

2013 National Immunization Awareness Month (NIAM)

Sample Social Media Messages

Below is a list of social media messages that you can post on your organization's Twitter and Facebook pages to promote National Immunization Awareness Month (August 2013). The social media messages have been organized by each week in August.



TWEET POSTS

WEEK 1 (8/4-8/10) – OFF TO COLLEGE: YOUNG ADULTS

- **1A:** Beat the rush. Get your college student back-to-school vaccines now. www.cdc.gov/vaccines/adults/rec-vac/college.html #NIAM13
- **1B:** Off to college? You need vaccines to prevent flu, whooping cough, HPV and meningococcal disease. Are you protected? <http://eziz.org/assets/docs/IMM-688.pdf> #NIAM13

WEEK 2 (8/11-8/17) – BACK TO SCHOOL: CHILDREN, PRE-TEENS & TEENS

- **2A:** Preventable disease outbreaks in schools are rare now because the majority of parents make sure their children are up to date on vaccines. www.shotsforschool.org #NIAM13
- **2B:** If there were a vaccine for cancer, wouldn't you get it for your kids? #PreventCancer #HPVVaccine www.cdc.gov/Features/Pre-teenVaccines #NIAM13

WEEK 3 (8/18-8/24) – NOT JUST KIDS: ADULTS

- **3A:** Immunizations are NOT just for kids! No matter your age, we ALL need immunizations to keep us healthy. <http://www.immunize.org/catg.d/p4036.pdf> #NIAM13
- **3B:** Got questions about vaccines for you and your family? Find answers at <http://www.ph.lacounty.gov/phcommon/public/faqs/faqdisplist.cfm?ou=ph&prog=dcp&unit=ip> #NIAM13

WEEK 4 (8/25-8/31) – HEALTHY START: BABIES AND PREGNANT WOMEN

- **4A:** Find tips to prepare for your baby's next well visit & learn what vaccines he'll need. www.cdc.gov/vaccines/parents/index.html #NIAM13
- **4B:** Parents, get answers to your questions about vaccines: www.cdc.gov/vaccines/parents/index.html #NIAM13





FACEBOOK POSTS

WEEK 1 (8/4-8/10) – OFF TO COLLEGE: YOUNG ADULTS

- **1A:** Vaccines are not just for children. You need them throughout your adult life to stay healthy. That's because immunity from childhood diseases may wear off over time, and you may also be at risk for other vaccine-preventable diseases. www.cdc.gov/vaccines/schedules/easy-to-read/adult.html
- **1B:** Off to college? Before you go, make sure you're up to date on all the vaccines recommended for you. Even healthy young adults need protection from diseases like the flu; whooping cough; and HPV, a disease that causes cancer. Find out more: www.cdc.gov/vaccines/adults/rec-vac/college.html

WEEK 2 (8/11-8/17) – BACK TO SCHOOL: CHILDREN, PRE-TEENS & TEENS

- **2A:** Delaying or skipping shots increases your child's chance of getting a disease that vaccines prevent. Check CDC's interactive immunization scheduler and compare it to your child's vaccine records to see if your child needs any vaccines: www2a.cdc.gov/nip/kidstuff/newscheduler_le/
- **2B:** A well child or preteen visit that includes shots can be stressful for you and your child, but there are ways to make them go easier. Get useful tips for helping your child when he gets shots with these tips: <http://immunizebc.ca/get-vaccinated/reducing-immunization-injection-pain/strategies-reduce-immunization-pain-all-age-groups>

WEEK 3 (8/18-8/24) – NOT JUST KIDS: ADULTS

- **3A:** If you have a chronic condition such as asthma, diabetes, or heart disease, getting vaccine-preventable diseases like flu and pneumonia can lead to serious complications, hospitalization or even death. Protect yourself – get vaccinated. www.cdc.gov/vaccines/hcp/patient-ed/adults/downloads/fs-adult-immz.pdf
- **3B:** Some things you outgrow as an adult. Immunizations aren't one of them. Nearly a dozen vaccines are recommended for certain adults. Talk to your health care provider, your public health department, or visit www.cdc.gov/vaccines to find out which immunizations you might need.

WEEK 4 (8/25-8/31) – HEALTHY START: BABIES AND PREGNANT WOMEN

- **4A:** You know that vaccines protect your child against diseases, but did you ever wonder how they work? Learn how vaccines help your child develop immunity to diseases at CDC's new vaccine website for parents. www.cdc.gov/vaccines/parents/vaccine-decision/prevent-diseases.html
- **4B:** How can you protect your baby from whooping cough before he's even born? Get the whooping cough vaccine with each pregnancy. Also, be sure that anyone who cares for your child gets a whooping cough shot to keep him safe. To learn more, talk to your doctor and visit: www.cdc.gov/whoopingcough

