



PUBLIC HEALTH

**ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON**

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

Michele Roberts, MPH, MCHES
Coalition Conference May 2014

WHY NOT TO INDUCE - GENDER-FREE KIDS' CLOTHES

The Natural Family Living Magazine

Mothering

NO. 105 MARCH/APRIL 2001
\$5.95 US \$7.95 CANADA
DISPLAY UNTIL APRIL 30, 2001
www.mothering.com

MERCURY
in your
vaccines

EXCLUSIVE REPORT
on the Second
International
Vaccine Conference

ARE WE OVER-VACCINATING?

0 87332 164556 0 5

Since 1983, the number of vaccines the Centers for Disease Control recommends for our kids has more than tripled. During this same time period, we've seen an explosion in neurological disorders like ADHD and autism, particularly with our boys, who represent 4 out of 5 cases.

Are these increases related? Can there be too much of a good thing? Until now, no one could know for sure,

because no study had ever been done to compare the rate of neurological disorders between vaccinated and unvaccinated children, as find helpful information on how to vaccinate your child more safely. **Learn more at www.generationrescue.org**

A NEW SURVEY OF KIDS IN CALIFORNIA AND OREGON SAYS WE MAY WELL BE.

GENERATION RESCUE
www.generationrescue.org

ALBERTA EDITION

REPORT

NEWSMAGAZINE

March 13, 2000 \$4.50

- ▶ Commies@Heart in B.C.
- ▶ Start a business, get sick
- ▶ Back into the nation's bedrooms
- ▶ The vanishing Chinese basketball team

Vaccine Junkies

Mass immunization campaigns are provoking unprecedented criticism



Newsweek

July 31, 2006 | \$3.50

Understanding Autism

MIDEAST FALLOUT
TOBACCO'S NEXT WAR

Why More Kids & Families Are Facing the Challenge of 'Mindblindness'
By Geoffrey Cowley

Russell Hottel, 9

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Are Vaccines Still **SAFE?**

As the list of recommended immunizations for

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If you caused

A 6,000% INCREASE IN AUTISM

**"IT'S TIME FOR THE CDC TO COME CLEAN
WITH THE AMERICAN PUBLIC..."**

- Richard F. Kennedy, Jr., March 2, 2008

We believe the Centers for Disease Control (CDC) know that the ambitious immunization schedule begins in the womb, nearly tripling the amount of mercury injected into our children, created an epidemic of autism in America.

We are mystified that mercury remains in children's vaccines and that the CDC and American Academy of Pediatrics are fighting state laws banning mercury. Why?

Thousands of children are recovering from autism by leaving the mercury removed from their bodies using the Chelated Autism Novel Protocol. Yet, the CDC doesn't investigate these stories of recovery. Why?

We call on our elected officials, lawmakers, and all Americans to help us in the fight for recovery, truth, and justice for our children. As long as the CDC denies that mercury from vaccines is responsible for this epidemic, proper treatment will never be made widely available to the more than

We salute the many youth organizations and parents at the Mercury Generation March today in Washington, D.C.

To read more about the controversy and the cover up, please visit www.PoxCalmDown.org. Using the Freedom of Information Act, we are releasing new documents today revealing the CDC's deception.



IT'S TIME TO PUT OUR CHILDREN FI

putchildrenfirst.org

AMERICAN **NATIONAL** **GENERATION NEXT** **ALUMNI ASSOCIATION**

Slide
courtesy
of CDC

TruthAboutGardasil.org

EDUCATE BEFORE YOU
VACCINATE
GARDASIL KILLS!



