

Action Steps:

- a. Conduct research and evaluation and utilize results in developing and improving information and its dissemination
- b. Implement comprehensive public communication activities and maintain a nationwide information system
- c. Provide linguistically appropriate, culturally competent, easy-to-read consumer materials to IAP grantees and others
- d. Assist in organizing special events to promote childhood immunization, such as National Infant Immunization Week (NIIW)
- e. Collaborate with public and private sector partners on joint opportunities to exchange information, provide technical assistance, and implement joint campaign activities
- f. Conduct official outreach campaign kickoff
- g. Collect information on current state and local outreach activities

**Objective 2:** Simplify Vaccine Information Sheets (CDC)

**Objective 3:** Increase training for health care providers

Action Steps:

- a. Conduct up to 20 courses per year on vaccine-preventable diseases (VPD) and the Standards for Pediatric Immunization Practices
- b. Disseminate immunization information and programmatic information through the Immunization Action News
- c. Modify existing vaccine-preventable disease course materials for delivery as a self-study package
- d. Train health professionals at the national level who can train other professionals, such as nurses, physicians, and immunization managers, in their local areas ("train the trainers")
- e. Develop and promote immunization training modules as part of medical and nursing school curricula