

Sample Key Messages

National Infant Immunization Week 2009

- National Infant Immunization Week (NIIW) is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and celebrate the achievements of immunization programs in promoting healthy communities. This year NIIW will be held April 25-May 2, 2009.
- Vaccines are among the most successful and cost-effective public health tools available for preventing disease and death. They not only help protect vaccinated individuals, but also help protect entire communities by preventing and reducing the spread of infectious diseases.
- Vaccination plays a critical role in safeguarding public health globally. During NIIW 2009, hundreds of communities across the United States will join those in the Western Hemisphere and Europe to celebrate Vaccination Week in the Americas (VWA) and European Immunization Week.
- Infants are particularly vulnerable to infectious diseases; that is why it is critical to protect them through immunization. Each day, nearly 12,000 babies are born in the United States who will need to be immunized against 14 vaccine-preventable diseases before age two.
- Immunization is a shared responsibility. Families, healthcare providers, and public health officials must work together to help protect the entire community.
- Immunizations are one of the most important ways parents can protect their children against serious diseases. Parents are encouraged to talk to their healthcare provider to ensure that their infant is up-to-date on immunizations.
- Healthcare providers play a critical role in educating parents about the importance of immunization and ensuring that infants are fully immunized.
- Because of the success of vaccines in preventing disease in the United States, parents are often unaware that their children are at risk for so many serious and life-threatening diseases.
- Vaccine-preventable diseases are at an all-time low in the United States. However, these diseases still exist and continued vaccination is necessary to protect everyone from potential outbreaks.
- Immunizations are extremely safe. Vaccines are thoroughly tested before being approved for public use and monitored carefully by doctors, researchers, and public health officials.
- Vaccines not only prevent disease, they reduce the costs associated with missed time from work, doctor visits, and hospitalizations.

This document can be found on the CDC website at:

<http://www.cdc.gov/vaccines/events/niiw/>