credible and reliable
information about vaccines from us at
[Immunize Canada](#), or from our [members](#).

NIAW 2025 Media Release



Don't let history repeat itself.
National Immunization
Awareness Week
April 21-April 30, 2025
Protect your future. Get immunized.

National Immunization Awareness Week takes place from 21-30 April 2025.
#DontLetHistoryRepeatItself #VaccinesWork #ProtectYourFuture #GetImmunized #NIAW2025

17 April 2025, OTTAWA, ON — Immunize Canada, in collaboration with Vaccine Ambassadors, advocates for everyone to stay up to date on all recommended vaccines, so that they can live healthier lives protected against vaccine-preventable diseases.

Not that many decades ago, there was no way to protect yourself from devastating diseases such as polio, tetanus, diphtheria, and meningitis—or wildly contagious infections such as measles. Outcomes were inescapably tragic. Lifelong paralysis. Stillbirth. Neurodegenerative disease. Encephalitis. Even death.

But vaccines changed this landscape. As time progressed, more and more diseases became preventable by vaccination, and health outcomes greatly improved.

Let's not turn the clock back to former times. This National Immunization Awareness Week, our theme—*Don't let history repeat itself. Protect your future. Get immunized*—will shed light on the importance of staying up to date on recommended vaccinations.

Staying up to date on your immunizations

Vaccine recommendations are updated regularly as new evidence emerges, and as new vaccines become available. With science constantly evolving, it can sometimes be challenging to know which vaccines you need or are eligible for. Some people might not realize that they need to get caught up on their vaccines. For example, adults and anyone who is pregnant or considering becoming pregnant may be unaware that they need to be immunized against certain diseases. As a person's health can change over time, they may also become eligible to receive additional vaccines to ensure continued protection. The reality is: vaccines aren't just for kids—they're for everyone, at every age.

"In a world challenged by misinformation and uncertainty, vaccines remain one of our most trustworthy tools to protect our health and our future," says Dr. Anne Pham-Huy, Chair of Immunize Canada and a physician specializing in infectious diseases at CHEO, a pediatric hospital and research centre in Ottawa, Ontario. "Empowering families, communities, and health care providers with trusted vaccine knowledge is essential to our shared commitment to protecting public health."

Dr. Pham-Huy explains that if vaccine confidence fades, misinformation fills the gap—putting lives at risk and inviting the return of preventable diseases like measles. "Maintaining high vaccination coverage is not just a personal choice—it's a shared responsibility to protect our communities, especially the most vulnerable," she says. "We must stand together—families, health care providers, and communities—to uphold trust in science, stop the spread of misinformation, and keep vaccine-preventable diseases away."

Use your voice to make a difference

Dr. Cora Constantinescu, Vice Chair of Immunize Canada and a pediatric infectious disease specialist at Alberta Children's Hospital, Calgary, Alberta, has a message for the vaccine-confident: "You are the majority, and we hope that events such as National Immunization Awareness Week will empower you to use your individual voice. Speak up to encourage your family and friends to protect themselves and their children through immunizations. Your voices can spark a wave of community influence—which we need now more than ever, to achieve the crucial goal of community protection."

[Immunize Canada](#) and [Vaccine Ambassadors](#) encourage you to speak with your doctor, nurse, pharmacist, or local public health office about the immunizations you and your family need to protect your future and stay healthy.

VIEW HERE

NIAW 2025 Posters

Don't let history repeat itself.
Protect your future. Get immunized.




Vaccines:

- are safe
- are effective
- are rigorously tested
- protect against many diseases
- protect you through your lifespan
- help keep you in good health



[DOWNLOAD HERE](#)

Don't let history repeat itself.
Protect your future. Get immunized.



Tetanus. Pneumococcal. COVID. HPV.
Any of these diseases could have a severe impact on your health. But the good news is that you can take action to protect yourself. The best way? **Get immunized.**

Talk to your doctor, nurse, pharmacist, or local public health office about getting up to date on all your vaccines.

[DOWNLOAD HERE](#)

Don't let history repeat itself.
Protect your future. Get immunized.



