

Partnering to Fight Pertussis

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California Pertussis Epidemic 2010



WHOOPING COUGH
is on the Rise in California
Protect Your Baby

The Toll of Pertussis in California, 2010

- 9,146 cases—most since 1947
- 10 infant deaths
- 70 percent of hospitalizations were infants less than six months old
- Rates highest among Hispanics

Communications Activities

- News releases in English and Spanish
- Media Briefings
- Website, Facebook and Twitter
- Ethnic media roundtable discussions
- CDC radio media tour
- Brochures, website banners, PSAs, flyers, pay stub messages, etc.
- Monthly calls with local health departments
- Lots of pro-active media outreach

CIC Communication Goals

- Educate opinion leaders and legislative staff
- Provide information and resources to providers
- Support media and marketing efforts of the California Department of Public Health
- Direct media and public to credible, consistent resources

How CIC Helped Me

- Resource for reporters
 - Third-party endorsement
 - Support legislation
 - Important messenger
- Shot By Shot (www.shotbyshot.org)
- Shared materials

What's In It for a Coalition?

- Access to information and materials
- Access to public health experts
- Raise your profile

Considerations

- Relationships are tricky
- Public criticism
- Your independence

Thank You!

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