

## Suggested Activities from Previous Observances

### 2009 National Infant Immunization Week (NIIW) and Vaccination Week in the Americas (VWA)

*Key Message: Every Vaccine Counts*

#### **Activity: News Media**

Involve local news media in immunization educational activities. Prepare and submit articles about vaccine preventable diseases and vaccinations. Focus on the 4<sup>th</sup> dose of the DTaP vaccine. See sample newspaper articles and news releases. Include church, recreation centers and other local bulletins.

Conduct radio and television interviews. Use PSAs and/or radio ads, with a "blitz" planned for NIIW. See sample talking points (English and Spanish) and list of available PSAs.

#### **Activity: 2009 NIIW/VWA Kick-Off Event and Proclamation**

Plan a NIIW kick-off event with media coverage. Prepare a proclamation to observe NIIW to be signed by regional/local dignitary. Include City and County Commissioners. Select a newsworthy site for the signing. Send invitations to the local media. Place an article in the local paper or other media announcing the event. Promote the importance of vaccination starting at birth, with emphasis the 4<sup>th</sup> dose of DTaP at 15 to 18 months of age. Promote the medical home. Recognize a parent who has made a special effort to immunize her child(ren) on time. Offer door prizes and refreshments for those who attend. Make photo ops and interviews available.

#### **Activity: Town Hall Meeting:**

Host a "town hall" meeting with local partners. Partners include local health care providers, churches, civic and professional organizations, day care and preschool centers, elementary schools, and local organizations. Emphasize the importance of following the recommended immunization schedule. Emphasize the need to vaccinate on time, every time.

#### **Activity: Immunization day @ the Stadium!**

Host Immunization Day at a local sports event. Offer to review the child's immunization record and to identify which vaccines, if any, may be needed. If possible, offer to update immunization records in ImmTrac. Promote the medical home. Parent(s) or legal guardian(s) must bring shot record(s) and come with their child(ren).

#### **Activity: Cover the Uninsured Week Health Fair**

Host a health fair to highlight services available for residents who are uninsured. Consider collaboration with CHIP. Provide attendees with information about childhood diseases and how to prevent them. List sites where children can receive immunizations through the *Vaccines for Children* program. Feature free immunizations for infants age 2 and under.

#### **Activity: Vaccination Clinics**

Have tables and posters in clinic waiting area about NIIW. Actively encourage and ask WIC and clinic participants who are not there specifically for immunizations about their infant immunization status. Provide shots as needed. During NIIW, offer after hour clinics for working parents.

#### **Activity: Registry and Tracking Display**

Prepare a colorful display highlighting the benefits of child participation in ImmTrac. If an internet connection is available, offer to enroll and/or update children's immunization records in ImmTrac. Parents can bring a copy of their child's immunization record for review and learn more about

childhood diseases and how to prevent them. Post the *Recommended Immunization Schedule*. Display both sides of ImmTrac's *Love Them. Protect Them. Vaccinate and Register Them* poster (# 6-202P). Offer ImmTrac's *Love Them. Protect Them.* brochures.(# 6-202).

**Activity: "FIESTA TIME!"**

Decorate site in a "Fiesta" theme. Hand out educational materials to parents. Prepare goody bags for each child coming in for immunizations. Hold drawings for door prizes. Local businesses may contribute door prizes.

**Activity: Children's Immunization Day**

Partner with local immunization collaborators to offer free immunizations to all children. Promote *Vaccines for Children* program. Have a "mascot" hand out educational materials and entertain children as they wait in line for immunizations. Include other activities such as fingerprinting, Ident-a-Kid programs. Provide nutrition and immunization information. Conduct car seat checks, water safety clinic, fire & car safety.

Make available other health information and offer other health care screenings, such as asthma, blood pressure, blood sugar, cholesterol, depression, free health body mass index, blood sugar, vision & hearing screening, height/weight and bone density testing, and cancer prevention.

Take pictures of babies receiving immunizations. Present parents with certificates of recognition for their efforts in keeping their babies immunized.

Provide snacks and offer door prizes donated by local businesses.

Offer other fun activities.

- clowns and races for the children.
- bicycle rodeo
- games for children.

**Activity: Display banner**

Place an NIIW banner in the town center promoting timely infant vaccinations.

**Activity: Flyers**

Create flyers about childhood vaccination. With local partners, distribute the flyers to these groups:

- Day care centers
- Head start centers
- Early learning centers
- Public and private schools with children 5 years of age and younger
- Local establishments where children and their parents gather

**Activity: Collaborations with Local Businesses**

Partner with local businesses to distribute flyers about the importance of vaccines to all parents. A person from the immunization program can be present to answer questions on the newest vaccines for children.

**Activity: Hispanic Health Fair**

Get educational material in Spanish for this event. Have a bilingual immunization educator and assistant on hand to answer questions. Ask free local dance/music groups to perform at the event. Distribute goody bags donated by local businesses.

**Activity: Reminder-Recall telephone calls/notices for NIIW**

Telephone and/or send a reminder postcard to parents of children who are not up-to-date on their vaccines.

**Activity: Poster Contest**

Conduct a poster contest about NIIW. Select local prominent citizens as judges. Give prizes donated by local businesses to the winners. Announce the winner(s) in local media and display the winning posters in a prominent place in town.

**Activity: Direct Distribution and/or Mailing**

Send literature promoting immunizations to clinics, schools and child care facilities.

**Activity: Child Health Promotion Luncheon**

Partner with local organizations to recognize persons and agencies that have made outstanding contributions to child health. Recognize them at a special luncheon. Select an important member of the community as keynote speaker. Also, recognize medical providers with outstanding immunization rates.

**Activity: Walk-A-Thon to save a child!**

Sponsor community immunization awareness walks for different age groups. Pre-schoolers could walk 2 blocks and carry signs for NIIW!

**Activity: Electronic Message Board**

Feature “key” message on marquee(s), outdoor informational display boards, and other public areas. You can use one of the following messages:

- Every vaccine counts
- Vaccinate on Time Every Time
- 4<sup>th</sup> DTaP – Get it for Them

**Activity: Immunization Conference**

Partner with local business and organizations to host a National Infant Immunization Week conference on pediatric immunizations. Topics for the conference could be:

- the importance of immunization
- the successes and challenges faced, as well as those in the future
- the effective use of the Texas Immunization Registry (ImmTrac)
- ImmTrac's new ease-of-use enhancements and improvements to facilitate data exchange
- immunization resources.

**Activity: Puppet Presentation**

Create a puppet show about the importance of vaccinating babies and toddlers one time, every time.

**Activity: Teddy bear clinic at local Head Start Centers**

Hold Teddy Bear clinics for local child care and Head Start agencies in the area. Use a large and pretty teddy bear as a prop. Offer children education regarding health and the importance of immunizations.

**Activity: Telethon**

Hold a telethon with local television station(s) doing remote satellite broadcasts. Schedule interviews (two/three minutes each) with local news anchors during the telethon. Pre-record and present live shots of the area throughout the evening. Ensure adequate number of staff participates to answer telephones/questions. Consider a bi-lingual event.

**Activity: Open House**

Host an Open House. Select a centrally located site. Decorate with the immunization theme. Set up information booths for TVFC, ImmTrac, etc. Offer pamphlets, brochures, door prizes, goodie bags, etc. Prepare appetizers, beverages, desserts, etc. provided by local vendors. Plan a "walk-through" of the immunization process. Include vaccinations as part of the planned activities.

**Activity: Walk Across Texas**

This event was held to promote physical activity. The event ran for about 6 weeks. Team leaders are chosen to keep up with scores and also pass out pedometers. They set up a map of Texas and walked the width of Texas or wore the pedometers and it counted each of their steps. They set up teams consisting of 6-7 people and the number of teams depends on the participants. Pledges are accepted and the money raised can assist with the kick-off, program, closing event or the *Walk Across Texas* state wide event. They also recognize the youngest or oldest runner and is a great event to boost camaraderie.

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