

NATIONAL IMMUNIZATION AWARENESS MONTH

National Immunization Awareness Month is an annual observance held in August to highlight the importance of immunization for people of all ages.

Toolkit Purpose

This toolkit aims to raise awareness about the importance of immunization, the Maryland Vaccine Program, and the Vaccines for Children Program, as well as encourage people to talk to a healthcare provider they trust about staying up to date on their vaccinations.

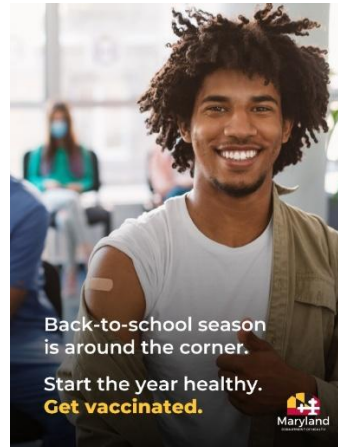
MDH Social Media Accounts to Follow:

- [X \(Twitter\)](#)
- [Instagram](#)
- [Facebook](#)
- [YouTube](#)
- [LinkedIn](#)
- [Bluesky](#)
- [Threads](#)

Included in this Toolkit:

- Social media copy for four posts in English and Spanish (to be added).
- Seven social media in English and Spanish (to be added).

Back-to-School Clinics



English Social Media Copy:

Local health departments and many schools offer back-to-school vaccine clinics in August and September. Uninsured children and adults can also get recommended vaccines at local health departments and participating health centers statewide. Learn more: health.maryland.gov/vaccines.

Spanish Social Media Copy:

Los departamentos de salud locales y muchas escuelas ofrecen jornadas de vacunación para el regreso a clases en agosto y septiembre. Los niños y adultos sin seguro médico también pueden recibir las vacunas recomendadas en los departamentos de salud locales y en los centros de salud participantes en todo el estado. Obtenga más información: health.maryland.gov/vaccines.

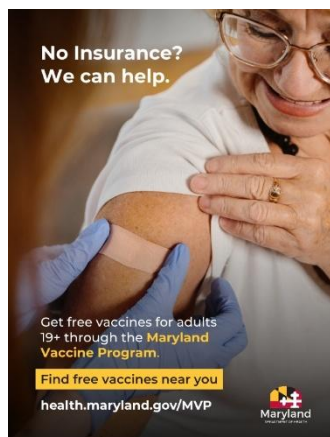
English Alt Text:

Back-to-school season is around the corner. Start the year healthy. Get vaccinated.

Spanish Alt Text:

Se acerca la temporada de regreso a clases. Empiece el año con buena salud. Reciba sus vacunas.

Maryland Vaccine Program



English Social Media Copy:

Cost should not be a barrier to good health. The Maryland Vaccine Program provides free recommended vaccines for adults age 19+ who are uninsured or underinsured. Access vaccines to protect against shingles, measles, mumps, whooping cough, and more at your local health department and participating Federally Qualified Health Centers statewide: health.maryland.gov/MVP.

Spanish Social Media Copy:

El costo no debe ser un obstáculo para gozar de buena salud. El Maryland Vaccine Program ofrece vacunas recomendadas gratuitas para adultos mayores de 19 años que no tienen seguro médico o tienen un seguro insuficiente. Acceda a vacunas para protegerse contra el herpes zóster, el sarampión, las paperas, la tos ferina y otras enfermedades en su departamento de salud local y en los Federally Qualified Health Centers participantes en todo el estado: health.maryland.gov/MVP.

English Alt Text:

No insurance? We can help. Get free vaccines for adults 19+ through the Maryland Vaccine Program. Find free vaccines near you at health.maryland.gov/MVP.

Spanish Alt Text:

¿No tiene seguro? Podemos ayudar. Obtenga vacunas gratuitas para adultos mayores de 19 años a través del Maryland Vaccine Program. Busque dónde aplican vacunas gratuitas cerca de usted en health.maryland.gov/MVP.

