

July 31 – August 6



Updated 6/9/2017

Vaccines give parents the safe, proven power to protect their children from serious diseases. Parents can provide the best protection by following the recommended immunization schedule – giving their child the vaccines they need, when they need them.

Babies receive vaccinations that help protect them from 14 diseases by age 2. It is very important that babies receive all doses of each vaccine and receive each vaccination on time. After age 2, children are still recommended to receive a yearly flu vaccine. Children are also due for additional doses of some vaccines between [4 and 6 years of age](#). Following the recommended immunization schedule is one of the most important things parents can do to protect their children’s health. If a child falls behind the recommended immunizations schedule, vaccines can still be given to “catch-up” the child before adolescence.

Child care facilities, preschool programs, and schools are prone to outbreaks of infectious diseases. Children in these settings can easily spread illnesses to one another due to poor hand washing, not covering their coughs, and other factors such as interacting in crowded environments.

When children are not vaccinated, they are at increased risk for disease and can spread disease to others in their play groups, child care centers, classrooms, and communities – including babies who are too young to be fully vaccinated and people with weakened immune systems due to cancer or other health conditions.

August 7 – 13

Communication Toolkit: Pregnant Women



The Pregnant Women section of the 2017 NIAM Toolkit is Under Development and will be available soon.

August 14-20

Communication Toolkit: Adults



Updated 6/9/17

All adults should get vaccines to protect their health. Even *healthy* adults can become seriously ill and pass diseases on to others. Everyone should have their vaccination needs assessed at their doctor's office, pharmacy, or other visits with health care providers. Certain vaccines are recommended based on a person's age, occupation, or health conditions (such as asthma, chronic obstructive pulmonary disease, diabetes or heart disease).

Vaccination is important because it protects the person receiving the vaccine and helps prevent the spread of disease, especially to those who are most vulnerable to serious complications (such as infants and young children, the elderly, and those with chronic conditions and weakened immune systems).

All adults, including pregnant women, should get the influenza (flu) vaccine each year to protect against seasonal flu. Every adult should have one dose of Tdap vaccine (tetanus, diphtheria, and pertussis or whooping cough) if they did not get Tdap as a teen, and then get the Td (tetanus and diphtheria) booster vaccine every 10 years. Pregnant women should receive a Tdap vaccine each time they are pregnant, preferably at 27 through 36 weeks. For communication strategies on maternal vaccination, check out [NIAM Toolkit: Pregnant Women](#).

Adults 60 years and older are recommended to receive the shingles vaccine. And adults 65 and older are recommended to receive one or more pneumococcal vaccines. Some adults younger than 65 years with certain high-risk conditions are also recommended to receive one or more pneumococcal vaccinations.

Adults may need other vaccines (such as hepatitis A, hepatitis B, and HPV) depending on their age, occupation, travel, medical conditions, vaccinations they have already received, or other considerations.

August 21-27

Communication Toolkit: Preteens & Teens



Updated 6/9/17

Parents can do a number of things to ensure a healthy future for their child. One of the most important actions parents can take is to make sure their children are up to date on their vaccines.

Preteens and teens need four vaccines to protect against serious diseases:

- Meningococcal conjugate vaccine to protect against meningitis and blood infections (septicemia).
- HPV (human papilloma virus) vaccine to protect against cancers caused by HPV.
- Tdap vaccine to protect against tetanus, diphtheria, and whooping cough (pertussis).
- A yearly flu vaccine to protect against seasonal flu.

Teens and young adults may also be vaccinated with a serogroup B meningococcal vaccine. Parents can send their preteens and teens to middle school and high school – and also off to college – protected from vaccine-preventable diseases by following the recommended immunization schedule.