

AUGUST

This month, *Health is Primary* is focusing on prevention and highlighting the role of primary care in promoting health and preventing disease. We are promoting patient information on immunization and sharing the facts about health behaviors in America. Prevention and health promotion are an important part of primary care. **Join us and spread the word. #MakeHealthPrimary #ImmunizationsarePrimary**

BE A CHAMPION

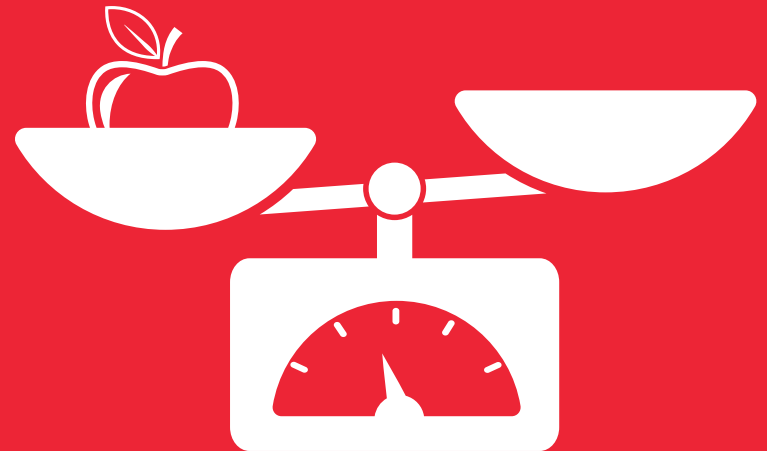


- **Promote** the campaign's Ounce of Prevention ad/poster on your website and in your office.
- **Distribute** patient information materials (tear sheets) on immunization in your primary care practice.
- **Distribute** immunization tear sheets to employers in your community. Offer to have a member of your care team host a "brown bag" lunch for employees to share information about infant, adolescent and adult vaccines recommended by the CDC.
- **Share** the facts about immunization, prevention and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how you are innovating to fully integrate health promotion and disease prevention in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.

THE FACTS ABOUT IMMUNIZATIONS

- Each year, thousands of adults in the United States are hospitalized, or even die, due to serious health problems caused by diseases that could be prevented by regular vaccinations. (CDC)
- Approximately 50,000 adults die each year from vaccine-preventable diseases in the U.S. (NFID)
- In the U.S., vaccine-preventable infections kill more individuals annually than HIV/AIDS, breast cancer or traffic accidents. (NFID)
- Access to primary care is associated with improved health outcomes, including more complete immunizations. (Phillips, R., & Bazemore, A., 2010)
- Continuity of care with a single provider is positively associated with primary preventive care, including influenza immunization. (Macinko, J., Starfield, B., & Shi, L., 2007)

AN OUNCE OF PREVENTION

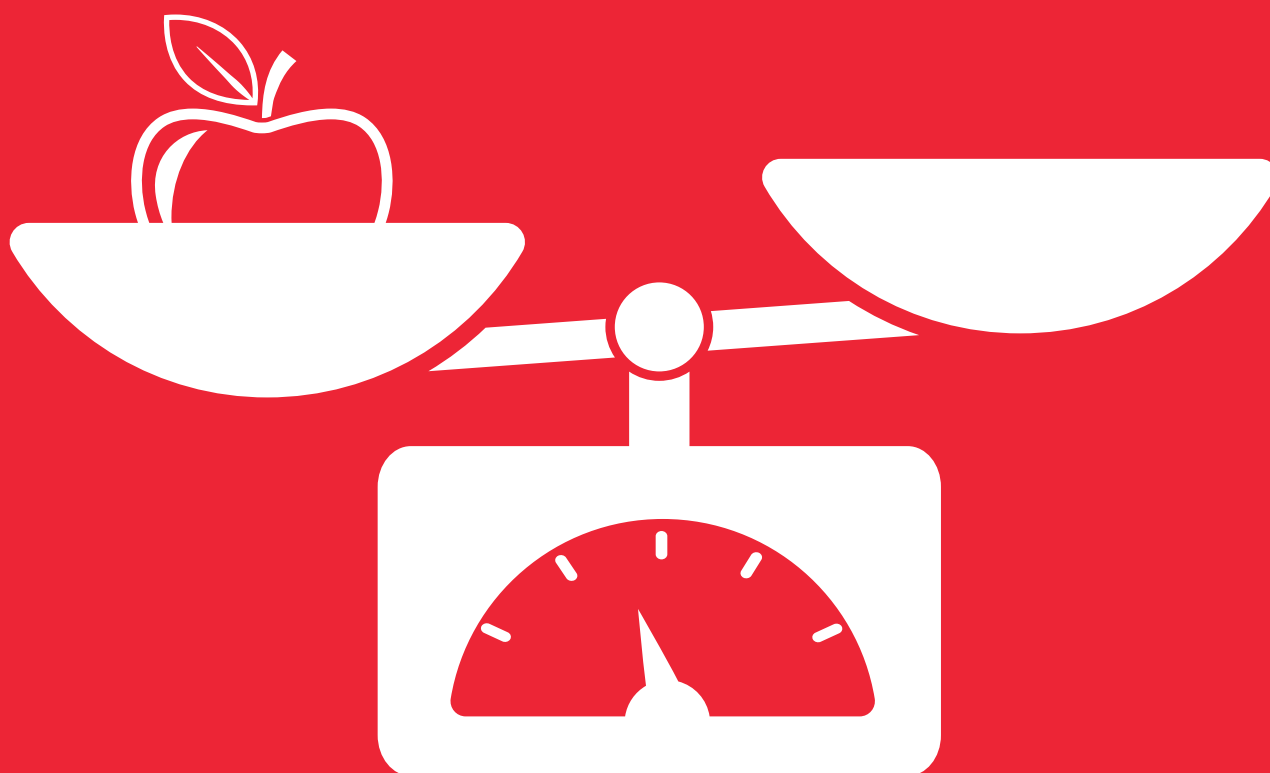


AUGUST FOCUS: IMMUNIZATIONS

08 | 2018

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|---|---------|--|----------|--------|----------|
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| | | | AUGUST IS NATIONAL IMMUNIZATION AWARENESS MONTH | | | |
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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |

AN OUNCE OF PREVENTION



WHERE HEALTH IS PRIMARY.



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America's Family Physicians

Patients with access to primary care are more likely to receive preventive services and timely care before their medical conditions become serious – and more costly to treat.

Family doctors work with their patients to keep them healthy. We want to ensure that all patients have access to and use regular preventive care.

Let's make health primary in America.
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