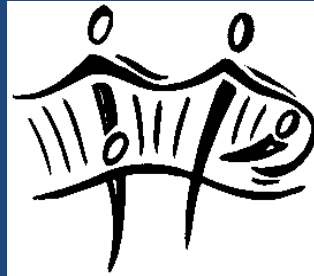


Getting Press For Your Issue





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Andrew J Resignato, MS
Director

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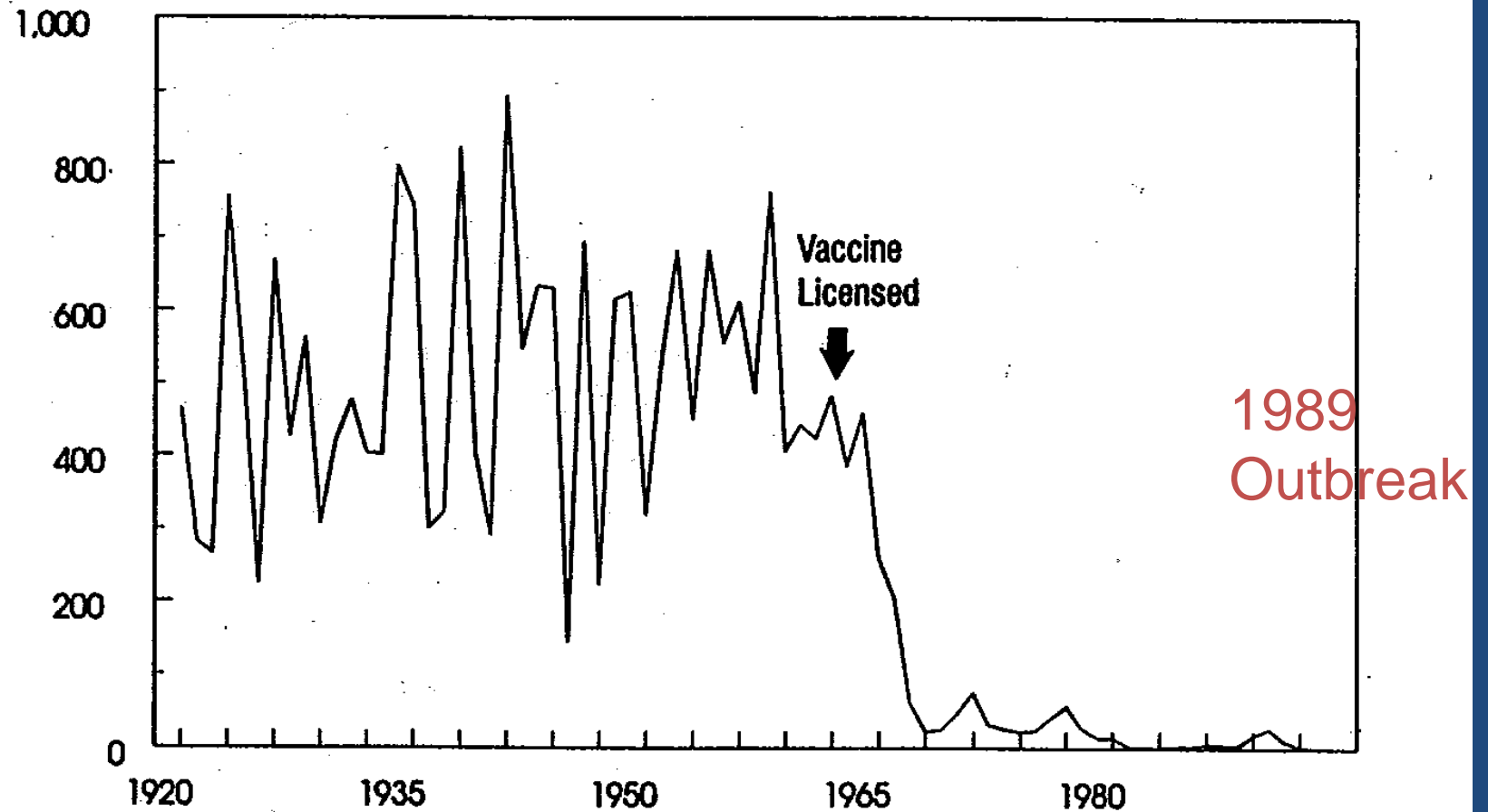
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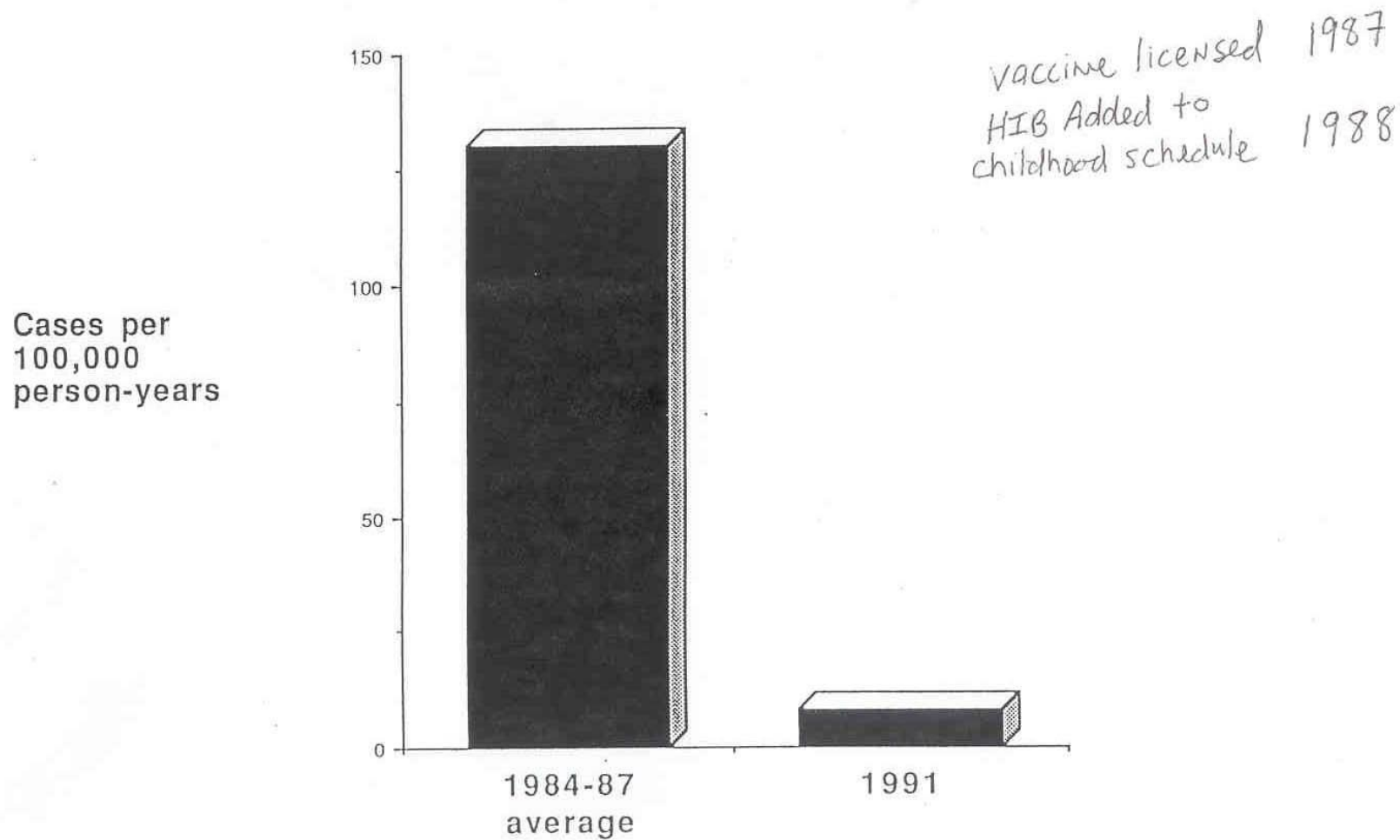


