



ELSEVIER

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Message from APIC

International Infection Prevention Week 2019: “Vaccines are everybody’s business”



International Infection Prevention Week (IIPW), which takes place October 13–19, 2019, presents an opportunity to showcase the infection prevention department and all the ways IPs help keep patients and healthcare workers safe.

This year’s IIPW theme, developed by APIC’s Communications Committee, focuses on vaccine-preventable diseases. The tagline developed is “Vaccines are everybody’s business.” In 2019 alone, more than 1,000 individual cases of measles have been confirmed nationwide. According to the Centers for Disease Control and Prevention, this represents the greatest number of cases reported in the U.S. since 1992 and since measles was declared eliminated in 2000.

To help APIC members educate healthcare professionals and patients about the safety and importance of vaccines in protecting public health, APIC is creating downloadable infographics, fact sheets, and social media materials for your use. There will be separate materials for healthcare workers and patients. We will also release a promotional toolkit with vaccine safety messages, pre-written newsletter articles,

and social media posts. In addition, we are planning a host of social media engagement activities to help spread the message about the critical importance of vaccines in preventing serious illness. Also, in addition to the usual key chains, badge holders, and travel mugs, the IIPW store will be stocked with “Vaccinated and Healthy” merchandise for the whole family. Keep an eye out for updates in *eNews* and on the Infection Prevention and You website: www.apic.org/iipw.

Be social with APIC

1. Follow @APIC on Twitter (<https://twitter.com/APIC>) and Like APIC on Facebook (<https://www.facebook.com/APICInfectionPreventionandYou>).
2. Share APIC’s pre-written Facebook and Twitter posts and make sure to include the hashtag #IIPW in your posts.
3. Update your facility’s screen savers to an IIPW message.
4. Test your infection prevention knowledge with APIC’s quizzes.
5. Download and share APIC infographics.

VACCINES
are everybody's business

**International Infection
Prevention Week**
October 13–19, 2019

Learn more at
apic.org/IIPW



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