



## IDEA GUIDE

# Leading the Conversation on Vaccines with Patients and Community Partners

### Health Stakeholders

- Share Iowa HHS fact sheets, posters, brochures and other resources with local providers, community centers, schools, etc.
- Keep your websites, newsletters and social media updated; post timely information to boost engagement.
- Partner with service groups to offer mobile clinics to make vaccines more accessible.
- Host educational events like open houses, community coffees and lunch-and-learns; present for local groups.
- Engage with local media; use Iowa HHS press release templates for outreach. Review tips for [Managing False Balance](#) before media interactions.

### Hospitals and Healthcare Providers

- Proactively educate about the risks of disease and the benefits of vaccination.
- Invite patients and caregivers to ask questions to provide informed answers.
- Review the [CDC-recommended vaccine schedules](#) during visits.
- Use phone, text and email to remind patients about upcoming or due vaccinations.

### Social Media Ideas

- Follow and interact with Iowa HHS on [Facebook](#), [Instagram](#) and [X](#) by liking, sharing and commenting on our posts.
- Post social media graphics available from Iowa HHS and the CDC.
- Include trending topic-related hashtags.
- Post healthy lifestyle tips and links to additional information.

### Resources

- [About Vaccine Ingredients](#)
- [CDC Vaccine Communication and Resources](#)
- [Community Immunity Toolkit](#)
- [Healthcare Providers Toolkit](#)
- [Immunization Brochure Library](#)
- [Iowa HHS Ask Me About Vaccines Campaign](#)
- [Iowa Immunization and Data Reports](#)
- [Iowa Vaccines for Adults Program](#)
- [Iowa Vaccines for Children Program](#)
- [Research on Vaccine Safety](#)
- [Vaccination Schedules for Adolescents, Adults and Children](#)
- [Vaccine Information Statement Index](#)
- [Vaccine Safety FAQs](#)

# Iowa HHS 2025 Immunization Program Calendar

## Topics and Additional Resources

### JANUARY

#### WHOOPING COUGH

[Whooping Cough Symptoms](#)

[Whooping Cough Vaccines](#)

#### HPV

[Cervical Cancer Prevention](#)

[HPV Vaccine Facts](#)

### FEBRUARY

#### RSV

[About RSV Vaccines](#)

[Immunizations for Infants](#)

[RSV Vaccine FAQs for Adults 60+](#)

### MARCH

#### SHINGLES

[Shingles Vaccines](#)

[Don't Let Shingles Interfere Video](#)

[Photos of Shingles](#)

[Shingles Symptoms and Prevention](#)

### APRIL

#### INFANT IMMUNIZATION

[National Infant Immunization Week \(NIIW\)](#)  
[April 21–28, 2025](#)

[New Parent Toolkit](#)

[NIIW Resources](#)

[Parent Vaccine FAQs](#)

[Tips to Talk with Parents](#)

### MAY

#### HEPATITIS AWARENESS MONTH

[ABCs of Viral Hepatitis](#)

[Awareness Month Toolkit](#)

[Hepatitis B Vaccine](#)

[Perinatal Hepatitis B](#)

### JUNE

#### HPV AND CANCER PREVENTION

[HPV Cancer Stories](#)

[HPV Vaccines](#)

[Parent Vaccine FAQs](#)

[Screening for Cervical Cancer](#)

### JULY

#### BACK-TO-SCHOOL IMMUNIZATIONS

[Tips for Vaccine Visits](#)

[Vaccine Quick Guide](#)

[Vaccination Schedules](#)

### AUGUST

#### NATIONAL IMMUNIZATION AWARENESS MONTH (NIAM)

[NIAM Information](#)

[Toolkit for Reaching Providers](#)

[Toolkit for Reaching Parents and Patients](#)

### SEPTEMBER

#### HEALTHY AGING MONTH

[Adult Vaccine FAQs](#)

[Quick Guide to Adult Vaccines](#)

[Respiratory Viruses and Older Adults](#)

[Vaccine-Preventable Adult Diseases](#)

### OCTOBER

#### RSV AWARENESS MONTH

[How RSV Spreads](#)

[RSV in Infants and Children](#)

[RSV in Older Adults](#)

### NOVEMBER

#### PNEUMONIA

[National Pneumonia Day](#)  
[Nov. 12, 2025](#)

[Pneumonia Causes](#)

[Pneumonia Vaccines](#)

[Symptoms and Complications](#)

### DECEMBER

#### FLU

[National Influenza Week](#)  
[Dec. 1–5, 2025](#)

[Flu Vaccine](#)

[Healthy Habits](#)

[Vaccine Benefits and Effectiveness](#)