Cases (x 1,000)

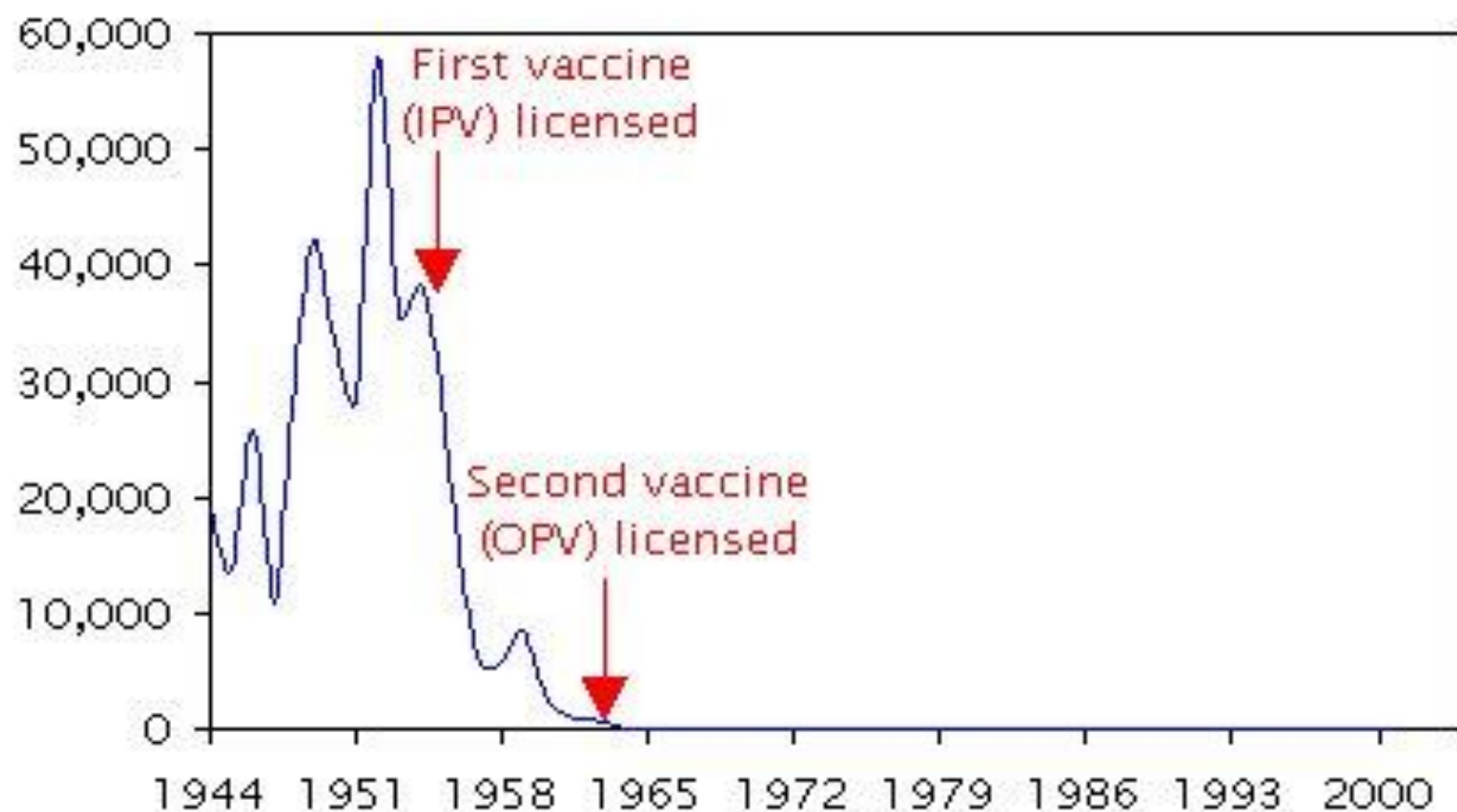


Reported measles cases, United States, 1920 - present.

