



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, 2010

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 2010

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 be age-appropriately vaccinated.

The goal of National Immunization Awareness Month (NIAM) is to increase awareness about immunizations across the life span. This year, the N.C. Immunization Branch is encouraging Local Health Departments to focus on a specific age group during various weeks of the month. Perhaps your organization would like to schedule promotional events during each week of the month, or target one age group during the appropriate week. The following age ranges will be featured during the dates listed below:

Week 1	August 1-7	Everyone
Week 2	August 8-14	Children, birth through 5 years of age
Week 3	August 15-21	Adolescents, 11 through 18 years of age
Week 4	August 22-28	Adults, 18 years of age and older

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 for various age groups to implement during the appropriate week of NIAM,
- sample press releases to modify and distribute to local media outlets announcing NIAM activities,
- 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, and
- a Feedback Survey to let us know whether this packet is useful to you.

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

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
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 Raleigh, NC 27699-1917
 Fax: 919-870-4824
 Phone: 919-707-5555
 Email: amy.caruso@dhhs.nc.gov

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

Enclosures

CCs: SMT NC Immunization Branch NCIB Field Services