



It Takes a Village to Raise Childhood Immunization Rates

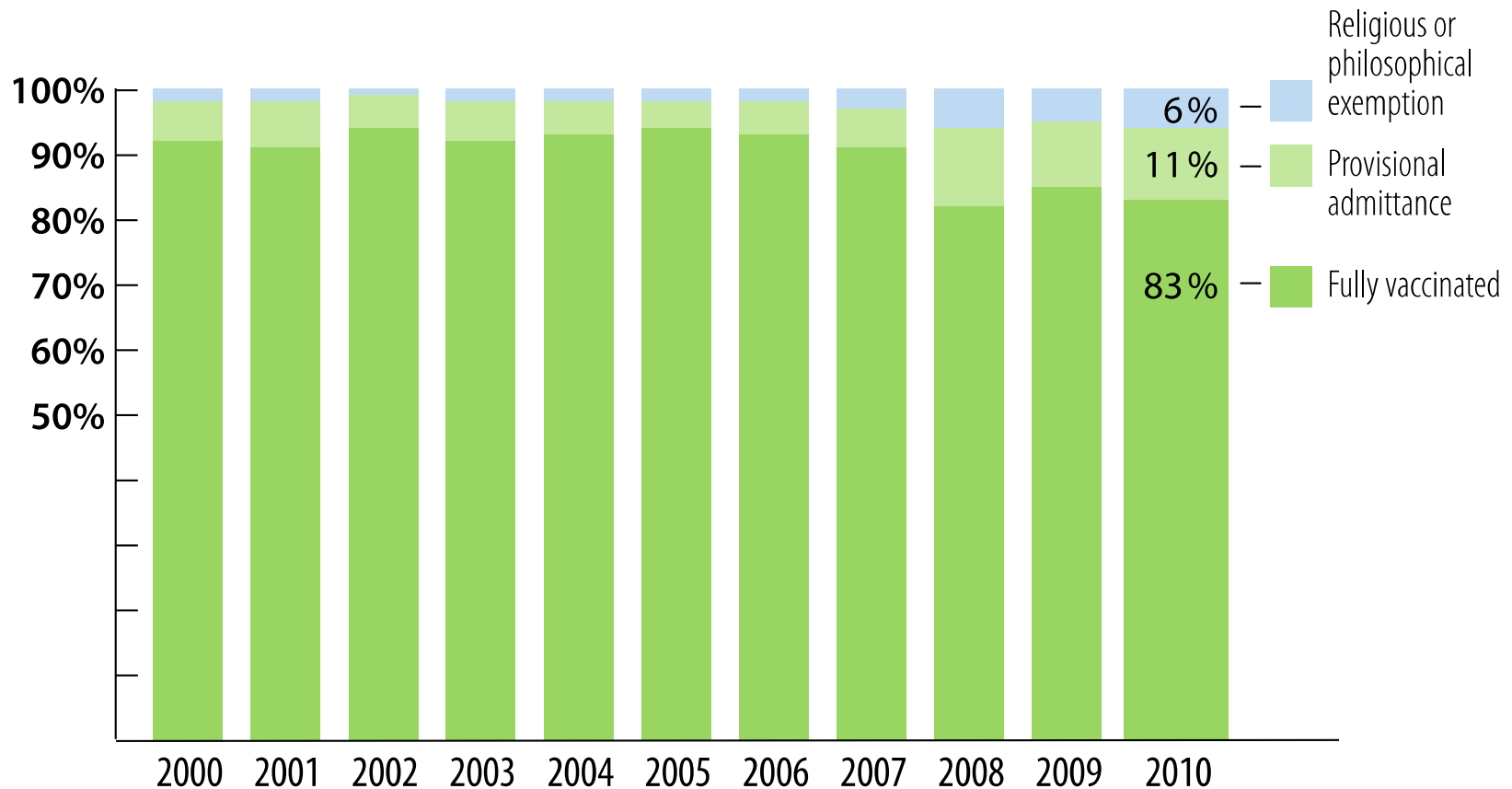
In the 'Healthiest State'...



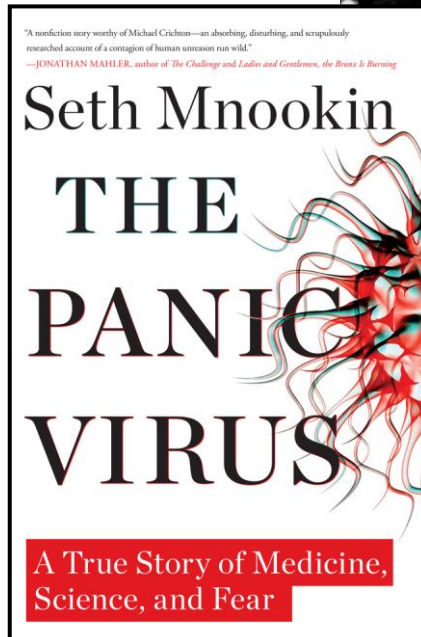
Less than healthy childhood immunization rates –

Immunization Status for Kindergarteners

% of children entering Kindergarten, by immunization status



Vaccine Questions & Questioners



FH Tuttle School
South Burlington
7 p.m.