Vaccines for Children Program



Vaccines for Children Program

Free vaccines to kids 18 and under who meet at least one of the following requirements:

- ✓ American Indian or Alaskan Native
- ✓ Medicaid-eligible
- ✓ Uninsured
- ✓ Underinsured

health.maryland.gov/VFC



English Social Media Copy:

Every child deserves a healthy start to the school year. The Vaccines for Children program provides vaccines to children whose parents or guardians may not be able to afford them. If you're uninsured or underinsured, call your local health department to find out how you can protect your child or teen this school year.

Spanish Social Media Copy:

Todos los niños merecen comenzar el año escolar con buena salud. El Vaccines for Children Program ofrece vacunas a niños cuyos padres, madres o tutores no pueden pagarlas. Si no tiene seguro médico o su seguro es insuficiente, llame a su departamento de salud local para averiguar cómo puede proteger a su hijo o adolescente este año escolar.

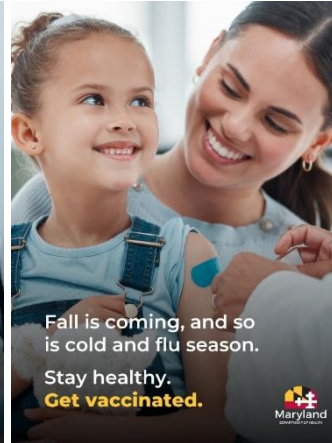
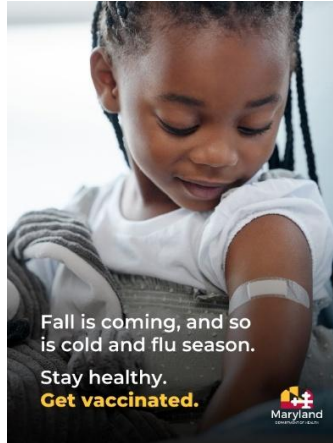
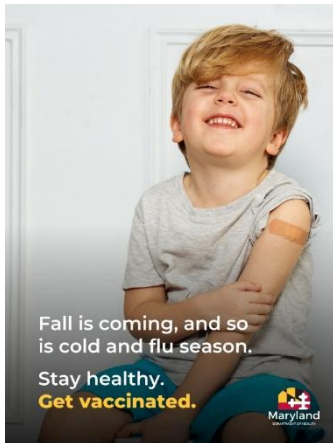
English Alt Text:

Vaccines for Children Program provides free vaccines to kids 18 and under who meet at least once of the following requirements including American Indian or Alaskan Native, Medicaid-eligible, uninsured, underinsured. Learn more at health.maryland.gov/VFC.

Spanish Alt Text:

El Vaccines for Children Program ofrece vacunas gratuitas a niños y jóvenes de hasta 18 años que cumplan con al menos uno de los siguientes requisitos: ser indígena estadounidense o nativo de Alaska, ser elegible para Medicaid, no tener seguro médico o tener un seguro médico insuficiente. Obtenga más información en health.maryland.gov/VFC.

Respiratory Virus Season



English Social Media Copy:

Fall is coming, and so is cold and flu season. Prepare for a healthy season. Talk to your doctor about recommended vaccines and schedule your flu and COVID-19 vaccines today. Learn more: health.maryland.gov/vaccines.

Spanish Social Media Copy:

Se acerca el otoño y la temporada de resfriados y gripe. Prepárese para una temporada de buena salud. Hable con su médico sobre las vacunas recomendadas y programe hoy mismo la administración de las vacunas contra la gripe y el COVID-19. Obtenga más información: health.maryland.gov/vaccines.

English Alt Text:

Fall is coming, and so is cold and flu season. Stay healthy. Get vaccinated.

Spanish Alt Text:

Se acerca el otoño y la temporada de resfriados y gripe. Cuide su salud. Reciba sus vacunas.