VACCINATE
GARDASIL



ESCAPE

XLT

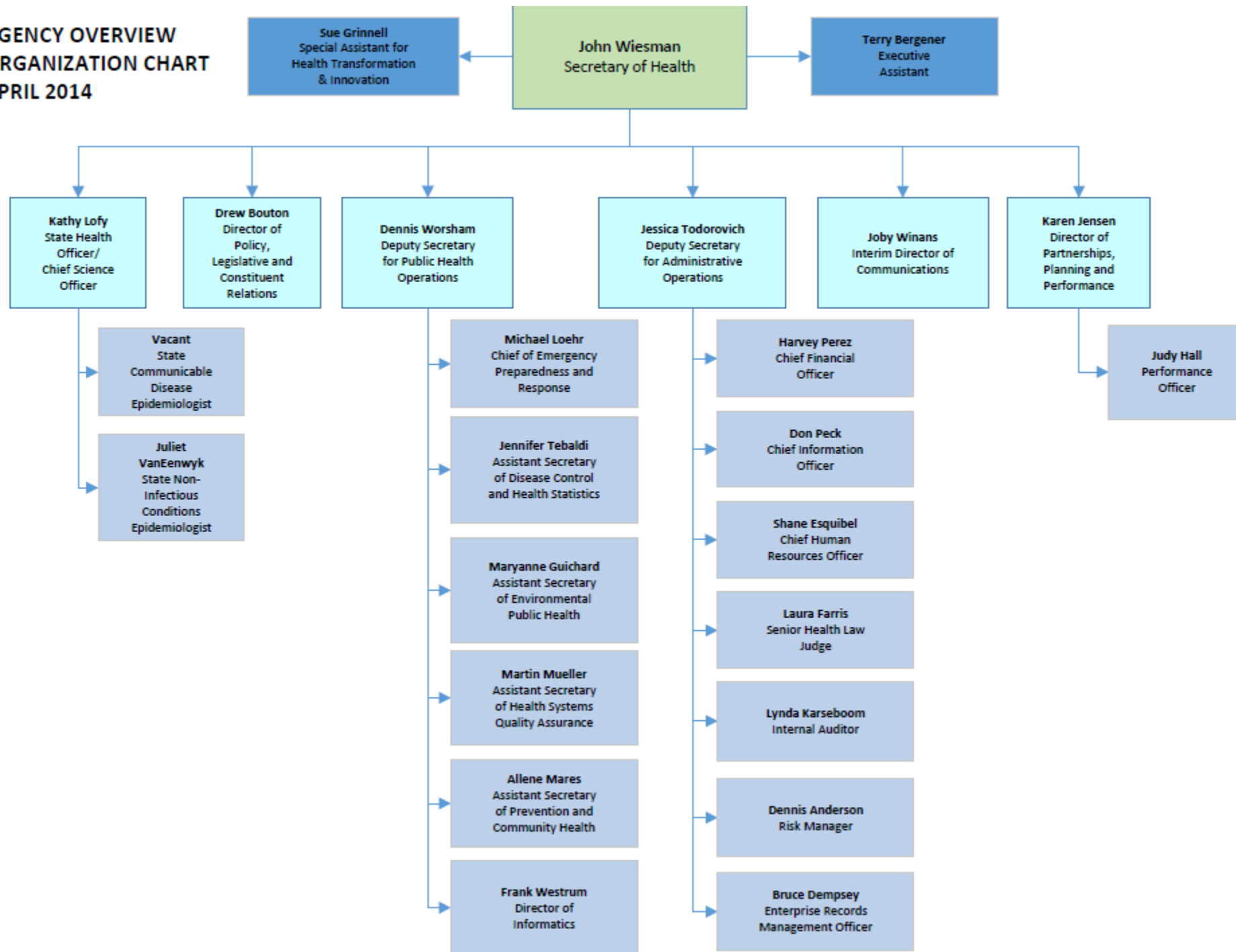


Partnerships

A crisis isn't the
right time to be
exchanging
business cards.



