

OCTOBER 2026 · RSVAWARENESSMONTH.ORG

RSV '26 AWARENESS MONTH

Impact Partner Toolkit

For patient advocacy groups, clinics, FQHCs, professional societies and community organizations. Free to join. Everything you need to help your community get protected against RSV this October.

CONVENED BY AHIS alliance for health implementation science

WHY RSV. WHY YOU.

Protection exists. Your community needs to hear it from you.

RSV is a common respiratory virus — for most people, a cold. For babies, older adults and people with chronic heart or lung conditions, it can mean the hospital. Protection now exists across the lifespan. What closes the gap is trusted voices — and that's you.

#1

Leading cause of infant hospitalization in the U.S.

110K–180K

Older adults hospitalized with RSV each year

58K–80K

Children under 5 hospitalized with RSV each year

Who can be protected

- **Older adults, and adults at increased risk: one** dose of an RSV vaccine.
- **Late in pregnancy, during RSV season: the** maternal RSV vaccine.
- **Babies in their first RSV season: a** preventive antibody, if the mother wasn't vaccinated.
- **Some young children at higher risk: a preventive** antibody before their second season.

Why advocates matter most

People act on advice from those they trust. When a patient group, a clinic or a community organization says "this is for you — here's what to ask for," eligible becomes protected. RSV Awareness Month gives you the message, the materials and the moment.

Sources: CDC RSV surveillance estimates. Who qualifies, and when: rsvawarenessmonth.org and cdc.gov/rsv.

BEING AN IMPACT PARTNER

Free to join. A small ask. Real reach.

What we ask

- **Share the campaign** at least once in October — a post, a newsletter item or a note to members.
- **Use the RSV ’26 mark** with your logo — the partner toolkit makes it a two-minute job.
- **Optional:** tell us about an event or activity, or connect us with a story we could share (with permission).

What you get

- **Your logo on the partner wall** at rsvawarenessmonth.org, with a link to your site.
- **A partner spotlight** on campaign channels.
- **The full campaign toolkit** — graphics, messages and plain-language pages for every community you serve.
- **The campaign recap** in November, to show your members and funders.

Independent by design

RSV Awareness Month is a disease-awareness campaign convened by the Alliance for Health Implementation Science (AHIS). Content is based on clinical guidance and written and approved by AHIS alone. Sponsors — including manufacturers — receive recognition only; they do not review or shape campaign content. Where products are named, every recommended option is listed together, alphabetically, with no preference. Joining does not mean endorsing any sponsor or product.

Your community, covered

RSV Infants & Families

RSV Pregnancy

RSV Older Adults

RSV Chronic Lung & Heart

RSV Clinicians & Care Teams

READY-TO-POST MESSAGES

Copy, paste, share.

Pick the messages that fit the people you serve. Each links to a plain-language page with every recommended option, where to get it and what to say.

LAUNCH · EVERYONE

October is #RSVAwarenessMonth. RSV is the leading cause of infant hospitalization in the U.S. — and protection now exists for babies, during pregnancy and for older adults. Find what's right for you: rsvawarenessmonth.org #RSV26

OLDER ADULTS

Older adult, or living with COPD, heart disease or diabetes? You may be eligible for an RSV vaccine — just one dose, not every year. Ask your pharmacist or provider. rsvawarenessmonth.org/older-adults #RSVAwarenessMonth

PREGNANCY

Expecting this fall or winter? An RSV vaccine late in pregnancy protects your baby from day one. Ask your OB or midwife. rsvawarenessmonth.org/pregnancy #RSV26

INFANTS & FAMILIES

New baby this RSV season? Before you leave the hospital, ask: "Did my baby get RSV protection?" rsvawarenessmonth.org/infants #RSVAwarenessMonth

CHRONIC LUNG & HEART

Living with COPD, asthma or heart disease? RSV can hit harder. Ask whether an RSV vaccine is right for you this season. rsvawarenessmonth.org/chronic-lung-heart #RSV26

CLINICIANS & CARE TEAMS

Eligible isn't protected. A clear recommendation is the strongest driver of RSV immunization. Tools for care teams: rsvawarenessmonth.org/clinicians #RSVAwarenessMonth

#RSVAwarenessMonth **#RSV26**

Please keep messages about the disease and current guidance — no product promotion. Adapt the wording for your audience; keep the facts as written.

YOUR OCTOBER PLAN

One theme a week. Post once, or all month.

WEEK 1 · OCT 1–7
Launch: know your risk
Share the launch message and your RSV ’26 graphic with your logo.

WEEK 2 · OCT 8–14
Older adults & chronic conditions
“One dose, not every year.” Point people to the pharmacy.

WEEK 3 · OCT 15–21
Pregnancy & newborns
Late pregnancy, and the question to ask before leaving the hospital.

WEEK 4 · OCT 22–31
Ask today
What to say at the appointment. Thank your community.

Your campaign assets

Partner logo toolkit (PowerPoint)
Four RSV ’26 graphics — add your logo, export, post.

rsvawarenessmonth.org/downloads/RSV26-Partner-Toolkit.pptx

Logos & social graphics
The RSV ’26 mark, community badges and covers (SVG + PNG).

rsvawarenessmonth.org/downloads/RSV26-logos.zip

Community pages
Plain-language pages with every recommended option, where to get it and what to say.

rsvawarenessmonth.org/#communities

CDC: RSV basics
The source behind every campaign fact.

cdc.gov/rsv

Posters, cards & campaign toolkit
Posters for every community (English and Spanish), clinician and patient quick-reference cards, and the full campaign toolkit.

rsvawarenessmonth.org/#materials

Using the materials
Free for non-commercial awareness use with credit. Please don’t alter the RSV ’26 mark, artwork or colors.

JOIN THE PARTNER WALL

Two minutes. No cost. No contract.

1

Go to the partner page

rsvawarenessmonth.org/partner — "Join the partner wall — Impact (free)" is already selected.

2

Add your details and logo

Name, email, organization and website. Upload your logo (SVG or PNG, transparent background, at least 500 px wide).

3

Tick two boxes and submit

Logo permission and campaign guidelines. We review every submission and add approved partners in our weekly update.

Join by October 10 to be featured for the heart of the month.

Questions, an event to list, or a story to share? Email info@ahis.org — we aim to reply within one business day.

Every eligible person, protected.

Thank you for carrying RSV '26 into your community.

rsvawarenessmonth.org/partner

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