

# Communication Toolkit: Babies & Young Children

*Updated 6/18/2018*

Vaccines give parents the power to protect their children from serious diseases. One of the most important things a parent can do to protect their child's health is getting their child vaccinated according to the recommended immunization schedule.

Vaccines protect babies from 14 diseases by the time they reach 2 years of age. It is very important that babies receive all doses of each vaccine and receive each vaccination on time. After 6 months of age, CDC recommends children receive a yearly flu vaccine. Children 6 months through 8 years of age who are getting the flu vaccine for the first time should get [two doses of flu vaccine](#), spaced at least 28 days apart. Children are also due for additional doses of vaccines between [4 and 6 years of age](#). If a child falls behind the recommended immunization schedule, the child's doctor can still give vaccines to "catch up" the child before adolescence.

Child care facilities, preschool programs and schools are prone to disease outbreaks. Children in these settings can easily spread illnesses to one another due to poor hand washing, not covering their coughs and sneezes, and other factors related to interacting in crowded environments.

Unvaccinated children are not only at increased risk for disease, but they can also spread disease to others in their play groups, child care centers, classroom, and communities – including babies who are too young to be fully vaccinated and people who might not be able to receive certain vaccines due to cancer or other health conditions.

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## Sample Key Messages

Use key messages as the basis for talking points, presentations, media interviews, news releases, social media messages or other outreach materials. Localize and tailor your messages with information or stories from your own organization or community.

### **Vaccines give parents the safe, proven power to protect their children from 14 serious diseases.**

- Vaccinating your children according to the recommended schedule is one of the best ways you can protect them from 14 harmful and potentially deadly diseases like measles and whooping cough (pertussis).
- Children who don't receive recommended vaccines are at risk of (1) getting the disease or illness and (2) having a severe case of the disease or illness. You can't predict or know in advance if an unvaccinated child will get a disease, nor can you predict or know how severe the illness will be or become.
- Immunization is a shared responsibility. Families, health care professionals and public health officials must work together to help protect the entire community – especially babies who are too young to be vaccinated themselves.

### **Most parents choose the safe, proven protection of vaccines and vaccinate their children according to the recommended immunization schedule.**

- Estimates from a CDC nationally representative childhood vaccine communications poll (August 2016 online poll) suggest that almost 9 out of 10 people vaccinate according to schedule or are intending to do so.

### **It's easy to think of these as diseases of the past. Most young parents in the United States have never seen the devastating effects that diseases like measles or whooping cough can have on a family or community. But the truth is they still exist.**

- Many vaccine-preventable diseases are still common in many parts of the world. For example, measles is brought into the United States by unvaccinated travelers who are infected while in other countries. When measles gets into communities of unvaccinated people in the United States (such as people who refuse vaccines for religious, philosophical or personal reasons), outbreaks are more likely to occur.

- Last year’s measles outbreak in Minnesota is an example of how quickly infectious diseases can spread when they reach groups of people who aren’t vaccinated.
- Since measles was declared eliminated in the United States in 2000, the annual number of people reported to have measles ranged from a low of 37 people in 2004 to a high of 667 people from 27 states in 2014. From January 1 to March 30, 2018, 34 people from 11 states were reported to have measles.
- Outbreaks of whooping cough have also occurred in the United States over the past few years. There are many factors contributing to the recent increase in whooping cough, but getting vaccinated is the best way to help prevent whooping cough and its complications.

**Vaccines are recommended throughout our lives. Following the recommended schedule offers the best protection.**

- Vaccines offer the best protection against many potentially devastating illnesses.
- Some vaccines require multiple doses to build enough immunity to prevent disease, boost immunity that has faded over time, ensure people who did not get immunity from a first dose are protected, or protect against diseases, like the flu, which can change from one season to the next.
- Children do not receive any known benefits from following schedules that delay vaccines. We do know that delaying vaccines puts children at known risk of becoming ill with vaccine-preventable diseases. Infants and young children who follow immunization schedules that spread out shots – or leave out shots – are at risk of developing diseases during the time that shots are delayed.
- If a young child falls behind the recommended schedule, parents and health care professionals should use the [catch-up immunization schedule](#) to quickly get the child up to date, reducing the amount of time the child is left vulnerable to vaccine-preventable diseases.