Polio. Diphtheria. Meningitis. Whooping cough.
All of these diseases still circulate and can be devastating. Fortunately, they are preventable!
The best way to protect yourself and your family is to get immunized.

Talk to your doctor, nurse, pharmacist, or local public health office about getting up to date on all your vaccines.

[DOWNLOAD HERE](#)



NIAW 2025 Posters



Don't let history repeat itself.
Protect your future. Get immunized.




Measles. Mumps. Rubella. Chickenpox.
All of these diseases are contagious and can be really serious – but they're easily preventable.
The best way to protect yourself and your family is to get immunized.
Talk to your doctor, nurse, pharmacist, or local public health office about getting up to date on all your vaccines.




DOWNLOAD HERE

Don't let history repeat itself.
Protect your future. Get immunized.



Influenza. RSV. Hepatitis A. Hepatitis B.
Why risk your health with any of these vaccine-preventable diseases?
The best way to protect yourself and your family is to get immunized.
Talk to your doctor, nurse, pharmacist, or local public health office about getting up to date on all your vaccines.



DOWNLOAD HERE

To access this same suite of posters in Spanish, please [click here](#).



NIAW 2025 Social Media Images

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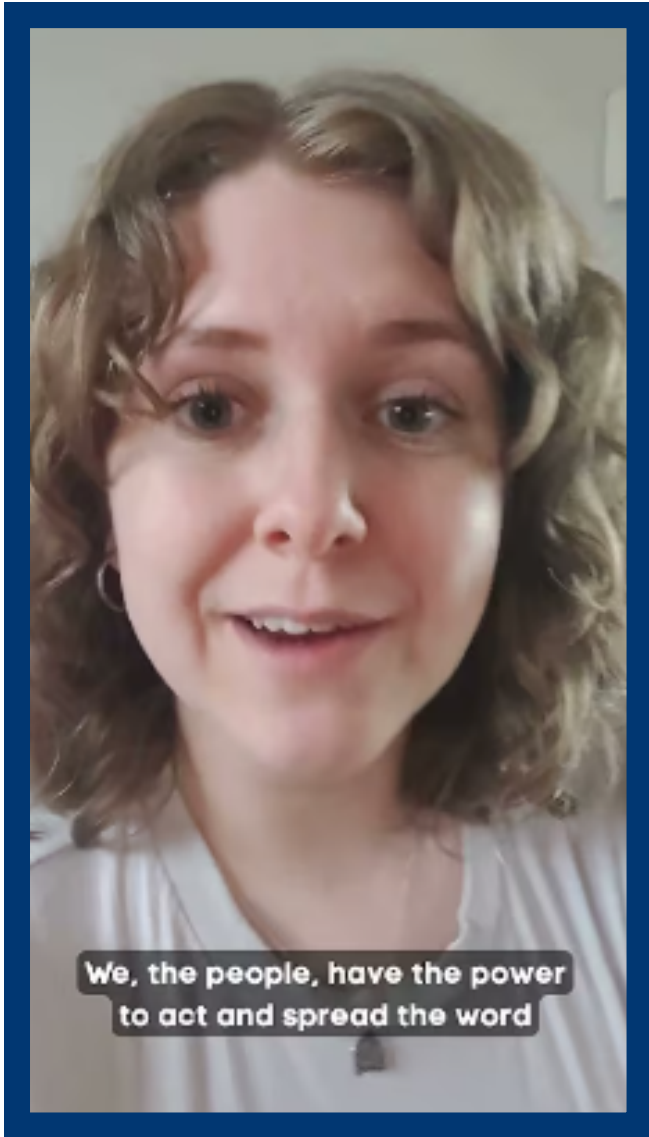
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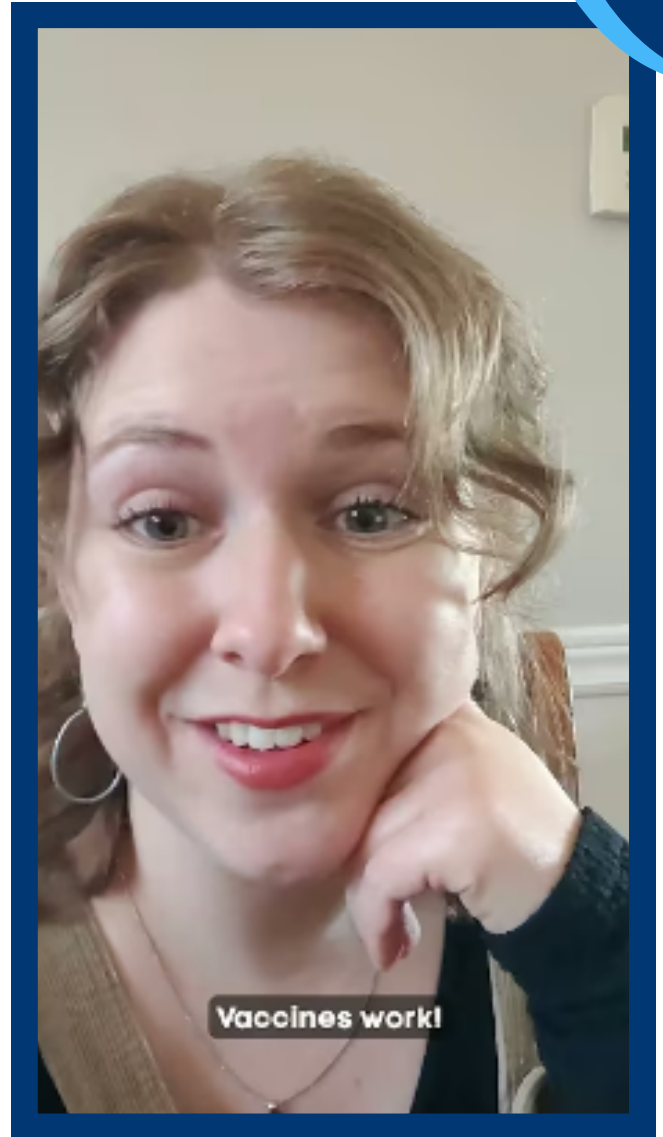
To access this same suite of social media images in Spanish, please [click here](#).



