

PROMOTIONAL TOOLKIT



Online Training: Fostering a Culture of Immunization in Your Practice

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How To Use This Toolkit

Please help us spread the word about the newly launched online training developed by the [Public Health Foundation \(PHF\)](#) and the [Centers for Disease Control and Prevention \(CDC\)](#) designed to assist healthcare professionals with creating a positive culture of immunization in their clinics.

Your support in promoting this training is crucial to our ongoing effort to build vaccine confidence and increase immunization coverage in the United States. From front-desk workers to clinicians, this resource can help the entire clinical practice in effectively communicating about vaccination and implementing systems to ensure patients receive vaccinations on time.

This promotional toolkit includes sample social media posts, newsletter announcements, and several graphic options for your use.

This training is available through the [TRAIN Learning Network \(Course ID WB4804\)](#)

Primary Audiences

- Administrators
- CHES-certified health educators
- Physicians
- Physician assistants
- Licensed practical nurses
- Licensed vocational nurses
- Medical assistants
- Health care students
- Nurse practitioners
- Nurse technicians
- Pharmacists
- Program managers
- Registered nurses
- Other health educators

Connect with PHF:



Sample Graphics and ALT Text

Please Note: Smaller images can be used for twitter, blog post, and website landing pages. Larger images can be used on Instagram, Facebook, LinkedIn, and more.



Alt text: Fostering a Culture of Immunization in Your Practice course title image with smiling healthcare professionals dressed in scrubs



Alt text: Fostering a Culture of Immunization in Your Practice course image with smiling healthcare professionals dressed in scrubs



Alt text: A group of smiling healthcare professionals dressed in scrubs.



Alt text: Continuing education (CE) credits available image with smiling healthcare professionals dressed in scrubs.



Alt text: Fostering a Culture of Immunization in Your Practice course title image with smiling healthcare professionals.



Alt text: Fostering a Culture of Immunization in Your Practice course infographic with smiling healthcare professional.

Sample Twitter Tweets

- *NEW TRAINING:* @ThePHF and @CDCgov collaborated to create an interactive training for healthcare professionals to foster a supportive environment to increase patient vaccination. Learn more and register now: <https://bit.ly/45NZJGZ>
- Healthcare professionals have a crucial role in keeping patients updated with routine vaccinations. Enroll in a new interactive training to discover more about promoting a culture of immunization in your practice: <https://bit.ly/45NZJGZ>
- Are you equipped with the proper resources to promote a culture of immunization in your practice? @ThePHF and @CDCgov have developed a new training course that offers resources and strategies for healthcare professionals. Register now: <https://bit.ly/45NZJGZ>
- The new training, developed by @ThePHF and @CDCgov, aims to foster a culture of immunization by involving every member of the practice. Equip your team with best practices and resources. Learn more and register now: <https://bit.ly/45NZJGZ>
- *NEW TRAINING:* @ThePHF and @CDCgov have launched an interactive training program to provide strategies and resources for promoting effective organizational change in clinical settings. Register now to learn more: <https://bit.ly/45NZJGZ>

Sample Facebook and LinkedIn Posts

- Equip your clinical staff with essential resources and practical strategies through our online training, "Fostering a Culture of Immunization in Your Practice." This comprehensive program has been expertly developed by the Public Health Foundation in collaboration with the Centers for Disease Control and Prevention (CDC). Register on the TRAIN Learning Network to learn more and earn free continuing education (CE) credits upon completion: <https://bit.ly/45NZJGZ>
- The new "Fostering a Culture of Immunization in Your Practice" online training from the Public Health Foundation, in partnership with the Centers for Disease Control and Prevention (CDC), includes detailed scenario-based learning activities that healthcare professionals can utilize to navigate vaccine-related conversations with patients and families. Free continuing education (CE) credits are available upon completion. Learn more and register on the TRAIN Learning Network: <https://bit.ly/45NZJGZ>
- The Public Health Foundation, in partnership with The Centers for Disease Control and Prevention (CDC), developed an interactive online training to support public health and healthcare professionals in increasing routine immunization coverage rates. Participate in the self-guided training to learn more: <https://bit.ly/45NZJGZ>

Sample Newsletter Language

#1: Include as a blurb in your organization's newsletter

Example Headline: New Online Training: Fostering a Culture of Immunization in Your Practice

- This interactive training, developed by the Public Health Foundation and Centers for Disease Control and Prevention, promotes effective organizational change while providing healthcare professionals with helpful resources and practical strategies to cultivate a positive culture of immunization in their clinics. [Register, complete, and share the training.](#)
- It is important for healthcare professionals to provide clear and concise vaccine recommendations to patients, parents/guardians, and caregivers during every visit. To promote a culture of immunization in your practice, participate in and share this interactive online training developed by the Public Health Foundation and the Centers for Disease Control and Prevention (CDC). This program aims to support vaccination efforts and offers free continuing education (CE) credits. [Learn more and register.](#)

Example Headline: Enhance Immunization Culture in Your Practice with This Online Training

- Are you a pediatrician who primarily sees child patients? Be prepared to confidently navigate discussions with parents and guardians about vaccines. [For valuable resources, register, complete, and share the interactive online training developed by the Public Health Foundation and the Centers for Disease Control and Prevention.](#)
- Promote vaccinations with every patient during every visit. ["Fostering a Culture of Immunization in Your Practice" is an interactive training from PHF and CDC that assists healthcare professionals in taking advantage of every opportunity to vaccinate with resources and scenario-based learning activities. Continuing education \(CE\) credits available upon completion.](#)

#2: Include as an at-a-glance item in your organization's newsletter

Example Headline: Strengthen Immunization Efforts with New Online Training

- Do you know how to utilize every member of your practice to communicate about vaccines? [Register and complete this training to learn how.](#)
- "Fostering a Culture of Immunization in Your Practice," a new online training offering continuing education (CE) credits for completion: [Register and share the training with your networks.](#)
- Increase routine immunization coverage rates: [Access practical strategies and resources to create a positive culture of immunization in your clinic with this interactive online training.](#)

Sample GIFs and Short Clips

Your organization can use these sample gifs and short video clips in newsletters, websites, and other communication outlets to help convey crucial information about fostering a culture of immunization. They can be paired with additional messaging and posted on LinkedIn, Facebook, X (Twitter), and Instagram. Explore, download, and share with your networks:

[Access GIF Dropbox Here](#)

Sample Blurbs for GIF Messaging

Example Headline: New Online Training: Fostering a Culture of Immunization in Your Practice

FOSTERING A CULTURE OF IMMUNIZATION IN YOUR PRACTICE



- This online training aims to assist public health professionals in effectively advocating for immunizations and ensuring immunization discussions are integrated into every patient visit. Earn continuing education (CE) credits by registering and completing the training on the TRAIN Learning Network: <https://bit.ly/45NZJGZ>
- Public health professionals can earn continuing education (CE) credits and learn practical strategies for communicating about vaccinations. Access the TRAIN Learning Network to learn more: <https://bit.ly/45NZJGZ>

Thank you to all our users and partner organizations for utilizing this promotional toolkit in your efforts to support public health. Sharing this vital information within your networks will be crucial to our collective immunization endeavors. We appreciate your dedication to increasing routine immunization coverage rates.

Connect with PHF:

