



Recognize the Risk

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We asked ourselves

- Where are we now?
- How did we get here?
- What can we do now?

Where are we now?

- Hesitant parents
- Exemption rates
- Immunization rates
- Disease Outbreaks

How did we get here?

- Rates of vaccine preventable diseases
- Parent knowledge and experience
- Anti-vaccine element
- Informed decisions

What can we do now?

- Focus resources
- Create the tools
- Educate
- Support an actual informed decision

The Greater Risk? Disease vs. Vaccine

- Durable, laminated, pocket size tool to educate any healthcare provider
- Disease description and risk of complications on one side
- Vaccine description and risk of adverse reaction on the other side

Understand the Disease and Recognize the Risk

- Parent educational brochure
- Provides essential missing information
- Reminds them of the conversation with the healthcare provider
- Encourages a truly informed decision

Other Tools

- *Plain Talk About Childhood Immunization*

To order:

<http://doh.wa.gov/Publications/Immunizations.aspx>

- *Vaccine Preventable Disease-The Forgotten Story*

To order: <http://tchorderprocessing.com>

To order additional copies of *The Greater Risk? Disease vs. Vaccine*

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The price is \$10 each set which includes tax and shipping/handling

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