Getting Press For Your Issue
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The reward for work well done is the opportunity to do more.  - Jonas Salk
Emotional vs. Intellectual Information

VS.

VS.
Reported measles cases, United States, 1920 - present.
INVASIVE HIB DISEASE INCIDENCE, INFANTS AGES 7-18 MONTHS, KAISER - NORTHERN CALIFORNIA

Cases per 100,000 person-years

1984-87 average

1991

(Black SB, Shinefield HR: Ped Inf Dis J 1992; 11:610-13)
U.S. Rubella Cases 1966-2001

- First Vaccine Licensed
- Second Vaccine (MMR) Licensed
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

www.ShotbyShot.org
Booster required for incoming middle and high school students

By Weiru Fang | Staff
wfang@dailycal.org
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

Most Related Posts

- Berkeley City Council, school district to vacate Old City Hall
- Whooping cough compliance rates up for Bay Area schools
Getting Press Coverage

Personal Stories
Giants relief pitcher Sergio Romo can’t watch Dr. Susan Fenyak inoculate 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
Getting Press Coverage
Spokespeople
Getting Press Coverage

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

- Letters to the Editor
- Local Medical Society Newsletter
- http://www.reportingonhealth.org/
- Article in Local Parenting Magazine
- Ethnic Media
Thank You