



U.S. National Library of Medicine
National Network of Libraries of Medicine



National Immunization Awareness Month

August 2019

Program Guide

nnlm.gov/all-of-us

All of Us
RESEARCH PROGRAM

The
Future of
Health Begins
With You

Activate!

Program Summary

This program guide will share resources you can promote about the importance of vaccinations for people of all ages. Shots (or vaccines) help prevent dangerous and sometimes deadly diseases. Vaccines aren't just for kids – adults need to get vaccinated to stay protected from serious illnesses like the flu, measles, and pneumonia.

National Immunization Awareness Month is a great time to promote vaccines and remind family, friends, and coworkers to stay up to date on their shots.

National Library of Medicine Resources

MedlinePlus: MedlinePlus is the National Institutes of Health's website for patients and their families and friends. Produced by the National Library of Medicine, the world's largest medical library, it brings you information about diseases, conditions, and wellness issues in language you can understand. Important topic pages to promote to celebrate National Immunization Awareness Month include:

- **Immunization:** <https://medlineplus.gov/immunization.html>
- **Childhood Immunization:** <https://medlineplus.gov/childhoodimmunization.html>
- **Flu Shot:** <https://medlineplus.gov/flushot.html>

HealthReach: HealthReach is a national collaborative partnership that has created a database of FREE multilingual, multicultural health information and patient education materials for those working with or providing services to individuals with limited English proficiency (LEP). An important topic page to promote to celebrate National Immunization Awareness Month is:

- **Immunization:** <https://healthreach.nlm.nih.gov/searchindex/Immunization>

Live Webinar (8/21) - Libraries Connecting Communities to Vaccine Information & Resources:

With vaccines being in the headlines recently, it is likely many of your library patrons are wondering if they, their children, or family members are up to date with immunizations. This webinar will provide practical information, resources, and tools for public library staff to help empower and inform their communities around vaccines. The presentation will also equip libraries to help their patrons speak with their pharmacist and other members of the care team about vaccines as well as additional health information needs. **Register:**

<https://nnlm.gov/class/pnr-rendezvous-libraries-connecting-communities-vaccine-information-resources/14317>

Outside Resources

Centers for Disease Control and Prevention (CDC): The CDC's Immunization Partners webpage offers educational resources and promotional materials to help supplement vaccine conversations and outreach with parents, pregnant women, and adults, as well as healthcare professionals. Find resources for each group or topic, including toolkits, drop-in articles, digital media tools, videos, PSAs, fact sheets, and social media messages. <https://www.cdc.gov/vaccines/partners/index.html>

State Health Departments: The CDC provides links to each state’s immunization or public health website. <https://www.cdc.gov/vaccines/imz-managers/awardee-imz-websites.html>

U.S. Department of Health and Human Services (HHS): HHS offers a special website that provides reliable, easy-to-understand information from the federal government on vaccines, immunizations, and vaccine-preventable diseases. The site offers vaccine basics, vaccines by disease, vaccine schedules, and other important information. <https://www.vaccines.gov/>

Collaborate!

Possible Partnerships

This program could take on many community partnerships and extension activities. Some examples include:

State or County Public Health Departments

Local Health Clinics

For help connecting with other potential partners in your community, contact your NNLM Regional Medical Library, <https://nnlm.gov/regions>.

Educate!

Relevant NNLM Trainings

Information about NNLM Trainings, <https://nnlm.gov/training>, and full course descriptions can be found online. Many of the courses are offered throughout the year online; however, feel free to reach out to your local NNLM representative to discuss the possibility of in-person training for your library. NNLM course offerings include:

- Activate, Collaborate, and Educate: Health Outreach and Programming in Your Community
- NLM’s Online Playgrounds: K-12 Science and Health Resources
- Healthy Aging at Your Library: Connecting Older Adults to Health Information
- From A(ddiction) to Z(its): Supporting Teens with Health Information

Other Educational Resources

CDC Patient Education Resources:

A variety of educational information about vaccines and the diseases they prevent. For each vaccine, you can access information about who should receive the vaccine, when it should be administered, and what patients or parents should know about it. <https://www.cdc.gov/vaccines/ed/patient-ed.html>

Vaccines Are Your Best Shot Video Series: A series of 3 videos highlighting the importance of vaccines. Each video focuses on a particular disease — whooping cough, shingles, or pneumococcal disease — and helps people understand why it's so important to get vaccinated:

https://www.vaccines.gov/resources/videos_and_tools/videos

Program Planning

There are lots of ways your library can develop programming on or promote National Immunization Awareness Month. Here are just a few ideas:

Add information about vaccines to **your library's newsletter**. Use this template:

<https://healthfinder.gov/NHO/AugAnnounce.aspx>

Tweet about National Immunization Awareness Month. Here are some example tweets:

<https://healthfinder.gov/NHO/AugustToolkit.aspx#tweets>

Incorporate **free digital and print media resources** from the CDC about immunizations:

<https://www.cdc.gov/vaccines/partners/index.html>

Organize a **free or low-cost vaccine clinic** at a local community or health center.

Invite a **doctor or nurse to speak to parents** about why it's important for all kids to get vaccinated.

Remind people to **write down the names and dates of their recent shots**. This helps keep track of which vaccines they've gotten and which they still need to get.

Post flyers around the library to remind people to get their shots.

Develop a **book display** about vaccines and health.

Program Plan

Immunization Safety Presentation

Resources

Supplies will vary based on planned activities. Some suggested supplies include:

- Meeting room
- Chairs
- Microphones
- Video camera (live stream possibility)
- Sign language interpreter

Audiences

Adaptable to various age groups

Planning

Recruit a speaker from the local or state department of health or a local health clinic. Speakers could be nurses, doctors, or other health care or public health professionals. Work with community partners to identify local resources and handouts that can be provided. Consider including MedlinePlus' Immunizations page (<https://medlineplus.gov/immunization.html>) as a resource for more information about immunizations.

Marketing

Highlight the program in the library's program newsletter and/or website and social media accounts.

nnlm.gov/all-of-us



U.S. National Library of Medicine
National Network of Libraries of Medicine

All of Us
RESEARCH PROGRAM

The
Future of
Health Begins
With You