



North Carolina Department of Health and Human Services
Division of Public Health – Women’s & Children’s Health Section

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Beverly Eaves Perdue, Governor

Lanier M. Cansler, Secretary

June 15, 2009

MEMORANDUM

TO: Local Health Department Directors
Local Health Department Nursing Directors

FROM: Beth Rowe-West, R.N., B.S.N., Head
Immunization Branch

SUBJECT: National Immunization Awareness Month - August 2009

The purpose of this memo is to encourage your health department to participate in National Immunization Awareness Month this August by planning activities that will educate and encourage those in your community to ensure they are age-appropriately vaccinated.

The goal of National Immunization Awareness Month (NIAM) is to increase awareness about immunizations across the life span, from infants to the elderly. August is the perfect time to remind family, friends, co-workers, and those in the community to catch up on their vaccinations. Parents are enrolling their children in school, students are entering college, and healthcare workers are preparing for the upcoming flu season. Take advantage of this back-to-school season by planning an immunization related activity at your facility.

A variety of materials have been developed to help you plan NIAM activities. You will find the following materials enclosed:

- A list of suggested ideas/activities to implement locally to celebrate NIAM,
- A sample press release to distribute to local media outlets announcing NIAM,
- A sample press release to distribute to local media outlets highlighting activities you plan to implement,
- A list of talking points to reference if your efforts generate media response,
- A Materials Order Form from the Immunization Branch in case you need to order pamphlets, posters or flyers,
- A Feedback Form to let us know what you’ve done.

Electronic, modifiable versions of these documents will be posted on our website at: www.immunizenc.com/niamforlhds.

Please let us know your plans to celebrate NIAM by completing and returning the enclosed Feedback Form. Your efforts will be highlighted in a statewide press release. In addition, if you receive any media attention on your NIAM activities please send them to us as well. You can direct all of your NIAM correspondence, and any questions you may have, to our Public Information Officer at the following address:

NC Immunization Branch
Attn: Amy Caruso
1917 Mail Service Center
Raleigh, NC 27699-1917

Fax: 919-870-4824
Phone: 919-707-5555
Email: amy.caruso@ncmail.net

Thank you for your role in making this statewide immunization awareness initiative successful!

Enclosures

CCs: SMT

NC Immunization Branch

NCIB Field Services

