



Online Ambassador Toolkit for Healthcare Providers

The voice of the anti-vaccine movement has been extremely strong online, which has been fueled by statements made by celebrities such as Jenny McCarthy, Alicia Silverstone, Bill Maher and Robert Kennedy Junior. The pro-vaccine movement needs to become just as – or even more – outspoken and passionate about this cause. Lives are at stake. There is a lot of misinformation online that needs to be challenged.

Studies have shown that the most important factor in a parent’s decision to vaccinate their child is a strong provider recommendation. Not only do we encourage you to make a strong in-office recommendation, but you should also advocate for vaccines with your website and social media.

How to get started

- Visit our blog at www.immunizenevada.org/blog and share the link on your website and social media.
- Visit our [Facebook page](#) or [Twitter feed](#) and share and retweet those as well.
- Use any of the social media messages included in this document to share with your social networks.
- We’ll reach out to you with specific social media calls to action around our campaigns, including the annual flu vaccine campaign and the National Infant Immunization Week (NIIW) campaign.

Make sure you tag Immunize Nevada on Facebook and add the hashtag of [#ImmunizeNV](#) to make sure we see your efforts, and we can share them as well!

[Click here](#) for directions on tagging a page on Facebook.

Community Stories

Part of our communication strategy is to share personal stories of someone in the community that was impacted by a vaccine preventable disease, or someone who benefits from communities being immunized. If you have a patient that might be interested in sharing their story, we’re happy to follow up to do an interview with the person so that we can share their story on our blog and social media channels. Email any ideas and contact

information for community stories to info@immunizenevada.org. (Note: It does not violate the HIPPA Privacy Rule if a patient contacts us to offer up their story.)

CDC Resources:

Video PSAs you can use on your website or social media:

<http://www.cdc.gov/vaccines/events/niiw/web-etools.html?tab=2#TabbedPanels1>

Provider resources for Vaccine Conversations with Parents:

<http://www.cdc.gov/vaccines/hcp/patient-ed/conversations/index.html>

Facebook Posts:

Here are some sample posts you can copy/paste as is or modify to meet your needs.

Infants and Children

- Learn about the vaccines your baby needs from a reliable source. Immunize Nevada is a science based resource for parents that explains the diseases vaccines prevent, immunization schedule, possible side effects, how to comfort your baby during vaccine visits, and more: <https://immunizenevada.org/community/why-immunize>
- Quickly see when your child needs each vaccine, so you can stay on schedule and make sure your baby is protected against 14 serious diseases by age two: <https://immunizenevada.org/kids>
- You know vaccines protect your child against diseases, but ever wonder how they work? Learn how vaccines help your child develop immunity to diseases at CDC's vaccine website for parents. <http://www.cdc.gov/vaccines/parents/vaccine-decision/prevent-diseases.html>
- You work hard to help keep your baby safe and healthy. This includes vaccinating your child on time, every time. Learn more about the vaccine schedule and safety here: <https://immunizenevada.org/kids>
- Did you know that protection from the whooping cough vaccines decreases over time? Make sure your baby receives all her whooping coughs shots on time to maintain the best level of protection. To learn more, talk to your doctor and visit Immunize Nevada's website: <https://immunizenevada.org/kids>
- Did you know a baby's protection against whooping cough begins before he is even born? CDC recommends that every pregnant woman receive the whooping cough vaccine, or Tdap, in the third trimester of each pregnancy to pass protection to their baby until he is old enough to receive his own vaccine at 2 months. <https://immunizenevada.org/news/why-tdap-vaccine-recommended-during-pregnancy>
- How can you protect your baby from whooping cough before he's even born? Get the whooping cough vaccine when you are pregnant. Talk to your doctor and visit: <https://immunizenevada.org/news/why-tdap-vaccine-recommended-during-pregnancy>

- Your baby's well-child visits can be stressful for you and your child, but there are ways to make them go easier. Get useful tips for soothing your baby when he gets shots: <https://immunizenevada.org/why-immunize/faqs>

Flu

- To find flu vaccine near you, visit <http://vaccine.healthmap.org>.
- Get the annual flu vax even if you got it last year – or risk missing work and fun. <https://influcenevada.org/>
- Even healthy people can get the flu and it can be serious. Get vaccinated today. <https://influcenevada.org/>
- Flu vaccine is the single best way to prevent the flu. Even healthy young adults need flu vaccine. <https://influcenevada.org/>
- I just got my flu shot – did you get yours?
<https://influcenevada.org/>

Tweets:

Here are some sample tweets you can copy/paste as is or modify to meet your needs. VFC Providers should use the hashtag of #VaccinesForChildren.