**Talk to your doctor or other health care professional to make sure your children get the vaccinations they need when they need them.**

- Health care professionals are parents’ most trusted source of information about vaccines for their children. They play a critical role in supporting parents in understanding and choosing vaccines.

Parents are encouraged to talk to their children’s health care professionals about their vaccine-related questions and concerns. Parents who want more information about

vaccines can learn more at CDC's vaccine website for parents:  
<https://www.cdc.gov/vaccines/parents/diseases/index.html>

- Families who need help paying for childhood vaccines should ask their health care professional about the Vaccines for Children program, which provides vaccines at no cost to eligible children who do not otherwise have access to recommended childhood vaccines.
- Parents should check their child's immunization records to make sure they are up to date on all recommended vaccinations. Parents with questions are encouraged to talk with their child's health care professional to see if their child needs any catch-up doses.

### **Vaccines are very safe.**

- Vaccines are thoroughly tested before licensing, and carefully monitored after they are licensed, to look for any rare safety risks.
- Vaccines are the safest and most cost-effective way to prevent several diseases. They not only protect vaccinated individuals but also help protect entire communities by preventing and reducing the spread of infectious diseases.
- Currently, the United States has the safest vaccine supply in its history. The country's long-standing vaccine safety system ensures vaccines are as safe as possible. *(More about vaccine safety on page 13.)*

### **Protecting your children from preventable diseases will help keep them healthy and in school.**

- Vaccines are the safest and most cost-effective way to prevent several diseases.
- When a child comes down with a disease such as whooping cough, chickenpox or the flu, he or she may miss a lot of school. A parent or caregiver will also need to stay home to provide care and make trips to the doctor.
- Schools are a prime place for transmitting vaccine-preventable diseases and school-age children can further spread disease to their families and others with whom they come in contact.

### **About Measles**

#### **Measles is a serious respiratory disease caused by a virus.**

- Measles starts with a fever. Soon after, it causes a cough, runny nose and red eyes. Then a rash of tiny, red spots breaks out.

- The rash starts at the head and spreads to the rest of the body. The rash can last for a week.

### **Measles is highly contagious.**

- Measles spreads through the air when an infected person coughs or sneezes. It is so contagious that if one person has it, 9 out of 10 people around that person will also become infected if they are not protected.
- Measles virus can live for up to two hours in an airspace where the infected person coughed or sneezed.
- An infected person can spread measles to others even before they develop symptoms – from four days before they develop the measles rash to four days afterward.

### **Measles can cause serious health complications, such as pneumonia and encephalitis, and death.**

- Some people are at high risk for severe illness and complications from measles, including children younger than 5 years of age, adults older than 20 years of age, pregnant women and people with weakened immune systems.
- Ear infections occur in about 1 out of every 10 children with measles and can result in permanent hearing loss.
- As many as 1 out of every 20 children with measles gets pneumonia, the most common cause of death from measles in young children.
- About 1 child out of every 1,000 who gets measles will develop encephalitis (swelling of the brain) that can lead to convulsions and can leave the child deaf or with intellectual disability.
- For every 1,000 children who get measles, one or two will die of the disease.

### **Measles cases continue to be brought into the United States by people who get infected while in other countries.**

- Since 2000, when measles was declared eliminated from the U.S., the annual number of people reported to have measles ranged from a low of 37 people in 2004 to a high of 667 people in 2014.
- The majority of measles cases brought into the United States are among U.S. residents returning after international travel and, when vaccination status is known, almost all are unvaccinated.

- Anyone who is not protected against measles is at risk of getting the disease, especially when traveling abroad.

### **The best protection against measles is MMR vaccine.**

- MMR vaccine provides long-lasting protection against measles. Make sure you're up to date on MMR and other vaccinations.
- Children should receive two doses of MMR vaccine – the first dose at 12 through 15 months of age, and the second dose at 4 through 6 years of age. Giving the second dose of the vaccine earlier is allowed at any time as long as it is at least 28 days after the first dose.
- Unless they have evidence of measles immunity, college and other students, health care personnel and international travelers need two doses separated by at least 28 days. Other adults need one dose. Ask your health care provider if you have questions about whether you need MMR vaccine.
- People who received two doses of MMR vaccine as children according to the U.S. vaccination schedule are considered protected for life.
- For those who travel internationally, CDC recommends all U.S. residents older than 6 months be protected from measles and receive MMR vaccine, if needed, prior to departure.

