Moving beyond 4:3:1:3:3:1:4 – Building strong relationships between public health immunization programs and communication offices

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Immunization is ALWAYS a hot topic

Slide courtesy of CDC
RISK PERCEPTION IS WACKY

EDUCATE BEFORE YOU VACCINATE

GARDASIL KILLS!
Partnerships
A crisis isn’t the right time to be exchanging business cards.
Preparing together

• Relationships, relationships, relationships
• Regular meetings
• Develop communication expertise in house
• Plan ahead and use it
• Sound bites and elevator speeches
• Peer review and target audience input
Find a common language

pathogen ------------------ germ
varicella ------------------ chickenpox
4:3:1:3:3:1:4 -------------- 19 dose series
surveillance ---------------- tracking and monitoring
rhinorrhea ----------------- runny nose

VPDs --------- diseases that vaccines can prevent
Communication Tools

• Tough Q & A
• Key messages and talking points
• New releases
• Credible spokesperson
• Social media
• True stories
Getting the coverage you want

EDITORIALS
The newspaper’s view

THE HEAVY COST OF VACCINATION FREE-RIDERS

Last weekend, a teenager in King County whose parents intentionally avoided mandatory vaccinations was diagnosed with measles. Public-health officials in King County and in Portland, Ore., where the teen had recently attended a tennis tournament, scrambled to issue detailed itineraries of potential contamination.

Lucky for them, and for the rest of us, school hadn’t started. But imagine the anger of a parent of a particularly vulnerable child—an infant, or a child with a compromised immune system—learning his or her kid is now at risk because another parent was gambling with a preventable, highly transmissible illness.

and autism. The study was retracted, subsequent research has disproved the link and, in 2010, Britain’s General Medical Council barred the researcher, Dr. Andrew Wakefield, from practicing medicine. If that’s not enough, a federal trial in 2009, in which three families with children who have autism sought compensa-
Wash Your HandsingTon

Welcome to

WASH YOUR HANDSINGTON

Where everyone washes their hands, covers their cough, and gets the flu vaccine.

Get vaccinated. Stop the flu.

Health
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