Coming to Vermont Sept. 28!

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?

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

Public Health Stat teamwork

> MEET THE EXTREMELY NEW
2014 MDX

2012

HOME / MEDICAL EXAMINER : HEALTH AND MEDICINE EXPLAINED.

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



Vermont's State House in Montpelier
Photo by Jordan Silverman/Getty Images

- 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.

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 mucous, is highly contagious. It's followed by the convalescent stage, unattractively sustained, violent

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.

Whooping cough epidemic declared in Vermont

Health department urges all adults to get vaccinated

Dec. 13, 2012 | 5 Comments

Switch



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Patsy Kelso, state epidemiologist, talks Thursday at the Vermont Department of Health in Burlington about the whooping cough outbreak in Vermont. / TIM JOHNSON/FREE PRESS

Written by
Tim Johnson
Free Press Staff Writer

FILED UNDER

News
Local News

A whooping cough epidemic is affecting Vermont, according to the Vermont Department of Health, which is calling on all adults 19 and older to get vaccinated.

By the end of last week 522 cases of pertussis (as whooping cough is also known) had been reported statewide, Commissioner Harry Chen told a news conference Thursday. That's more than 10 times

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:



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



VPR

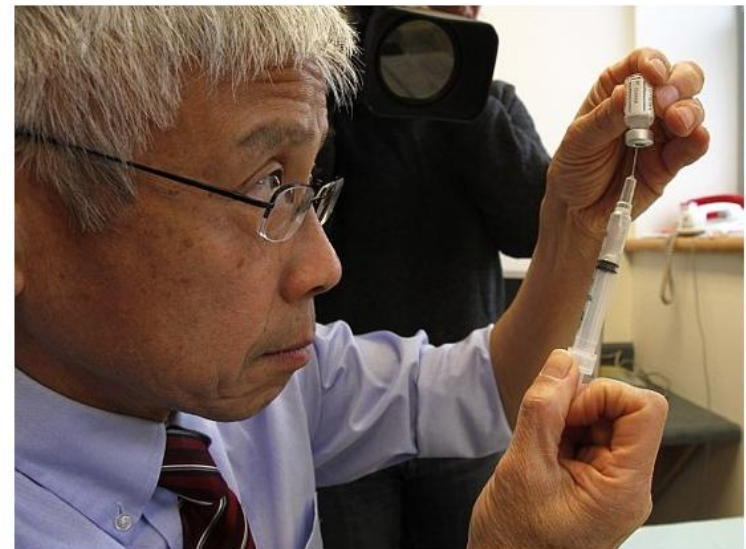
[Archive Home](#) [VPR.net Home](#)

Vt. Offers Free Vaccine To Stem Whooping Cough Epidemic

12/19/12 5:50PM By [Steve Zind](#)

[MP3](#)

[Download MP3](#)



AP/Toby Talbot

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



Vermont Department of Health
19 December 2012

Santa gets his whooping cough (Tdap) vaccine at the St. Johnsbury district office this morning.



Like · Comment · Share

12 8



healthvermontgov @healthvermont

19 Dec

Way to go #VT'ers! More than 3,000 got whooping cough vaccine on #clinicday. Great turnout at 12 Health Dept. district offices.

Expand



healthvermontgov @healthvermont

19 Dec

32 weeks pregnant, & getting her Tdap vaccine in Newport, Angela Rice will pass the protection on to her newborn.

[twitpic.com/bnfsrl](https://twitter.com/bnfsrl)

[View photo](#)



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19 Dec

Wow! As of 2pm, over 2,000 #VT'rs received their Tdap vaccine at the whooping cough clinics being held around the state through 6pm today!

Expand



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19 Dec

Dad-to-be getting Tdap vaccine at Morrisville #clinicday. Babies are at greatest risk for life-threatening illness. [twitpic.com/bnfrkt](https://twitter.com/bnfrkt)

[View photo](#)



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19 Dec

Definitely on the "good" list! Probably picked St. J's Tdap #clinicday because it's so far north. #VT [twitpic.com/bnehwl](https://twitter.com/bnehwl)

[View photo](#)



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19 Dec

Thanks for stepping up for public health! RT @pwarn: Just got my shot in Saint Albans. Everyone very nice and very short wait. Thanks!

Expand



healthvermontgov @healthvermont

19 Dec

Great turnout at St.Albans #clinicday too! #VT'rs are stepping up to protect themselves & others from whooping cough.