### **The MMR vaccine has a long record of safety.**

- U.S. Food and Drug Administration (FDA) and CDC continually monitor MMR vaccine safety.
- While MMR vaccines are safe, side effects can occur. The most common side effects are: a sore arm from the shot, fever, mild rash and temporary pain, and stiffness in the joints, mostly in teenage or adult women who did not already have immunity to the rubella component of the vaccine. Serious side effects are extremely rare.

## Vaccine Information

Use specific vaccine information to update existing materials, or develop new materials to educate people about vaccines and their importance. Check the childhood immunization schedule for all recommended vaccines from birth through age 6:

[www.cdc.gov/vaccines/schedules/easy-to-read/child-easyread.html](http://www.cdc.gov/vaccines/schedules/easy-to-read/child-easyread.html). You can also find fact sheets for each vaccine-preventable disease at: <https://www.cdc.gov/vaccines/index.html>

<a href="#">Hep B</a>	<a href="#">PCV13</a>	<a href="#">Varicella</a>
<a href="#">RV</a>	<a href="#">IPV</a>	<a href="#">Hep A</a>
<a href="#">DTaP</a>	<a href="#">Flu</a>	<a href="#">Vaccine Safety</a>
<a href="#">Hib</a>	<a href="#">MMR</a>	

### Hep B vaccine protects against hepatitis B.

Doctors recommend children get three doses of the hepatitis B vaccine. Typically, children need one dose at each of the following ages: shortly after birth, 1 through 2 months and 6 through 18 months. A child may get a fourth dose depending on the brand of vaccine the doctor uses.

- **Hepatitis B** is spread by contact with bodily fluids from an infected person. For example, hepatitis B can be passed from an infected mother to her baby at birth.
  - Symptoms: Infants and children usually show no symptoms, but in about 7 out of 10 older children and adults, recent hepatitis B infection causes:
    - Loss of appetite
    - Fever
    - Tiredness
    - Pain in muscles, joints and stomach
    - Nausea, diarrhea and vomiting
    - Dark urine
    - Yellow skin and eyes (jaundice)
  - Complications: liver damage, liver failure, liver cancer.

### Rotavirus vaccine protects against rotavirus.

Two brands of rotavirus vaccines are available to protect infants against rotavirus: Rotarix (given in two doses) and RotaTeq (given in three doses). Rotavirus vaccine is given by putting some drops in an infant's mouth. Infants should get rotavirus vaccine

starting at 2 months of age. For both vaccine brands, infants should get a second dose at 4 months. If getting RotaTeq, infants need a third dose at 6 months.

- **Rotavirus** disease is common among infants and young children.
  - The virus can be found in the stool (feces) of people who are infected with the virus. It can spread when a child puts something with rotavirus on it, such as their hand or a toy, in their mouth. Children can also get infected by consuming food and liquids that have been contaminated with rotavirus.
  - Hand washing and disinfecting surfaces are important for stopping the spread of rotavirus, but are not enough. Rotavirus vaccine is the best way to protect against rotavirus disease.
  - Symptoms: severe watery diarrhea, vomiting, fever and stomach pain. These can lead to dehydration and may require hospitalization.

### **DTaP vaccine protects against diphtheria, tetanus, and pertussis (whooping cough).**

Doctors recommend children get five doses of the DTaP vaccine for best protection. Children need one dose at each of the following ages: 2 months, 4 months, 6 months, 15 through 18 months and 4 through 6 years. If a child falls behind schedule, he or she will receive the Tdap vaccine if he or she is older than 6 years of age when completing the series. DTaP is not licensed for children over 6 years old. Tdap provides protection against the same diseases as DTaP.

- **Diphtheria** spreads through the air and direct contact with an infected person.
  - Symptoms: sore throat, fever, weakness, sore glands in neck, thick coating in the back of the nose or throat.
  - Complications: a coating so thick in the nose or throat that the child cannot breathe, swelling of the heart muscle, heart failure, coma, paralysis, death.
- **Tetanus** spreads from exposure through cuts in the skin.
  - Symptoms: painful muscle stiffness all over the body, trouble swallowing, seizures, fever, sweating, high blood pressure, fast heart rate.
  - Complications: breathing problems, muscle spasms strong enough to break a child's bones, paralysis, death.
- **Whooping cough** spreads through the air when a person who has whooping cough breathes, coughs or sneezes. Most people who are not immune to whooping cough will get sick if exposed to it.

- Symptoms: severe cough, low-grade fever, runny nose, pause in breathing in babies (apnea).
- Complications: pneumonia (infection in the lungs), difficulty breathing, difficulty eating or drinking because of coughing fits, vomiting after coughing fits, rib fractures, brain damage, seizures, death.

### **Hib vaccine protects against *Haemophilus influenzae* type b (Hib).**

Doctors recommend children get three or four doses of the Hib vaccine for best protection. Children need one dose at each of the following ages: 2 months, 4 months, 6 months (for some brands) and 12 through 15 months.

- ***Haemophilus influenzae* type b** is a type of bacteria that spreads through the air and direct contact with a person who has Hib disease.
  - Hib bacteria can cause severe disease, including deadly infections such as:
    - Meningitis (infection of the tissue covering the brain and spinal cord)
    - Epiglottitis (swelling in the throat)
    - Pneumonia (lung infection)
  - Hib disease causes different symptoms depending on the part of the body it affects:
    - Symptoms of meningitis include fever, headache, stiff neck, nausea or vomiting.
    - Symptoms of epiglottitis include swelling in the throat that makes it hard to breathe.
    - Symptoms of pneumonia include fever, cough, shortness of breath or chills.
  - Complications: brain damage, deafness, amputation of limbs, death.

### **PCV13 vaccine protects against pneumococcal disease.**

CDC recommends children get four doses of the pneumococcal vaccine for best protection. Children need one dose at each of the following ages: 2 months, 4 months, 6 months and 12 through 15 months.

- **Pneumococcus** is a type of bacteria that spreads through the air and direct contact with an infected person.
  - Types of infection: Pneumococcus bacteria can lead to infections of the lungs (pneumonia), lining of the brain and spinal cord (meningitis), blood (bacteremia), ears and sinuses.

- Symptoms of pneumonia can include fever, chills, difficulty breathing or chest pain. Symptoms of meningitis can include fever, headache, stiff neck or confusion. Symptoms of bacteremia can include fever, chills or low alertness. Symptoms of middle ear infections can include ear pain, a red, swollen ear drum, fever or sleepiness. Symptoms of sinus infections can include headache, stuffy or runny nose, or facial pain or pressure.
- Complications: brain damage, hearing loss, amputation of limbs, death.

### **Polio vaccine protects against polio.**

Children should get four doses of inactivated polio vaccine (also called IPV) for best protection. Children need one dose at each of the following ages: 2 months, 4 months, 6 through 18 months and 4 through 6 years.

- **Polio** is very contagious and spreads through person-to-person contact. The virus lives in an infected person's throat and intestines. It enters the body through the mouth and spreads through contact with the stool (feces) of an infected person and, though less common, through droplets from a sneeze or cough. If a child gets stool from an infected person on their hands and touches their mouth, they can get infected. Also, if a child put objects, such as a toy, that has stool on it into their mouth, they can get infected.
  - Symptoms: Most people with poliovirus infection will not have visible symptoms. About 1 out of 4 people with poliovirus infection will have flu-like symptoms, such as sore throat, fever, tiredness, nausea, headache and stomach pain. A smaller number (about 1 out of 200) will develop other more serious symptoms, such as weakness or paralysis in their arms, legs or both. These symptoms usually last 2-to-5 days then go away on their own.
  - Complications: Lifelong paralysis or weakness, muscle pain, death. A smaller proportion of people with poliovirus infection will develop other more serious symptoms that affect the brain and spinal cord. These can include paresthesia (feeling of pins and needles in the legs), meningitis and paralysis. Paralysis is the most severe symptom associated with polio because it can lead to permanent disability and death. Between 2 and 10 out of 100 people who have paralysis from poliovirus infection die because the virus affects the muscles that help them breathe.

## **Flu vaccine protects against influenza (flu).**

Doctors recommend children get a flu vaccine every year starting when they are 6 months old. Some children 6 months through 8 years of age, such as those getting the flu vaccine for the first time, may need two doses of vaccine spaced at least 28 days apart for best protection.