We need to stay vigilant

It's National Immunization Awareness Week, and this year, it is especially important to talk about the health gains we've made through vaccination, as these achievements are actively under threat.

[WATCH ON YOUTUBE](#)



Vaccines work

Since the introduction of various vaccines in Canada, we have seen massive declines in preventable diseases. Vaccines work.

[WATCH ON YOUTUBE](#)



NIAW 2025 Short Videos



You can also find our NIAW 2025 short videos on our TikTok and Instagram accounts.



How to take part in NIAW

It's National Immunization Awareness Week and here are three ways you can get involved. Let's keep the conversation going about how vaccines have helped change our world for the better.

[WATCH ON YOUTUBE](#)



NIAW 2025 Messaging for Facebook and Instagram

Vaccines Work Messaging

Vaccines save lives. Over the past 50 years, vaccines have saved an estimated 154 million lives worldwide, and they continue to prevent 3.5 million to 5 million deaths every year.

Vaccines work. Many diseases that used to be common in Canada – such as diphtheria and polio – are now rare, thanks to vaccines.

Adult Immunizations Messaging

It is never too late to get caught up on the vaccines you need. Immunizations can be given throughout the life course – including vaccines that protect against human papillomavirus (HPV) – and give you the best protection possible against preventable diseases. If you are an adult, talk to your doctor, nurse, pharmacist, or local public health office about getting up to date on your immunizations.

Vaccines aren't just for kids. Adults need vaccines too – whether that's getting caught up on the vaccines that you did not receive in childhood or adolescence, or receiving vaccines recommended during adulthood – such as the shingles vaccine and the combined tetanus, diphtheria, and pertussis (Tdap) vaccine.

NIAW 2025 Messaging for Facebook and Instagram

Vaccine Safety Messaging

Vaccines are some of the most strictly regulated medical products in Canada. Before a vaccine is even considered for approval by Health Canada, it must go through rigorous testing to demonstrate that it is safe and that it works. Only vaccines that meet the highest standards set out by Health Canada are approved for use. Approved vaccines are continually monitored to ensure their safety.