[twitpic.com/bne4dy](https://twitter.com/bne4dy)

[View photo](#)



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19 Dec

Jim Otranto, EMS & police officer/volunteer from Woodstock gets his Tdap vaccine from Gary Wieland at WRJ #clinicday

[twitpic.com/bne33k](https://twitter.com/bne33k)

[View photo](#)

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”

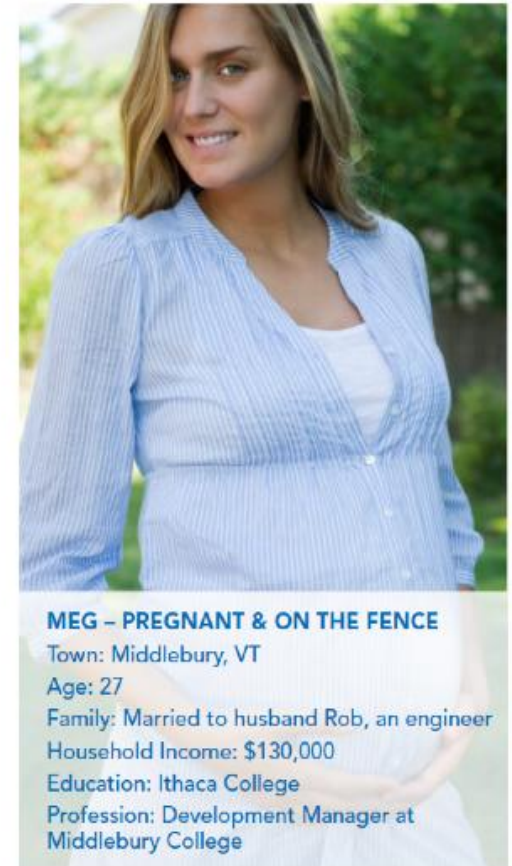
MEDIA HABITS

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



MEG – PREGNANT & ON THE FENCE

Town: Middlebury, VT

Age: 27

Family: Married to husband Rob, an engineer

Household Income: \$130,000

Education: Ithaca College

Profession: Development Manager at Middlebury College



April 2013 Launch

www.oktoaskvt.org

HOME ASK HISTORY INFO SCHEDULE CONVERSATION



Every parent has questions about childhood immunization.

BROUGHT TO YOU BY
 VERMONT
DEPARTMENT OF HEALTH

Pertussis cases are on the rise

Learn about some of the ways you can protect your child

[SEE THE INFOGRAPHIC](#)

helps protect you from whooping cough and passes some protection to your baby.

INFO

Get the facts

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

[GET INFO](#)

ASK

Ask an Expert

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

[GET ANSWERS](#)

PLAN

Check the Schedule

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

[GET SCHEDULE](#)

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OKtoAskVT

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It's OK to Ask

5,462 views 1 month ago

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.

Vermont Conversations



It's OK to Ask
by OKtoAskVT
5,462 views



Immunization Side Effects & Safety
by OKtoAskVT
76 views



Immunization Polarization
by OKtoAskVT
42 views



Pediatrician Relationship
by OKtoAskVT
44 views

Playlists



Immunization Schedules & Exemptions
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Vaccine Schedule
2 videos 3 weeks ago



Vaccine Safety & Side Effects
4 videos 1 month ago



Vaccines
9 videos 1 month ago



[Admin Panel](#)

	Hb	Hb	Hb	Hb				
	PCV	PCV	PCV	PCV				
mso	mso		mso					
	DtaP	DtaP	DtaP		DtaP		DtaP	
	IPV	IPV	IPV				IPV	
				MMR Varicella*			MMR Varicella	
								Total
								MCN

				HeptA	HeptA			
	IPV	IPV						gPV 3 doses over 8 months
			Influenza	Every Flu Season				

trial students entering 7th grade and newly enrolled in B-12.

Questions About Alternative Schedules?

Like · Comment · Share

Patsy Kelso likes this.

Write a comment...

Promoted ▼

Ok to Ask VT shared a link.
14 May 🌐

Since its introduction in 1995, the varicella (chickenpox) vaccine has led to a 95 percent decline in illnesses, hospitalizations and deaths in populations where vaccination is routine, according to the CDC. But chickenpox still poses a serious threat, and some people remain especially at risk.

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.

Like · Comment · Share
🗨️ 1

12 people like this.

Write a comment...

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 99% 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>

Centers for Disease Control and Prevention

CDC – Shingles Vaccination – Herpes

2020 Goal –

To raise childhood immunization rates:

1. It takes a team.
2. It takes time.
3. Know *who* you're talking to.
4. Plan for controversy.

oktoaskvt.org

healthvermont.gov

nancy.erickson@state.vt.us

Vermont Department of Health