

Adolescent Immunization Action Week 2024

Sell Sheet Backgrounder



Sell Sheet Purpose

- Introduce Adolescent Immunization Action Week 2024 (#AIAW24)
- Provide one-stop review of AIAW content and ways to get involved
- Link to our Toolkit of communication resources that AIAW24 participants can share. These are turnkey, customizable, and co-brandable
- Encourage participation in AIAW24

Audience

- **Who should disseminate this sell sheet?** Medical affairs, communications, outreach personnel, sales, or others who interact with organizations and/or influencers that impact adolescent immunization
- **Who is the target audience for AIAW24?** Healthcare professionals, parents/caregivers of adolescents and young adults, and adolescents and young adults

Key Messages

- **Know the Benefits of Vaccination**
 - Avoid getting sick yourself, keep your family and friends from getting sick, and reduce severity if you do get sick
- **Be Confident About Vaccinating**
 - Vaccines are safe and effective at preventing serious illness
- **Get Answers**
 - It makes sense to have questions. Parents/adolescents should connect with their healthcare providers and other credible sources to get the answers they need
- **Take Action**
 - Get ahead and stay healthy by scheduling your adolescent well visit and immunizations

[See the full Key Message Guide here](#)

Timing

- Sell sheet can be used from **February – April 2024**