

# SPECIAL eBULLETIN

FOR PROFESSIONAL AND FACILITY PROVIDERS

AUGUST 1, 2022

## NATIONAL IMMUNIZATION AWARENESS MONTH

August is [National Immunization Awareness Month \(NIAM\)](#). This annual observance highlights the efforts of Highmark to protect members of all ages against vaccine-preventable diseases through on-time vaccination. Immunizations are especially important while the public health pandemic continues as members' ability to attend important appointments and receive routine vaccinations has changed.

Many members had to postpone or cancel appointments and may not have had the opportunity to catch up on needed healthcare. During NIAM, encourage members to schedule appointments to ensure they are up to date on annual exams and recommended vaccines. Research shows that you are the most trusted source of vaccine information for parents and members.

During NIAM and beyond, you can engage with the Centers for Disease Control (CDC) and other healthcare professionals on social media by using #ivax2protect in your posts and accessing various resources like:

- [Highmark's Childhood Immunization Brochure](#) (includes a tracker)
- [Highmark's Childhood Immunization Flyer](#)
- [Highmark's Adolescent Immunization Bookmark](#)
- The [CDC's educational resources](#)
- [Digital Communication Toolkit](#): this toolkit includes messages and graphics tailored to your role as a healthcare professional emphasizing the importance of vaccination for the members you see.
- [#HowIRecommend Video Series](#): this video series offers simple and practical guidance for having successful vaccine conversations with parents and members and making vaccination recommendations, addressing common vaccine questions, and how to take a team-based approach to vaccination with the members you see.
- COVID-19 Resources:
  - [COVID-19 vaccines are safe and effective](#): helps teach members the facts about the COVID-19 vaccine.
  - [Talking to Recipients about COVID-19 Vaccination](#): helps you share clear and accurate information about COVID-19 vaccines, raise awareness about the benefits of vaccination, and address common questions and concerns about what to expect when getting vaccinated.



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Highmark does not recommend particular treatments or health care services. This information is not intended to be a substitute for professional medical advice, diagnosis, or treatment. You should determine the appropriate treatment and follow-up with your patient. Coverage of services is subject to the terms of each member's benefit plan. Additionally, state laws and regulations governing health insurance, health plans and coverage may apply and will vary from state to state.