

# PROMOTIONAL TOOLKIT

New Instructional Videos on  
Vaccine Expiration Dates and  
Beyond-Use Dates or Times (BUD)

September 2023

# Vaccine Expiration Date and Beyond-Use Date or Time Video Series

## *Promotional Toolkit*

Please help us spread the word about the newly launched instructional video series, from the [Public Health Foundation \(PHF\)](#) and the Centers for Disease Control and Prevention (CDC), on vaccine expiration dates and beyond-use dates or times (BUD).

Your support in helping to promote this video series is vital to the ongoing effort to build vaccine confidence in the United States.

This promotional toolkit includes sample social media posts, newsletter announcements, several graphic options for your use, and a link to embed the videos on your web pages. Please feel free to adapt and tailor these materials to your audiences and members. The videos are available in multiple locations including the [PHF website](#), TRAIN Learning Network (Course ID [1111988](#), [1112028](#), and [1112029](#)), and [YouTube](#).

### **Background**

Training the immunization workforce on the importance of ongoing monitoring of vaccine expiration dates and BUDs is crucial for inventory management and helps ensure the safety and efficacy of vaccines. Proper vaccine storage and handling are critical to protecting communities against vaccine-preventable diseases. The mishandling and improper administration of vaccines can result in significant financial losses for clinics due to wasted vaccines. This can also cause decreased patient confidence in vaccines when individuals need to be re-vaccinated. These instructional videos are designed to advise programmatic and clinical immunization staff about vaccine expiration dates and BUDs, and to explain the difference between the two dates.

### **Primary Audiences**

1. Immunization staff who administer, support, store, handle, transport, or communicate about vaccines
2. Governmental public health workers

### **Tips**

- Mention or tag PHF and CDC so we can reshare your posts.
- Post across a variety of social media platforms for better engagement – X (formerly known as Twitter), Facebook, and LinkedIn.
- Feel free to use and re-use this content, especially when there is immunization-related news.
- If you have any questions, please reach out to PHF's immunization team by contacting us at [immunization@phf.org](mailto:immunization@phf.org).

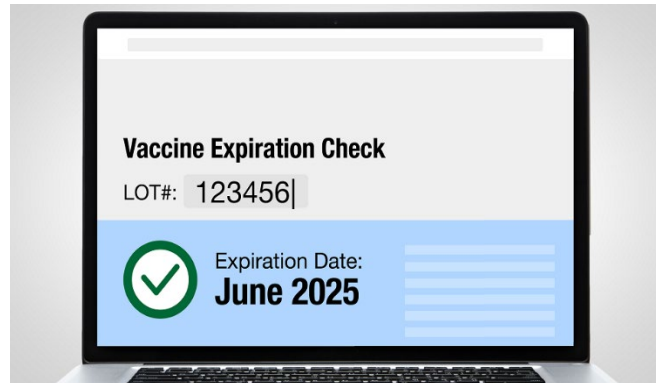
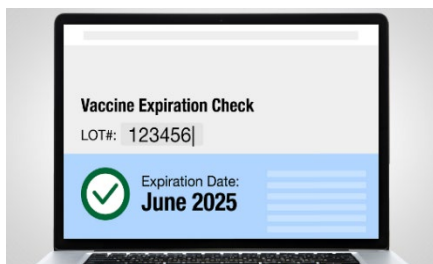
## Sample Messaging and Graphics



**Alt text:** Red vaccine trays stacked in science laboratory: Clear vaccine vials with white caps.



**Alt text:** Animated depiction of vaccine vials positioned in V shape: White labels and lines on vials.



**Alt text:** A computer screen, showing a webpage used to check vaccination expiration dates: Vaccine Expiration Check website with Lot number and expiration date of June 2025.



**Alt text:** Vaccine vial with August 2023 expiration date and August 2023 calendar: Red box around the 31<sup>st</sup> date, 11:59pm at the bottom of the screen.

### Sample Tweets

- *NEW VIDEO SERIES:* @ThePHF and @CDCgov partnered to develop this video series explaining the difference between a vaccine expiration date and beyond-use date or time. Watch now and learn more: <https://bit.ly/46jpluj>
- Ongoing monitoring of vaccine expiration dates and beyond-use dates or times is critical for inventory management and ensures the safety and efficacy of vaccines. Watch this video to learn how to properly monitor vaccines: <https://bit.ly/44Qz9e9>
- Do you know what a vaccine expiration date or beyond-use date or time is? @ThePHF, in partnership with @CDCgov, developed a new video series explaining the difference between the two and how to determine both dates. Watch now: <https://bit.ly/44Qz9e9>
- It is crucial to be aware of vaccine expiration dates when handling vaccines. Watch the video *What is a Vaccine Expiration Date?* developed by @ThePHF and @CDCgov to learn more: <https://bit.ly/3PEYWlf>
- In a new video, @ThePHF and @CDCgov explain what a vaccine beyond-use date or time is and how to calculate it accurately. Watch now and learn more: <https://bit.ly/3EckRmV>

### Sample Facebook and LinkedIn Posts

- Are you familiar with vaccine expiration dates and beyond-use dates or times? Do you know how to determine either of these dates as you work with vaccines? Watch an educational video series from the Public Health Foundation, in partnership with the Centers for Disease Control and Prevention, to learn more: <https://bit.ly/46jpluj>
- The Public Health Foundation, in partnership with the Centers for Disease Control and Prevention, developed a three-part instructional video series to help inform immunization

staff and governmental public health workers about the difference between a vaccine expiration date and beyond-use date or time. Watch the video series to learn more: <https://bit.ly/46jpluj>

### Sample Newsletter Language:

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

- **Instructional Video Series on Vaccine Expiration Dates and Beyond-Use Dates or Times (BUD)**

This three-part instructional video series, developed by the Public Health Foundation and Centers for Disease Control and Prevention, provides immunization staff and governmental public health workers with useful information on what a vaccine expiration date and beyond-use date or time is and how to differentiate between the two. Watch the video to learn more: <https://bit.ly/46jpluj>

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

- The Public Health Foundation and CDC developed an instructional video series explaining the difference between a vaccine expiration date and beyond-use date or time (BUD): <https://bit.ly/46jpluj>

### Embedding Videos:

- We welcome you to embed the videos on your website or in training or eLearning materials. To embed the video, copy the link on your webpage to have the YouTube video play directly there:
  - What is a Vaccine Expiration Date?: [<iframe width="560" height="315" src="https://www.youtube.com/embed/IDfIrEJ4wLw?si=ekUQZjwutCB2Cv4i" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>](https://www.youtube.com/embed/IDfIrEJ4wLw?si=ekUQZjwutCB2Cv4i)
  - What is a Beyond-Use Date or Time?: [<iframe width="560" height="315" src="https://www.youtube.com/embed/TGAX\\_LVBPiM?si=AMIOvQrN73DoP4\\_D" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>](https://www.youtube.com/embed/TGAX_LVBPiM?si=AMIOvQrN73DoP4_D)
  - The Difference Between a Vaccine Expiration Date or Beyond-Use Date or Time (BUD): [<iframe width="560" height="315" src="https://www.youtube.com/embed/Ek6UhRTDkuY?si=KbM8BdSMqllPgjxE" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>](https://www.youtube.com/embed/Ek6UhRTDkuY?si=KbM8BdSMqllPgjxE)