

2012 National Infant Immunization Week and Toddler Immunization Month

Suggested Activities for NIIW/TIM 2012

These suggested activities are intended to be a starting point for local efforts. You do not need to plan an activity each day, however we hope you will coordinate as many as time and resources allow. You also are encouraged to develop activities not mentioned here. Good luck and have fun!

Kick off – April 21

- Change your email signature to include a NIIW message
- Use social media to post NIIW/TIM messages
- Update your agency's website to reflect NIIW/TIM
- Include NIIW/TIM web banner and logo on communications
- Submit a short article or OpEd to community newspaper

Faith Community Day – April 22

- Send pulpit announcements and church bulletin insert to local churches
- Distribute Izzy Coloring Sheets for use in church child care centers and nurseries

WIC Partner Day – April 23

- Schedule WIC participant discussion on infant and toddler immunizations
- Distribute Izzy Coloring Sheet for WIC siblings
- Share the Children's Book list and encourage WIC centers to include the books in their play area

Coalition Day – April 24

- Send thank you letters to media partners who cover immunization events
- Hold special coalition luncheon to thank active members for their dedication
- Schedule a local pediatrician or children's hospital doctor to speak
- Announce local proclamations

Preschool & Child Care Day – April 25

- Distribute Izzy Coloring Sheet to preschools, child cars, and Head Start centers
- Share the Children's Book list with child care centers and encourage the staff to read with the children

Provider & Clinic Staff Appreciation Day – April 26

- Present local providers and their staff with certificates of appreciation
- Recognize providers for using the immunization registry

Hospital Day – April 27

- Send suggest local health officer letter to hospitals with maternity services
- Recognize hospital volunteer programs and volunteers

Community Day – April 28

- Include camera-ready Izzy Coloring Sheet to local family restaurants
- Participate in a community event, e.g. farmer's market or health fair, and promote the immunization registry
- Hold a parent forum (see CIC's website for info)