AGENCY OVERVIEW ORGANIZATION CHART APRIL 2014



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

The Seattle Times



AN INDEPENDENT, LOCALLY OWNED NEWSPAPER

Founded Aug. 10, 1896

FRANK A. BLETHEN
publisher

RYAN BLETHEN
associate publisher

KATHY BEST
managing editor

SUKI DARDARIAN
managing editor

KATE RILEY
editorial page editor

ALAYNE FARDELLA
*chief
operating officer*

ALAN FISCO
*executive vice president
revenue and new products*

MICHAEL SHEPARD
*senior vice president,
business operations*

NATHANIEL T. BROWN
*senior vice president,
finance and financial strategy*

EDITORIALS

The newspaper's view

THE HEAVY COST OF VACCINATION FREE-RIDERS

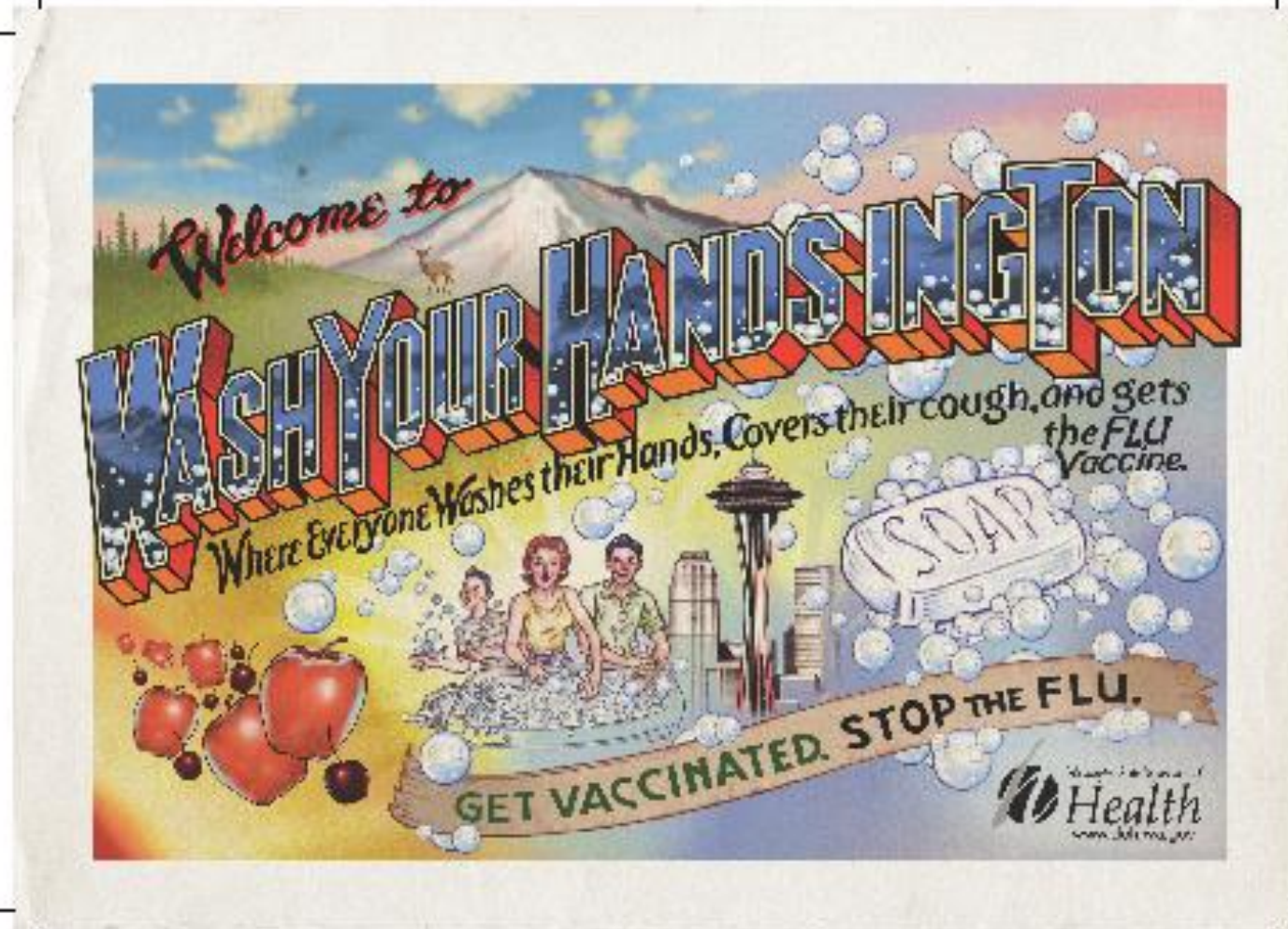
LAST weekend, a teenager in King County whose parents intentionally avoided mandatory vaccinations was diagnosed with measles. Public-health officials in King County and in Portland, Ore., where the teen had recently attended a tennis tournament, scrambled to issue detailed itineraries of potential contamination.

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 transmittable 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-

WashYourHandsingTon





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