



# NATIONAL IMMUNIZATION AWARENESS WEEK 2026

## PROMOTIONAL TOOLKIT

APRIL 2026



# National Immunization Awareness Week 2026 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 to 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](mailto:info@cpha.ca) | [cpha.ca](http://cpha.ca)

Copyright © 2026 | Canadian Public Health Association  
Permission is granted for non-commercial reproduction only



# 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 **26 April to 02 May 2026**—coincides with Vaccination Week in the Americas and World Immunization Week.

**This National Immunization Awareness Week (NIAW), our theme is: [#TheTimesNow](#). [#GetImmunized](#).**

**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 2026 logo (various formats)
2. Sample NIAW proclamation
3. Awareness Campaign Ideas document
4. Immunize Canada's NIAW media release
5. NIAW posters
6. NIAW social media creatives
7. Short NIAW videos for YouTube, Instagram, and TikTok
8. NIAW messaging – for Facebook and Instagram
9. NIAW messaging – for Bluesky and X

# Immunize Canada

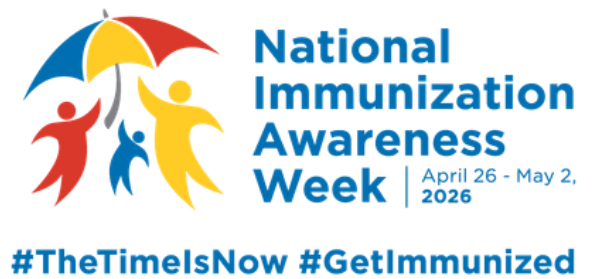
## NIAW 2026 Logos

NIAW2026 logo | horizontal



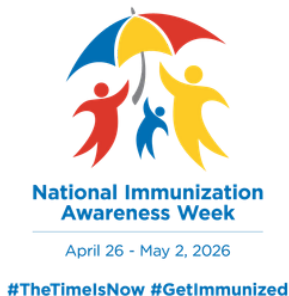
[DOWNLOAD HERE](#)

NIAW2026 logo | vertical



[DOWNLOAD HERE](#)

NIAW2026 logo | Instagram



[DOWNLOAD HERE](#)

# Proclaim, Plan, and Learn for NIAW 2026

Proclaim National Immunization Awareness Week 2026  
in your community!

Use this [sample Proclamation](#).

Plan your own immunization awareness activities  
in your community.

Download our [Awareness Campaign Ideas](#).

Learn more and share how our [NIAW  
ambassadors](#) have been standing up for  
vaccines”

Read our [NIAW 2026 media release](#).

# NIAW 2026 Posters



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)

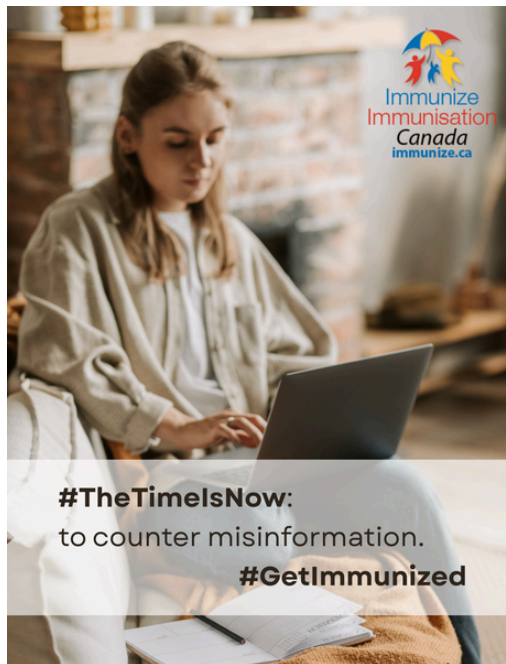


[DOWNLOAD HERE](#)

# NIAW 2026 Posters



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)



# NIAW 2026 Social Media Images



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)



