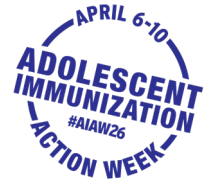


# Adolescent Immunization Action Week 2026

## Sell Sheet Backgrounder



## Sell Sheet Purpose

- Introduce Adolescent Immunization Action Week 2026 (#AIAW26)
- Provide one-stop review of AIAW content and ways to get involved
- Link to our Toolkit of communication resources that AIAW26 participants can share. These are turnkey, customizable, and co-brandable
- Encourage participation in AIAW26

## 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 AIAW26?** Healthcare professionals, parents/caregivers of adolescents and young adults, and adolescents and young adults

## Overarching Takeaways

- **Validate**
  - Parent/adolescent choices matter for teens' healthy future
- **Trust Personalized Guidance**
  - Adolescents' healthcare providers care about young people and have the immunization expertise that parents/adolescents are counting on
- **Act for a Healthy Future**
  - Parents/adolescents and their healthcare providers should talk about the vaccines recommended to keep adolescents healthy

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

## Timing

- Sell sheet can be used from **February – April 2026**

