



Immunization
Advocacy Network
of Ohio

2022 IANO Advocacy Toolkit National Infant Immunization Week (NIIW) April 24-30, 2022

Partners in the Immunization Advocacy Network of Ohio are invited to take part in activities to boost awareness of the importance of childhood vaccines, as we acknowledge [National Infant Immunization Week \(NIIW\)](#), April 24th – 30th. Incorporating themes and materials already created for that recognition, IANO and its long-time partners, the Ohio Chapter, American Academy of Pediatrics and Ohio Champions for Vaccines have localized vaccine related themes and are hosting a week-long **Ohio Immunization Awareness Week** with a variety of quick and easy engagement opportunities for IANO members.

This campaign will be targeted to members of the Ohio General Assembly and serves as the 2022 edition of our Statehouse Immunization Advocacy effort.

This virtual communications toolkit with instructions and content is ready for you to share with lawmakers, including social media posts, letter-to-the-editor templates, resources to contact your legislators in district, etc. Our goal is to send childhood vaccine information to lawmakers, to remind them of the importance of immunization for young children. This is especially critical now, as lawmakers have been considering policies around vaccine mandates for adults, and have been including childhood vaccines in these proposals, which would dramatically weaken our childhood vaccination system.

TOOLKIT CONTENTS

- I. **CDC Toolkit for NIIW**
- II. **Communicating with the Ohio General Assembly**
- III. **Social Media Samples**
- IV. **Other ways to engage: Share a podcast, send a letter-to-the-editor, etc.**

[Note: You have received a compressed folder as an email attachment. In that folder are graphics that can be used for social media posts and the database of legislative contact information. Please let us know if you have any difficulty opening the folder and we will send you the attachments individually.]

Ohio Chapter
INCORPORATED IN OHIO

American Academy
of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



CDC TOOLKIT for NIIW

The Center for Disease Control and Prevention creates a toolkit with a wide variety of materials available for your use during National Infant Immunization Week. You can check out these materials by visiting: <https://www.cdc.gov/vaccines/events/niiw/index.html>. The materials in the IANO toolkit have been localized for Ohio and can be localized to your community.



COMMUNICATING WITH MEMBERS OF THE OHIO GENERAL ASSEMBLY

When reaching out to policy makers, it is important to utilize any existing relationships if you have them, and highlight your own organization, your mission and why this issue is of importance to you. We are asking members of IANO to contact their State Representatives and State Senators between May 25th - 29th.

SENATE AND HOUSE CONTACT INFORMATION

You can identify your State Representatives and State Senators by visiting:
<https://www.legislature.ohio.gov/>.

SENATE AND HOUSE TWITTER HANDLES

A list of emails and Twitter handles for members of the Ohio General Assembly can be found in the IANO Attachments folder.



Template Email/Letter to State Legislators

Dear [Senator/Representative]:

Our organization is a member of the Immunization Advocacy Network of Ohio, a statewide coalition representing vaccine advocates. We would like to take this opportunity to thank you for your continued support of childhood vaccinations.

National Infant Immunization Week (NIIW), April 24-30, 2022, highlights the importance of protecting infants and young children from vaccine-preventable diseases. This year, a primary focus is to ensure families stay on track for their children's well-child visits and routinely recommended vaccinations.

COVID-19 has caused many disruptions in families' lives – and in some cases, it has meant that Ohio children have missed or delayed their wellness checkups and vaccination, which are a critical part of ensuring children stay healthy. The CDC and the American Academy of Pediatrics (AAP) recommend that children stay on track with their well-child appointments and routine vaccinations.

Vaccines are among the most successful and cost-effective public health tools available for preventing disease and death. Vaccines help protect both individuals and communities by preventing and reducing the spread of infectious diseases. Among children born during 1994-2018, vaccination will prevent an estimated 419 million illnesses, 26.8 million hospitalizations, and 936,000 deaths over their lifetimes.

As a legislator, we appreciate the work you do to help boost childhood immunization rates in our community. Immunization policy for children affects exemption rates, school immunization regulations, registry data collection, and the availability of immunizations for all. We encourage you to support current and future immunization access policies and vaccine-related programs to lessen childhood illness and possible death from preventable infectious diseases.