INVASIVE HIB DISEASE INCIDENCE, INFANTS AGES 7-18 MONTHS, KAISER - NORTHERN CALIFORNIA



U.S. Polio Cases 1944-2001



U.S. Rubella Cases 1966-2001

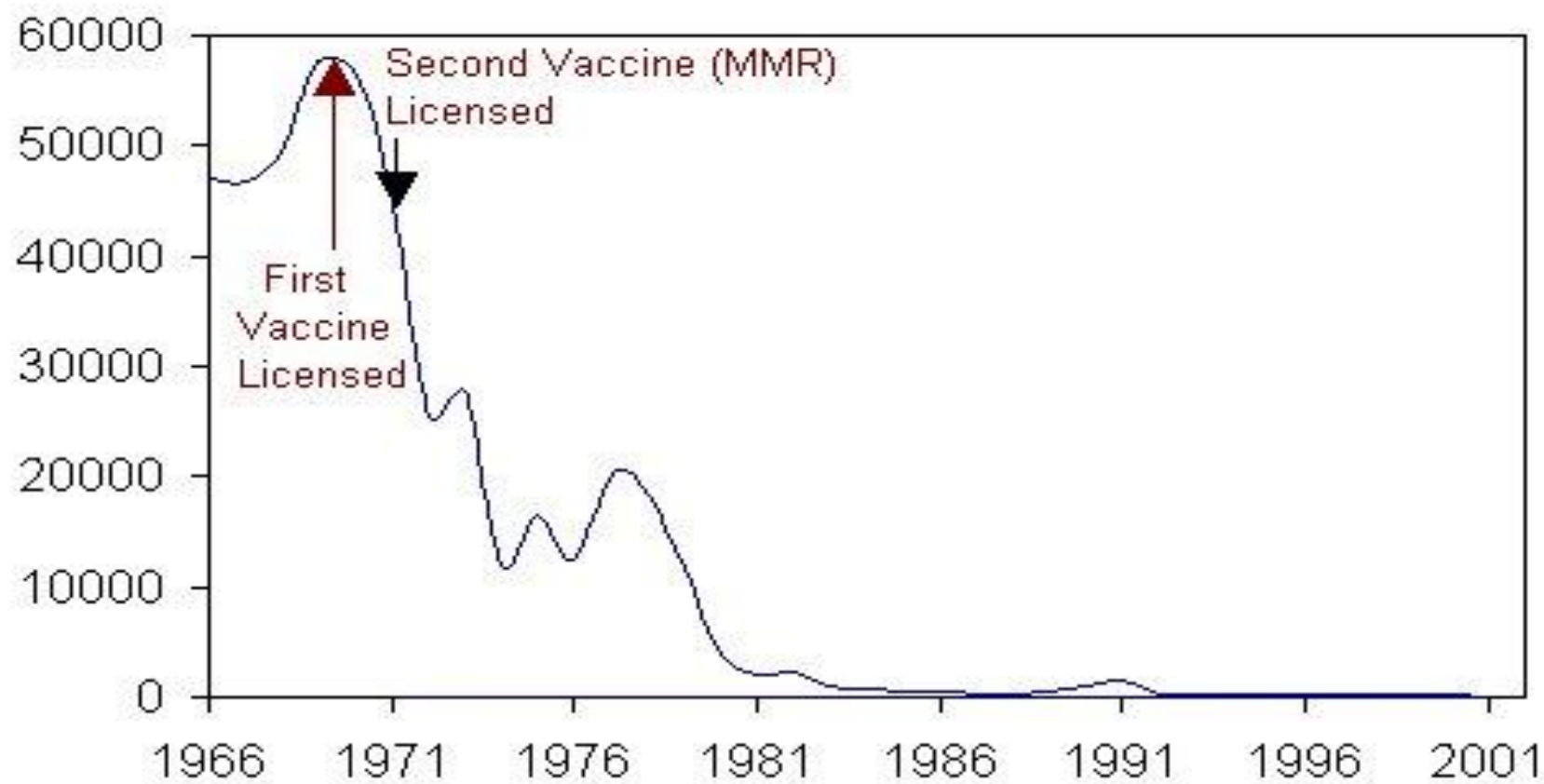
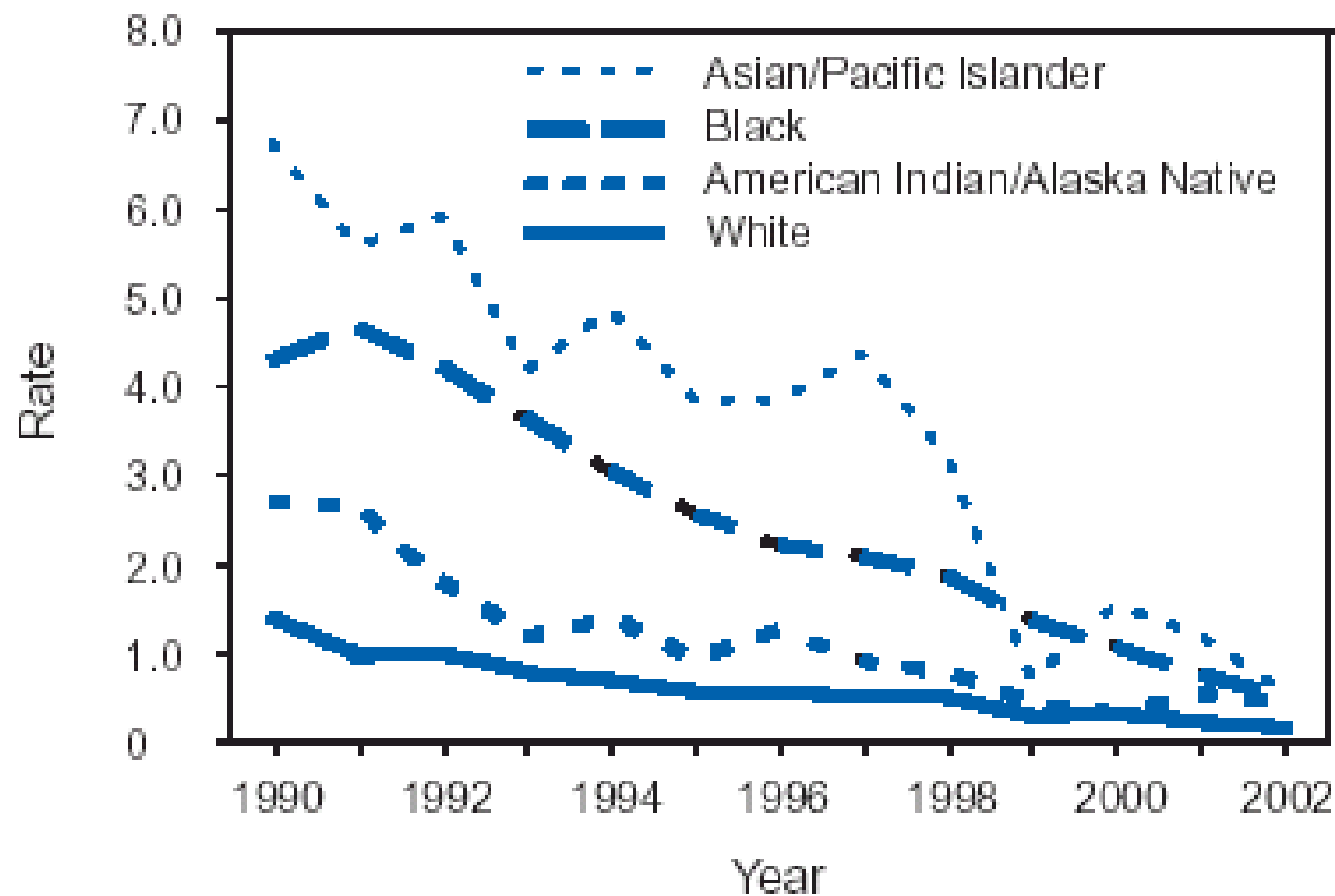