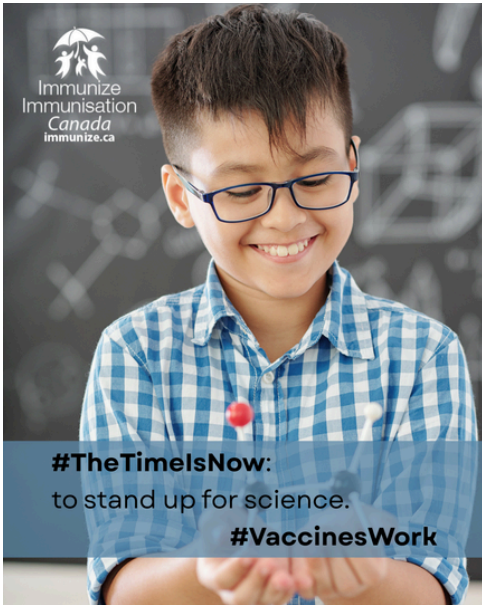
[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)



# NIAW 2026 Social Media Images



[DOWNLOAD HERE](#)

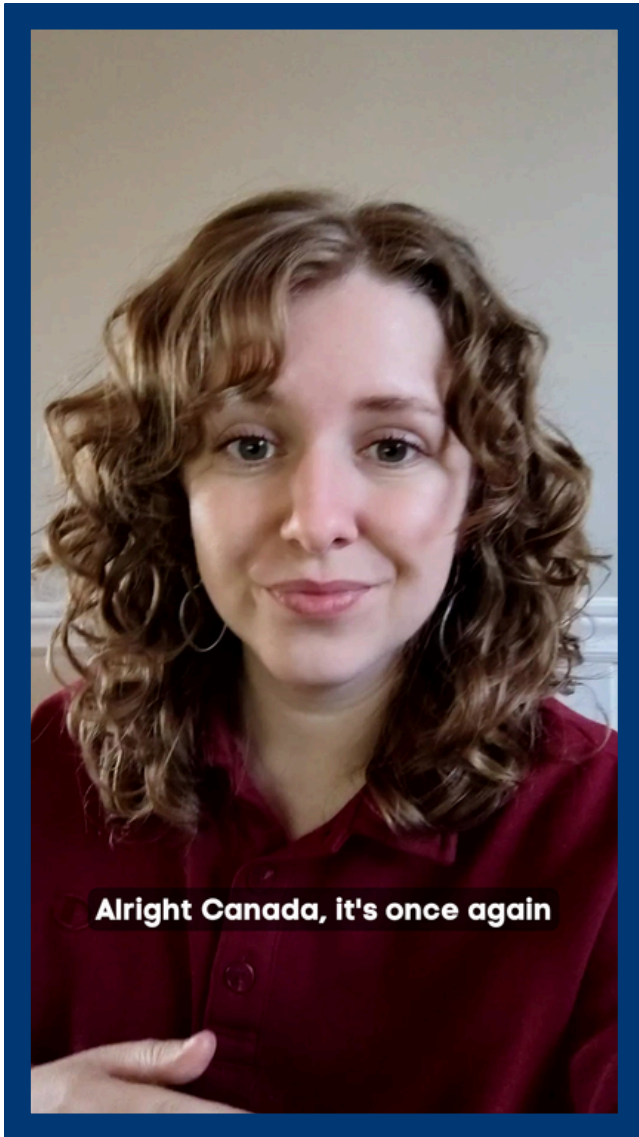


[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)

