Promote the importance of immunizations with this communications toolkit

This toolkit was created to promote the importance of immunizations during National Immunization Awareness Month (NIAM), which occurs every August. We encourage you to use the valuable resources in this toolkit throughout the year.

The 2018 edition of the toolkit contains key messages, vaccine information, sample news releases and articles, sample social media messages, links to web resources from CDC and other organizations, and logos, web banners, posters and graphics to use with social media. It also includes a media outreach toolkit and a place for you to share your NIAM activities and view what other are doing for NIAM. (#NIAM18)

Adult vaccination rates in the U.S. are extremely low. Each year, thousands of adults needlessly suffer illness, are hospitalized, and even die as a result of vaccine-preventable diseases.

Support CDC's efforts to increase awareness about the importance of adult immunization and encourage vaccination. With your help, we can improve vaccination rates and ensure that
adults have the best protection available against many common and serious diseases.

Here's What You Can Do

- Share videos online or in waiting rooms to help adults understand why vaccines are important for them and which ones may be recommended.
- Display posters and flyers encouraging adult vaccination in healthcare offices, workplaces, and other community settings.
- Share factsheets that can help adults understand why vaccination is important and which vaccines are recommended for them.
- Place ready to publish articles and ads in print and electronic publications that reach adults.
- Use web buttons to link to CDC web pages and resources.
- Share social media messages encouraging adult vaccination with your virtual community.
- Share radio PSAs through your organization and by encouraging local radio stations and medical offices to play them.

Preventing Pneumonia is Easy

The pneumococcal shot is the best way to help prevent these infections. Medicare Part B covers the shot and a second shot one year later.

Learn more about Medicare-covered vaccines by watching our video.

Fast Facts from the CDC:

- The major types of pneumococcal disease are pneumonia (lung infection), bacteremia (bloodstream infection), and meningitis (infection of the tissue covering of the brain and spinal cord). Less severe illnesses include ear and sinus infections.
- Pneumococcal pneumonia
  - Pneumococcal pneumonia is the most common form of pneumococcal disease in adults.[1]
  - It is estimated that about 900,000 Americans get pneumococcal pneumonia each year. About 5-7% of people who need care in a hospital due to pneumococcal pneumonia die from it.[1, 2]
As many as 400,000 hospitalizations from pneumococcal pneumonia are estimated to occur annually in the United States.[2]

- Invasive pneumococcal disease (bacteremia and meningitis)
  - In the United States, about 90% of invasive pneumococcal disease cases are in adults.[3]
  - There were an estimated 3,700 deaths in the United States from pneumococcal meningitis and bacteremia in 2013.[3]

- Pneumococcal vaccines
  - Healthcare professionals use two different vaccines to prevent pneumococcal disease. The pneumococcal conjugate vaccine (PCV13) is given to children in the first two years of life, to all adults 65 years or older, and to older children and younger adults with certain conditions that weaken their immune system. Healthcare professionals give the pneumococcal polysaccharide vaccine (PPSV23) to adults 65 years or older, as well as children 2 years or older and younger adults with certain conditions that put them at increased risk.
  - Most (>95%) pneumococcal deaths in the United States are in adults.[3] Yet about 80% of adults with conditions that put them at increased risk and 40% of adult 65 years or older remain unvaccinated, leaving them vulnerable.[4] Vaccination is the safest, most effective way to protect yourself.