MAINTAINING
IMMUNIZATIONS DURING COVID-19

Common Messaging
#ivax2protect

During this crucial time in public health, we cannot afford to lose the gains that have been made in disease prevention through vaccination. As COVID-19 makes its way around the globe, every effort must be made to protect vulnerable children and families from the diseases that we can prevent. Optimizing health through vaccination protects individuals, communities, and healthcare systems and is a part of pandemic preparedness and response. In a time where many people feel a sense of helplessness, there are positive actions that can be taken to stay healthy and help those working on the frontlines.

MESSAGE 1

OPTIMIZING HEALTH THROUGH VACCINATION

Preventing diseases during the pandemic protects individuals from life-threatening illnesses, and helps to maintain overall health to fight off other infections for which there are no vaccines. Respiratory complications can occur as a result of many vaccine-preventable diseases such as measles, pertussis, and *Haemophilus influenzae* type b. Concurrent infection with COVID-19 under these circumstances could be dire. Thus far, children have been spared the devastating effects of COVID-19. It is unknown what the outcome would be with a co-existing infection.

I vaccinate
to keep myself healthy
#ivax2protect #NIAM2020
#ImmunizationDuringCOVID

I vaccinate
to protect myself from the diseases that I can during COVID-19
#ivax2protect #NIAM2020
#ImmunizationDuringCOVID

I vaccinate
for my neighbor who just had a baby
#ivax2protect #NIAM2020
#ImmunizationDuringCOVID

MESSAGE 2

VACCINES PROTECT HEALTHCARE SYSTEMS

Preventing infectious diseases through vaccination keeps people out of the healthcare system during this critical time. The same resources that are in place to respond to COVID-19 are needed to prevent and care for those infected with many vaccine-preventable diseases (i.e. contact tracing, isolation protocols, bed space, supplies, and healthcare workers). Competing for scarce resources compromises overburdened healthcare systems and the ability to respond to COVID-19, which could negatively impact the pandemic's trajectory.

I vaccinate
to protect our healthcare workers responding to COVID-19
#ivax2protect #NIAM2020
#ImmunizationDuringCOVID

I vaccinate
to protect those working on the frontlines
#ivax2protect #NIAM2020
#ImmunizationDuringCOVID

*I vaccinate
to be able to continue to serve my community during COVID-19
#ivax2protect #NIAM2020 #ImmunizationDuringCOVID*

*I vaccinate
because during these uncertain times there are things that I can do to keep myself and my community healthy
#ivax2protect #NIAM2020 #ImmunizationDuringCOVID*

*I vaccinate
four those in my community who rely on me to be protected for their own health
#ivax2protect #NIAM2020 #ImmunizationDuringCOVID*

*I vaccinate
for my sister who is undergoing chemotherapy
#ivax2protect #NIAM2020 #ImmunizationDuringCOVID*

MESSAGE 3

VACCINES ARE PART OF PANDEMIC PREPAREDNESS AND RESPONSE

Being up-to-date on routine immunizations protects the individual, community, and healthcare system. Continuing well child visits, especially when vaccines are due, is essential. Identifying upcoming vaccines for adults and children is a good way to be prepared when restrictions are eased or when you require medical care for other health issues. Many pharmacies offer a number of vaccines, so next time you pick up a prescription, ask your pharmacist about immunizations they offer.

MESSAGE 4

A COLLECTIVE EFFORT

We are in this together. The actions that one person takes has consequences for the larger community. We rely on each other to mitigate the spread of COVID-19 and vaccine-preventable diseases. While somewhat different in approach, many of the same public health concepts apply. Through this collective experience, it is easier to understand how our health is interdependent on one another.