Infants and Children

- Find tips to prepare for your baby's next well visit & learn what vaccines he'll need. <http://www.immunizenevada.org/kids>
- Need help understanding your child's shot schedule? Here's a version that's easy to read: <http://bit.ly/1LHh0S0>
- Parents, get answers to your questions about vaccines. <http://1.usa.gov/InPEhA>
- Does your baby have all recommended shots? Use CDC's online tool to check. <http://1.usa.gov/WukBI6>
- Have you seen news stories about whooping cough? Protect yourself & your baby. <http://bit.ly/1RmJvv8>
- Whooping cough is on the rise in the U.S. Learn how to protect your baby & yourself. <http://bit.ly/1Kfv73F>
- Make sure your baby and anyone who cares for her is vaccinated against whooping cough. Learn more. <http://bit.ly/1Kfv73F>
- Your child can still catch serious diseases like #measles & #whoopingcough. Protect them w/ vaccines. <http://www.immunizenevada.org/kids>
- Did you know protection from vaccine-preventable diseases starts at birth? Get vaccine facts. #PowertoProtect <http://1.usa.gov/InPEhA>
- Is your baby's next well visit coming up? Learn tips for making shots less stressful. <http://www.immunizenevada.org/kids>

- Besides #whooping cough and #measles, what other diseases is your vaccinated child protected against? <http://bit.ly/1LHhOS0>
- Did you know protection from vaccine-preventable diseases starts before birth? Get vaccine facts! #PowerToProtect <http://bit.ly/1LHhOS0>
- Has your child missed one or more of his shots? It's not too late to catch up! Make sure your child is fully protected. <http://bit.ly/1LHhOS0>
- Shots can be stressful. Learn how to comfort your baby when she gets one. #PowertoProtect <http://www.immunizenevada.org/kids>
- Find tips to prepare for your baby's next well visit & learn what vaccines he'll need. <http://www.immunizenevada.org/kids>
- Want vaccine info based on your child's age? <http://www.immunizenevada.org/kids>
- Need help understanding your child's shot schedule? Here's a version that's easy to read: <http://bit.ly/1LHhOS0>
- Parents, get answers to your questions about vaccines. <https://immunizenevada.org/why-immunize/faqs>
- Is your baby's next well visit coming up? Learn tips for making shots less stressful. <http://1.usa.gov/Scu0V3>

Flu

- Protect the kids you care for, get a flu shot! #flu #inFLUenceNV #immunizenv
- I just got my flu shot! Get the shot before the flu gets you! #flu #inFLUenceNV #immunizenv
- Cover your nose and mouth with a tissue when you cough or sneeze. Then dispose of tissues in a "no-touch" container. #flu #inFLUenceNV #immunizenv
- Cough or sneeze into your elbow or arm NOT your hands, and teach children to do the same. #flu #inFLUenceNV #immunizenv
- Clean children's toys frequently to cut down on the number of germs, especially toys that can be put in the mouth. #flu #inFLUenceNV #immunizenv
- Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based hand cleaners are also effective. #flu #inFLUenceNV #immunizenv
- Avoid touching your eyes, nose or mouth. Germs spread this way. #flu #inFLUenceNV #immunizenv
- If you get sick with flu, stay home from work or school and limit contact with others. #flu #inFLUenceNV #immunizenv
- Keep frequently touched, common surfaces clean. #flu #inFLUenceNV #immunizenv

Recommended Resources:

[American Academy of Pediatrics \(AAP\)](#)
[Centers for Disease Control and Prevention \(CDC\)](#)
[Immunization Action Coalition \(IAC\)](#)
[Every Child By Two \(ECBT\)](#)
[Vaccine Education Center](#)

[Moms Who Vax](#)

[MOMmunizations](#) (Also check out [5 Trustworthy Vaccine Facebook Accounts to Like Now](#))

[National Network for Immunization Information \(NNii\)](#)

[Institute for Vaccine Safety](#)

[Parents of Kids with Infectious Diseases \(PKIDs\)](#)

[Seattle Momma Doc](#)

[Vaccines Work](#)

[Voices for Vaccines](#) (They also have a great toolkit for expecting parents:

<http://www.voicesforvaccines.org/wpvfv/wp-content/uploads/2013/04/VFVNewparenttoolkit.pdf>)

Sources: <http://www.immunizeusa.org/advocacy/take-action/>