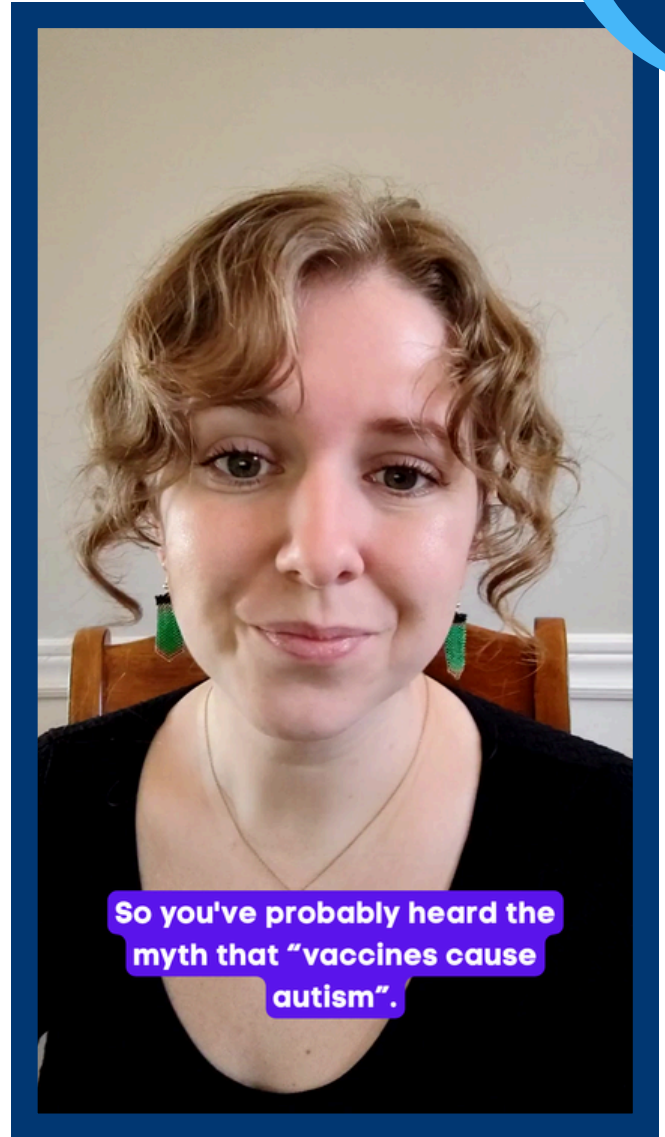




## The time is now.

We are seeing a rise in vaccine hesitancy and a decline in the health gains we've achieved through successful immunization programs. The time is now to stand up for science and vaccines.

[WATCH HERE](#)



## Vaccines do not cause autism.

You have probably heard the myth that "vaccines cause autism". But do you know where this fallacy began? The answer: a fraudulent study conducted in 1998.

[WATCH HERE](#)

**You can also find our NIAW 2026 short videos on our TikTok and Instagram accounts.**



# NIAW 2026 Messaging for Facebook and Instagram

## NIAW 2026 Theme Messaging

### **The time is now:**

- to take care of your health
- to prevent the preventable
- to protect your future
- to get immunized
- to stand up for science
- to counter misinformation
- to keep calm and stay informed

## 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 2026 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 2026 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 2026 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.

# NIAW 2026 Messaging for Bluesky and X

## NIAW 2026 Theme Messaging

### **The time is now:**

- to take care of your health
- to prevent the preventable
- to protect your future
- to get immunized
- to stand up for science
- to counter misinformation
- to keep calm and stay informed

## 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 and give you the best protection possible against preventable diseases.

---

**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.

# NIAW 2026 Messaging for Bluesky and X

## Vaccine Safety Messaging

**Vaccines are strictly regulated in Canada.** Only vaccines that meet the highest standards set out by Health Canada are approved for use, and 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 preventable diseases.** Following the recommended schedule ensures your child is immunized before they are likely to be exposed to these diseases.

---

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

# NIAW 2026 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

**Community immunity is at risk as vaccination rates decline.** Keeping yourself and your family up to date on all recommended immunizations helps maintain the immunity of your community, and helps 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 2026 Messaging for Bluesky and X

## 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.



Immunize  
Immunisation  
*Canada*  
[immunize.ca](https://immunize.ca)

