## From National Immunization Month (NIAM) to Back-to-School: Immunize Kansas Coalition Shares Resources to Increase Vaccine Uptake

The Immunize Kansas Coalition (IKC) is wrapping up National Immunization Awareness Month (NIAM) and is eager to continue the momentum into the back-to-school season. IKC has updated its <a href="NIAM/Back-to-School webpage">NIAM/Back-to-School webpage</a> with messaging guides, flyers, and social media graphics to support vaccination efforts throughout the school year.

The coalition extends appreciation to national immunization partners, Voices for Vaccines (VFV) and Vaccinate Your Family (VYF), for creating easy-to-use toolkits that support outreach efforts. For the fourth year, IKC partnered with Voices for Vaccines to customize their <u>NIAM toolkit</u>, which offers a variety of graphics and captions available in both English and Spanish.

To extend outreach efforts throughout the year, IKC updated its back-to-school campaign with new graphics and messaging. The campaign emphasizes the importance of measles vaccination, highlighting the need for vaccines from childhood through college, and how vaccination protects children's future.

As we wrap up the month of August, IKC looks forward to collaborating with local and national partners throughout the year to increase vaccine uptake across Kansas. Check out these resources and more on their National Immunization Awareness Month/Back-to-School webpage!

