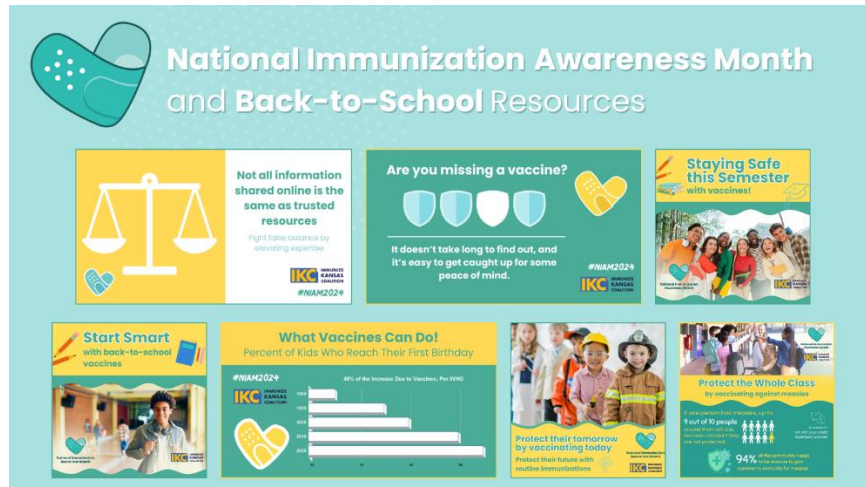


Immunize Kansas Coalition Celebrates Immunizations with National Immunization Awareness Month (NIAM) and Back-to-School Campaigns

August 9, 2024



Immunize Kansas Coalition (IKC) presents outreach tools and an updated [campaign webpage](#) for [National Immunization Awareness Month \(NIAM\)](#) and the back-to-school season. On the [webpage](#), visitors can find messaging guides, flyers, and social media graphics to use throughout August and into the new school year.

After attending the NIAM kickoff call, IKC partnered for a third year with national partner, Voices for Vaccines to customize their [NIAM toolkit](#). The [campaign](#) consists of social media graphics and corresponding captions that emphasize vaccination efforts in Kansas, as well as a campaign plan that guides users throughout the weeks of August.

To extend the focus on immunizations beyond NIAM, IKC created their [NIAM/Back-to-School toolkit](#) for the upcoming school year. The campaign highlights hot topics like measles vaccination, community immunity, and the importance of vaccines across the lifespan. Printable flyers are also available in English and Spanish.

The webpage not only provides resources for Kansas communities, but also features [Vaccinate Your Family's #FirstDayVax campaign](#) and [CDC's NIAM resources](#).

As always, IKC is grateful for the tools and resources partners share to utilize during NIAM and throughout the year. Visit [IKC's National Immunization Awareness Month \(NIAM\) webpage](#) for resources to celebrate immunizations throughout the month of August and into the new school year!