Vaccines Schedules Messaging

Vaccine schedules are designed to provide your child with the best protection possible against serious preventable diseases. Following the recommended immunization schedule for your child ensures they will be immunized against specific diseases – such as measles and pertussis (whooping cough) – before they are likely to be exposed to them.

Vaccine schedules take into account when your child's immune system best responds to certain vaccines. Following the recommended immunization schedule ensures that your child receives the vaccines they need, at a time when the vaccine will provide them with the best protection.

NIAW 2025 Messaging for Facebook and Instagram

Vaccines and Pregnancy Messaging

Vaccines recommended during pregnancy are safe and help protect you and your infant when they are too young to be immunized. When you get vaccinated while pregnant, you pass on protective proteins called antibodies to your developing baby. Once your baby is born, these antibodies provide them with short-term protection against the disease you were immunized against while pregnant.

Community Immunity Messaging

Community immunity is at risk as vaccination rates decline. When the majority of people are protected against a contagious disease, it becomes difficult for the disease to spread—this is known as community immunity. By keeping yourself and your family up to date on all recommended immunizations, you help maintain the immunity of your community, and help protect those who cannot be immunized.

Vaccines protect you, your family, and your community. You have the power to protect yourself, and those around you, by getting immunized.

NIAW 2025 Messaging for Bluesky and X

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NIAW 2025 Messaging for Bluesky and X

Vaccines and Pregnancy Messaging

Vaccines recommended in pregnancy help protect you and your infant. Getting immunized while pregnant gives your baby short-term protection against the disease you were immunized against.

Community Immunity Messaging

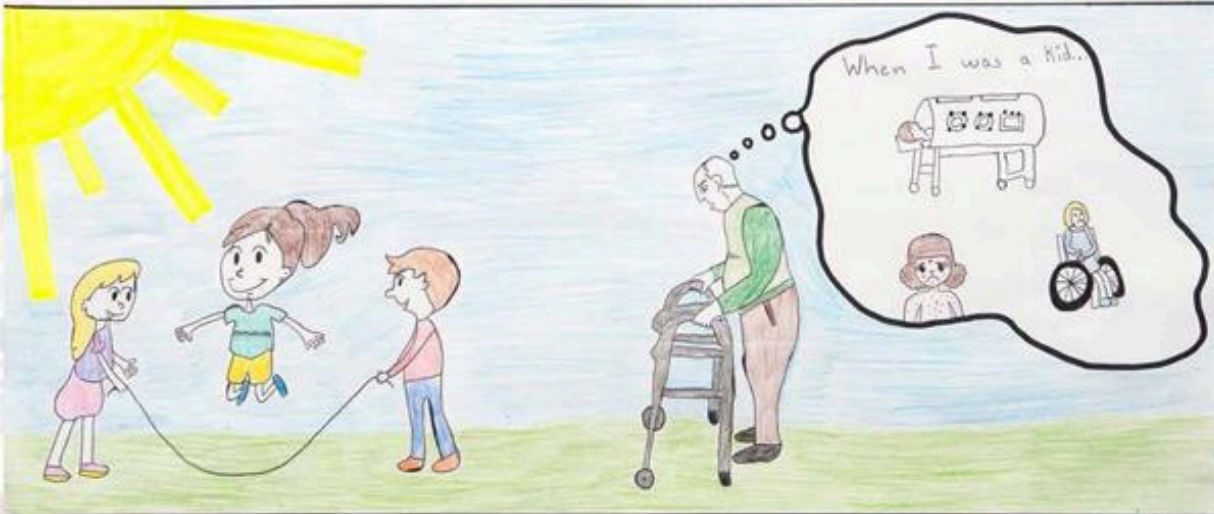
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National Immunization Poster Contest Winner - 2016

2016 National Immunization Poster Contest for Grade 6 Students
National Winner/Gagnante nationale

DON'T LET HISTORY REPEAT ITSELF...



DON'T WAIT... **VACCINATE!**

Designed by Isabella Quinn
Bliss Carman Middle School, Fredericton NB