Immunization for all ages is a critical part of our healthcare system. We stand ready to assist you with any vaccine-related concerns and can share our expertise for the development of good public policies designed to improve Ohio's immunization rates and the health of our communities.

If you have additional questions, please feel free to contact **(organization contact)** at your convenience.

Sincerely,

[Your name]

[Organization]



2022 Social Media Guide for NIIW Advocacy Week

Social Media Quick Tips for Engagement:

- Use all the tools available to you on each platform when crafting a post; tags, stories/fleets, stickers, filters, polls, etc.
- Post graphics, pictures and videos for greater engagement.
- Use the hashtags provided and encourage others to do the same.
- SHARE, RETWEET and COMMENT!

Event Hashtag:

- #ivax2protect

Supporting Hashtags:

- #vaccinate
- #VaccineSafetyAdvocate
- #VaccinesWork

Key Twitter Handles:

- [@OHPediatricians](#)
- [@OhioC4V](#)
- [@OHdeptofhealth](#)

Primary CDC Messages:

National Infant Immunization Week (NIIW) highlights the importance of protecting infants and young children from vaccine-preventable diseases. This year, a primary focus is to ensure families stay on track for their children's well-child visits and routinely recommended vaccinations.

- COVID-19 has caused many disruptions in families' lives – and in some cases, it has meant that children have missed or delayed their wellness checkups and vaccination, which are a critical part of ensuring children stay healthy. CDC and the American Academy of Pediatrics (AAP) recommend that children stay on track with their well-child appointments and routine vaccinations.
- Most parents choose the safe, proven protection of vaccines. Giving babies the recommended vaccinations by age two is the best way to protect them from 14 serious childhood diseases, like whooping cough (pertussis) and measles.

- Vaccines are among the most successful and cost-effective public health tools available for preventing disease and death. Vaccines help protect both individuals and communities by preventing and reducing the spread of infectious diseases. Among children born during 1994-2018, vaccination will prevent an estimated 419 million illnesses, 26.8 million hospitalizations, and 936,000 deaths over their lifetimes.

Supporting CDC Messages:

- Vaccination is a shared responsibility. Families, healthcare professionals, and public health officials must work together to help protect the entire community.
- Vaccines are safe. The U.S. has a long-standing vaccine safety system that ensures vaccines are as safe as possible. As new information and science become available, vaccine recommendations are monitored, updated, and improved.
- Trust in vaccines is built through millions of conversations between parents, doctors, nurses, pharmacists, and community members. NIIW provides an opportunity to encourage vaccine conversations at all community levels.

Facebook Messages to Share

- This National Infant Immunization Week, help us spread the word that this year it's more important than ever for Ohio children to stay on track with routinely recommended vaccinations. <https://www.cdc.gov/vaccines/events/niw/index.html>
- National Infant Immunization Week is a great time to learn about the vaccines your baby needs! Visit CDC's site to learn about the 14 diseases vaccines prevent, view the latest immunization schedule, and get tips on how to comfort your baby during vaccine visits: <https://go.usa.gov/xEspJexternal icon>
- Before there was a vaccine, mumps was the leading cause for viral encephalitis (swelling of the brain) and sudden hearing loss in the United States. National Infant Immunization Week is a great time to learn more about protecting your child from mumps: <https://go.usa.gov/xEssUexternal icon>
- The CDC produced a video for parents that takes viewers on the journey of a childhood vaccine from development through safety monitoring after a vaccine is licensed and introduced in the population. The 5-minute video explains the three phases of clinical trials, vaccine manufacturing, and how a vaccine is added to the U.S. recommended immunization schedule. Check out the video: <https://bit.ly/2F8x9Wgexternal icon>
- WEWS ABC 5 in Cleveland's investigative report by reporter Jonathan Walsh shines light on a troubling trend of Ohio schoolchildren lacking their childhood immunizations. <https://bit.ly/3K2U4Ap>

