

# Communication Guidelines and Resources for Immunization

## Public Health Branch

Date Approved: August 2013  
Applicable to: All Immunization Providers

### Purpose:

- To guide immunization providers with respect to communicating with clients and the public.
- To provide immunization providers with access to public communications to share with clients and the public, particularly at the time of obtaining consent.

### Background:

Manitoba Health, in collaboration with Communications Services Manitoba (CSM), consults with public health experts and examines the evidence to develop public communications including factsheets, posters and brochures. The Province also advertises some of its immunization programs (e.g. seasonal influenza immunization) through a variety of channels including radio, print, online and outdoor billboards. Public communications reflect best practice at the time of publication and are intended to assist health care professionals and clients in making informed decisions about provincially recommended immunizations.

### Definitions:

- **Client (or patient):** a person or individual receiving an immunization.
- **Communications Services Manitoba (CSM):** the provincial government's central communications service.
- **Immunization (or vaccination):** a method of providing protection against a disease caused by an infection.
- **Immunization provider:** a health care professional who is registered or licensed to provide health care under an Act of the Legislature and who is authorized under that Act to administer vaccines.
- **Public communications:** includes any resource that is developed for clients, the general public and health care professionals. This can include factsheets, posters,

brochures, website material and advertising media.

### Guiding Principles:

- Manitoba Health regularly reviews and updates, as necessary, its public communications. However, it is the responsibility of the immunization provider to ensure he/she is using Manitoba Health's most current, up-to-date information and resources (which can be found online at [www.gov.mb.ca/health/publichealth/cdc/div/index.html](http://www.gov.mb.ca/health/publichealth/cdc/div/index.html)).
- The evidence on immunization and the diseases that vaccines protect against is continuously evolving; all public communications are based on best practice at the time of release. Immunization providers must take responsibility to ensure that they have the most recent knowledge.
- Immunization providers are encouraged to use Manitoba Health's immunization messages and public communications when promoting, advertising and advocating for immunization and counselling clients.
- Immunization providers can order Manitoba Health's hardcopy public communications free-of-charge from the Materials Distribution Agency. Inventory lists and order forms are available online at: [www.gov.mb.ca/health/jmc/index.html](http://www.gov.mb.ca/health/jmc/index.html).
- Immunization providers developing their own communications should ensure that they are consistent with Manitoba Health's messages and public communications.
- Manitoba Health regularly communicates with immunization providers to present updated program information. All new information is uploaded onto Manitoba Health's website and/or is shared with immunization providers via fax (or email, where available). It is the responsibility of the immunization provider to be aware of all new program updates in order

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to communicate these changes to clients and the general public.

- News media requests for a provincial, Manitoba Health response are to be directed to Communications Services Manitoba (CSM) at 204-945-3765.

### References:

Communications Services Manitoba (CSM)