FIGURE 2. Rate* of acute hepatitis B in persons aged ≤ 19 years, by race and year — United States, 1990–2002



*Per 100,000 population.

The Impact of Personal Stories

Dylan's Story



Emily and Zack's Story



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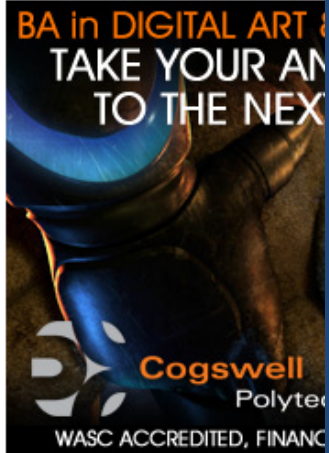
Saturday, August 27, 2011 at 9:28 pm

Before they can go back to school on Aug. 30, students in the Berkeley Unified School District must be vaccinated against whooping cough, in accordance with a new state law passed last year.

Following a jump in the number of whooping

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Sergio Romo encourages immunizations

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Giants relief pitcher Sergio Romo can't watch Dr. Susan Fernyak innoculate him with the whooping cough vaccine when he visited the Department of Public Health to encourage students to get their shot in San Francisco, Calif. on Tuesday, August 2, 2011. This year, secondary school students are required to provide proof they've been immunized with the Tdap vaccine.

Photo: Paul Chinn / The Chronicle



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Spokespeople



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Minimize Talking Heads/Use MDs
& Nurses



Getting Press Coverage

Make It Easy For Media

- Tuesday-Thursday (no weekends)
- Middle of the Day
- Provide Interviewees in different languages for ethnic media
- Press Kit
- Move Event Along
- Location
- “Tight” Press Release
- A Press Event is Designed to Get Press



Vaccinations for whooping cough urged by San Francisco officials

By: Amy Crawford | 08/05/11 4:00 AM

Examiner Staff Writer

It began with a cough. And then the coughing wouldn't stop.

"We would cough, cough, cough for like five minutes straight," said Emily Tobita, 18, of the Richmond district. "At the end of really bad fits, we'd end up throwing up."

Emily and her twin brother, Zak, had pertussis, a once-uncommon childhood illness that has made a resurgence in recent years. The potentially fatal disease is better known as whooping cough for the gasping sound that sufferers make after each violent coughing session.

"We don't recommend it to anyone," said Emily, a recent Washington High School graduate who was sick for about three months this year.

California reported more than 9,000 cases of pertussis last year, the most since 1947, according to the state's Department of Public Health. More than 800 people were hospitalized, and 10 infants died.



Emily Tobita and her twin brother, Zak, both had pertussis, better known as whooping cough. (Mike Koozmin/The Examiner)

CBS



Now the Giants have a message for this disease: "Fear the Beard."
An event Tuesday took place at the San Francisco Department of

Univision

www.univision14.com

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Estás Viendo: Sergio Romo de los Giants de San Francisco se vacunó contra la tos ferina

En un acto simbólico para que los padres de niños entre el séptimo y duodécimo grado en California vacunen a sus hijos como lo dicta la ley.

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- <http://www.reportingonhealth.org/>
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Thank You