Twitter Messages to Share

- This National Infant Immunization Week, help us spread the word that this year it's more important than ever for #Ohio children to stay on track with routinely recommended vaccinations. #ivax2protect #NIIW <https://www.cdc.gov/vaccines/events/niiw/index.html>
- You've heard of #whoopingcough and #measles, but can you name all 14 diseases vaccines protect your baby against? <https://go.usa.gov/xna9Yexternal icon> #NIIW #ivax2protect #Ohio
- It's more important than ever to help protect children from vaccine-preventable diseases. Talk to your child's doctor to make sure they are on track with routinely recommended vaccinations. #ivax2protect #NIIW #Ohio <https://www.cdc.gov/vaccines/parents/visit/vaccination-during-COVID-19.html>
- Help stop the spread of misinformation during National Infant Immunization Week and beyond. Find resources here: <https://www.cdc.gov/vaccines/events/niiw/ed-resources.html> #Ohio #NIIW #ivaxtoprotect
- How do vaccines strengthen your baby's immune system? Learn more: <https://go.usa.gov/xEss4external icon> #NIIW #ivax2protect #Ohio
- [@WEWS's](#) [@JonathanWalshTV's](#) investigative report shines light on a troubling trend of #Ohio schoolchildren lacking their childhood immunizations. <https://bit.ly/3K2U4Ap> #ivax2protect

Ohio Department of Health Social Media Messages to Share

The Ohio Department of Health will be posting NIIW messages on social media on Sunday, April 24th and Tuesday, April 26th. Please feel free to like and share these messages and/or post them directly on your platforms. Images to include with the posts from ODH can be found in the IANO Attachments folder.

April 24th

Facebook

It's National Infant Immunization Week! A CDC report from May 2020 found a drop in routine childhood vaccinations. It's important to make time to protect our youngest Ohioans from dangerous, preventable diseases by keeping them up to date with the recommended vaccine schedule. Learn more about childhood vaccines:

<https://bit.ly/3jilqHC> #NIIW

Twitter

It's #NIIW! A @CDC report from May 2020 found a drop in routine childhood vaccinations. It's important to protect youngest population from preventable diseases by keeping up with the recommended vaccine schedule. Learn more about childhood vaccines:

<https://bit.ly/3jilqHC>

April 26th

Facebook and Twitter

Are your kids up to date on their childhood vaccinations? It's important for families to stay on track with their children's vaccine schedules to prevent serious diseases like measles, mumps, and polio. See the age schedules: <https://bit.ly/3jilqHC> #NIIW



Podcast

More than ever before, it's critical to ensure that families stay on track for children's routine checkups and recommended vaccinations following disruptions from COVID-19. A [CDC report](#) released in May 2020 found a troubling drop in routine childhood vaccinations because of families staying at home during the pandemic and not maintaining their vaccine schedule. The CDC and the American Academy of Pediatrics (AAP) recommend that children stay on track with their well-child appointments and routine vaccinations. On-time vaccination is critical to provide protection against potentially life-threatening diseases. Pediatrician Dr. Denise Warrick offers her perspective on the importance of vaccines in protecting children and the need for strong public policies that support that effort.

Share on Twitter: On [#TalkingPoints](#), [@dmwarrickmd](#) speaks about [#NIIW](#), [@OhioC4V](#) and the need for strong vaccine policies in [#Ohio](#). [@OHPediatricians](#) [#ivax2protect](#) [#VaccineSafetyAdvocate](#)
<https://talkingpoints.buzzsprout.com/1735386/10479274>

Share on Facebook: Pediatrician Dr. Denise Warrick visits with the Talking Points podcast to touch base on National Infant immunization Week, where parents and families can find credible vaccine information, and the need for strong vaccine policies in Ohio. <https://talkingpoints.buzzsprout.com/1735386/10479274>



[Template Letter to the Editor](#)

Recognizing National Infant Immunization Week

National Infant Immunization Week (NIIW) is April 24 – 30, 2022. Each year, NIIW focuses on the positive impact of vaccination on the lives of infants and children — and this year it’s a priority to ensure that families stay on track for routine checkups and vaccinations following disruptions from COVID-19.

On-time vaccination is critical to help provide protection against potentially life-threatening diseases.

During NIIW, **[YOUR ORGANIZATION]** encourages everyone to make sure your children’s routine well-child visits and vaccinations up to date. Vaccines are available at private doctor offices, as well as other convenient locations such as pharmacies, workplaces, community health clinics and health departments. You can learn more about what vaccines your child needs by visiting <https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html>.