

Talking Points and Key Messages

NIIW Overview

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 and their partners in promoting healthy communities.

Since 1994, NIIW has served as a call to action for parents, caregivers, and healthcare providers to ensure that infants are fully immunized against 14 vaccine-preventable diseases.

NIIW 2012 coincides with the first ever World Immunization Week. NIIW is part of a broad global initiative with the World Health Organization Regions of the Americas, European, Eastern Mediterranean, Western Pacific, and Africa to promote vaccination through education and communication activities.

Immunization Basics and Schedules

National Infant Immunization Week is April 21-28. It's a great time to remind parents about the importance of on-time baby shots.

Are your children up-to-date with their immunizations? Pediatricians recommend immunizations at regular intervals. Ask your doctor when your children's next vaccine is due.

April 21-28 is National Infant Immunization Week (NIIW) and May is Toddler Immunization Month (TIM). These campaigns highlight the importance of fully protecting children from 14 vaccine-preventable diseases.

NIIW/TIM is a perfect time to check your child's immunization record to see if they are up to date on their recommended immunizations.

Your child may look healthy, but if they are not up-to-date with shots, they are at risk for dangerous diseases like measles and whooping cough.

Did you know babies need a series of immunizations between birth and 18 months of age? Ask the doctor if your baby is up-to-date with immunizations.

Immunizations are one of the best things you can do to protect your children's health. Check with the doctor to be sure your children are up-to-date on their baby shots.

2012 National Infant Immunization Week and Toddler Immunization Month

Vaccines have drastically reduced infant death and disability in the U.S. Without diligent efforts to maintain immunization levels, vaccine-preventable diseases will remain a threat to our children.

Vaccines protect babies from terrible diseases. Don't take chances with your baby's health. Get your baby vaccinated on time.

Immunizations Are Not Just for Kids

As a parent you have a responsibility for the health of your child. Keep yourself and your baby healthy with immunizations. You gave them life. Protect it.

We know that babies need shots to be protected against diseases. But shots aren't just for babies. Parents, babysitters, older siblings and grandparents also need to be up-to-date!

Next time you see the doctor, make sure you're up-to-date on your immunizations as well! Adults can spread dangerous diseases to their children.

Did you know if you are not up-to-date with your vaccines, you could pass dangerous diseases to the baby? Help protect your baby's health by making sure you're up-to-date with immunizations.

Whether at home or traveling abroad, immunizations are the best defense for everyone in the family against vaccine-preventable diseases.

Disease Specific Information

Flu immunization is recommended for everyone 6 months and older. Influenza season often lasts through spring. You can use NIIW/TIM to promote late season flu vaccination.

In 2010, 9,000 Californians were diagnosed with whooping cough, and ten babies died from it. Make sure parents, care givers and older siblings are vaccinated against pertussis.

Young infants are the most vulnerable to serious whooping cough complications.

High immunization rates have kept preventable childhood diseases, like measles, to record lows in California, over the past 15 years. However, measles is widespread in Western Europe because immunization rates have declined.

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Measles is very contagious and can result in severe complications. Infants can be especially vulnerable to measles if they come into contact with infected siblings, friends, or other children in childcare settings.

May is also Hepatitis Awareness Month. Use Toddler Immunization Month and Hepatitis Awareness Month in conjunction to promote the Hep B birth dose for all newborns.

Hepatitis B is a serious disease that can be transmitted from mother to baby during birth or from people at home, but babies can be protected by a safe and effective vaccine.

We know that babies need shots to be protected against diseases. But shots aren't just for babies. Parents, babysitters, older siblings and grandparents also need to be up-to-date against diseases like influenza and pertussis.

Vaccine Safety

Immunizations are given to millions of babies every year to protect them against dangerous diseases.

More than 500,000 babies are born in California each year. Help keep them safe and healthy by vaccinating them on-time, every time.

Immunizations, like all medicines, must meet a high level of safety standards. Safety and research studies are continually in progress to insure vaccines are safe and effective.

Immunizations are safe and effective in preventing serious diseases.

Side effects from vaccinations are usually minor and temporary, such as a sore arm or mild fever.

Children are more likely to be harmed by avoiding vaccinations than by being vaccinated.

Vaccines are just as safe and effective when given together as they are when given separately. Multiple vaccinations do NOT increase the risk of harmful side effects.

Vaccines are safe and effective for most individuals with a mild illness. In most cases, it's safe for a child with a mild illness such as a low fever or cold to get immunized.

Immunization Resources

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Your doctor or clinic can help you understand when shots are needed for your family and yourself. If you have questions or concerns about immunizations, talk to a respected health care provider.

Immunizations are offered in a range of settings including county clinics, community health centers, some chain pharmacies, and private doctor's offices

Vaccinations for children are usually free or low-cost, when families can't afford them. Talk to your health care professional to find out how you can access free or low-cost immunizations.