It Takes a Village to Raise Childhood Immunization Rates
In the ‘Healthiest State’…

Less than healthy childhood immunization rates –

**Immunization Status for Kindergarteners**

% of children entering Kindergarten, by immunization status
Vaccine Questions & Questioners

2009
H1N1 flu forums – questions
School-based vaccine clinics

2010
UVM research with vaccine-hesitant moms

2011
Anti-vax voice grows louder

Seth Mnookin comes to town

Join the FREE discussion with author Seth Mnookin on his interviews with parents, public health advocates, scientists and anti-vaccine activists to tackle a fundamental question: How do we decide what the truth is?
What’s the Matter With Vermont?

Anti-vaccine activists derailed a bill that could have blunted the whooping cough epidemic.

By Helena Rho | Posted Thursday, Feb. 21, 2013, at 11:17 AM

Imagine coughing so hard and for so long that you turn blue and stop breathing. Pertussis, or whooping cough, can do that to an infant. The disease is caused by the bacterium *Bordetella pertussis* and occurs in three stages. The catarrhal stage, characterized by runny mucus, is followed by the paroxysmal stage, which ends with the classic whoop; and post-paroxysmal stage, marked by fatigue and apnea.

2012

• Legislative battle to remove philosophical exemption to vaccines for school entry

• Anti-vax coalition organizes

• $$$ for social marketing

• Pro-vax coalition organizes

• Whooping cough outbreaks

It Takes a Team.
Dec. 12, 2012

News Conference –
Health Commissioner
Harry Chen, MD:
“These are epidemic
numbers for our small
state.”

• Consult the experts
• Ask for help
• Organize: Public Health ICS

It Takes Time.
Dec. 19, 2012

3,269 vaccinated in 8 hours at
✓ 12 Health Dept. district offices

FREE Adult Tdap Vaccinations

PERTUSSIS (Whooping Cough) IS SPREADING IN OUR COMMUNITY

To protect yourself and the babies around you, get vaccinated against Whooping Cough

Whooping cough (pertussis) is a serious disease for babies. Adults and older children can spread pertussis to babies.

Whooping cough is very contagious. It can cause serious illness and even death. Most infants who get the disease must be hospitalized.

All Health Department district offices are offering FREE vaccinations for adults and children 11 years of age and older.

For questions about whooping cough or for the location of your local Health Department office dial:

211 Vermont
Get Connected. Get Answers.

VPR

Vt. Offers Free Vaccine To Stem Whooping Cough Epidemic
12/19/12 5:50PM By Steve Zind

FREE Adult Whooping Cough Vaccination
Dec. 19 • Wednesday
10:00 a.m. – 6:00 p.m.
Vermont Department of Health Offices
12 locations around the state.
No appointment necessary

Vermont
DEPARTMENT OF HEALTH
healthvermont.gov

Health Commissioner Dr. Harry Chen draws a whooping cough vaccine on Wednesday in Barre.
Know Who You’re Talking To.

- Local PIO Kit for Tdap Clinic Day
- State-level & local news coverage
- Social media sharing from each clinic
TARGET AUDIENCE

Persona: Meg

TRAITS
Social
Researches online
Learning from websites to make responsible decisions for her baby

VALUES
Strives to strike a balance: extreme opinions rub her the wrong way
Maintaining her pregnancy “by the book”

MEDIA HABITS
Runs most of her life on her iPad
Uses her smartphone for texting and research
Watches video primarily online and often on her tablet
Reads the community weekly newspaper
Every parent has questions about childhood immunization.

Pertussis cases are on the rise
Learn about some of the ways you can protect your child

INFO
Get the facts
Find info from the medical community about topics like diseases, vaccines, benefits and risks, schedules, and more.

ASK
Ask an Expert
Submit your questions about immunization to a panel of doctors, nurses, and other parents.

PLAN
Check the Schedule
See the recommended timing for each of your child's vaccines to protect them from age 0 to 18.

www.oktoaskvt.org
April 2013 Launch
It's OK to Ask

We all have questions and concerns when it comes to immunizations for our children. But with so many different sources of information out there, it can be tricky to wade through all of it and make an informed decision.
Plan for Controversy.

Dr. Lewis First addresses immunization questions he often hears from Vermont parents. Dr. First is the chief of Pediatrics at Vermont Children's Hospital at Fletcher Allen Health Care in Burlington.

Get to the Point: Childhood Vaccinations Save Lives
www.wptz.com

Pediatrician Lewis First from Vermont Children’s Hospital at Fletcher Allen talks about how important it is to

Deirdre Walsh This fails to convince me that vaccines are safe. What about the heavy metals in vaccines which are known in and of themselves to deteriorate the effectiveness of the immune system? I understand the pros of vaccines but the individual receiving them pays a heavy price letting these toxins disrupt the fragile balances of the body.

Like · Reply · 13 · 19 May at 11:27 · Edited

Jennifer Mink Vaccines shouldn’t be “one size fits all”. If you have any family history of autoimmune disorders you should take it very slow... if at all. Also, before immunizing your child, ask to see the vaccine insert. Study the ingredients and do lots of research. Trust your instincts.

Like · Reply · 5 · 1 · Wednesday at 11:53 via mobile

Ok to Ask VT HI Jennifer, yes, parents should speak with their child’s doctor regarding concerns about medical history, including allergies or sensitivities. Vaccine inserts are a great summary for parents and are also available online from the CDC. ... See More

Vaccines: Pub/Vis/main page
www.cdc.gov

Vaccine Information Statements (VIS) by CDC explain to vaccine recipients both... See more

Like · Remove Preview · Wednesday at 14:18

Ok to Ask VT The CDC does recommend that anyone 60 years of age or older should get the shingles vaccine, regardless of whether they recall having had chickenpox or not. Studies show that more than 90% of Americans ages 40 and older have had chickenpox, even if they don’t remember getting the disease. For additional information, visit: http://www.cdc.gov/shingles/vaccination.html

Why Chickenpox is Still a Concern for Some – Sanjay Gupta – Everyday Health
www.everydayhealth.com

The vaccine is highly effective at preventing the contagious disease, but people without immunity remain exposed and at risk.
2020 Goal –
To raise childhood immunization rates:

1. It takes a team.
2. It takes time.
3. Know who you’re talking to.