- **How flu spreads:** People with flu can spread it to others up to about 6 feet away. Most experts think that flu viruses are spread mainly by droplets made when people with flu cough, sneeze or talk. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs. Less often, a person might also get flu by touching a surface or object that has flu virus on it and then touching their own mouth or nose.
  - Symptoms: fever, chills, sore throat, cough, runny or stuffy nose, muscle or body aches, headaches and tiredness. Vomiting and diarrhea are more common in children than adults.
  - Complications: pneumonia (lung infection), dehydration (loss of body fluids), bronchitis (chest cold), sinus and ear infections, worsening of long-term medical conditions like asthma and diabetes, death.

## **MMR vaccine protects against measles, mumps and rubella.**

Doctors recommend that children get two doses of the MMR shot for best protection. Children need one dose at each of the following ages: 12 through 15 months and 4 through 6 years. Infants 6 months to 11 months old should get one dose of MMR vaccine before traveling abroad. Infants who get one dose of MMR vaccine before their first birthday should get two more doses (one dose at 12 through 15 months and another dose separated by at least 28 days).

- **Measles** is spread through the air through coughing and sneezing.
  - Symptoms: rash, fever, cough, runny nose and red, watery eyes.
  - Severe complications: pneumonia (lung infection), encephalitis (brain swelling), lifelong brain damage, deafness, death.
- **Mumps** is spread through the air through coughing, sneezing and talking. It also spreads when an infected person shares items, such as cups or eating utensils, with others, or touches objects or surfaces that are then touched by others.
  - Symptoms: swollen salivary glands (under the jaw), fever, headache, muscle aches, tiredness and loss of appetite.

- Complications: inflammation of testicles or ovaries, meningitis (swelling of the tissue around the brain and spinal cord), encephalitis (brain swelling), deafness.
- **Rubella (German Measles)** is spread through the air through coughing and sneezing.
  - Symptoms: Children usually have a rash that starts on the face and spreads to the rest of the body.
  - Complications: rubella is very serious in pregnant women. It can cause miscarriage, still birth or birth defects like deafness, blindness, intellectual disability, heart problems and liver or spleen damage.

### **Varicella vaccine protects against chickenpox.**

Children should get two doses of the chickenpox vaccine for best protection. Children need one dose at each of the following ages: 12 through 15 months and 4 through 6 years.

- **Chickenpox** spreads easily, mainly by touching or breathing in the virus particles that come from chickenpox blisters, and possibly through tiny droplets that get into the air when an infected person breaths or talks.
  - Symptoms: rash, fever, tiredness, headache, loss of appetite.
  - Complications: skin infections, bleeding problems, dehydration (loss of body fluids), pneumonia (lung infection), encephalitis, cerebellar ataxia (brain infection or swelling), sepsis (blood stream infections), death.

### **Hepatitis A vaccine protects against hepatitis A.**

Doctors recommend children get two doses of the hepatitis A shot for best protection. Children need the first dose at 12 through 23 months and the second dose 6 to 18 months after the first.

- **Hepatitis A** is found in the stool (feces) of a person who has the virus. It spreads when a child puts something in their mouth that has the hepatitis A virus on it, which could include contaminated food or water.
  - Symptoms: Children under 6 years old often have no symptoms. Older children may feel very sick and have fever, vomiting, fatigue, stomach pain, diarrhea, loss of appetite, fatigue, yellowing of skin or eyes (jaundice), dark urine or clay-colored stools.
  - Complications: liver failure and death, although rare and occurs more commonly in people older than 50 and people with other liver diseases.

## **Vaccines are the safest and most effective way to protect children from several diseases.**

All vaccines used in the United States require extensive safety testing before they are licensed by the FDA.

- FDA and CDC work with doctors and other health care professionals throughout the United States to monitor the safety of vaccines.
- Scientists and health care professionals use several systems to monitor the safety of vaccines after they are licensed and used in the United States.
- These systems can monitor side effects already known to be caused by vaccines, as well as detect rare side effects that were not identified during a vaccine's clinical trials.
- The United States' long-standing vaccine safety system ensures that vaccines are as safe as possible. As new information and science become available, this system is, and will continue to be, updated and improved.

To see CDC's Vaccine Safety Infographic, visit:  
[www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html](http://www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html)

## The Journey of Your Child's Vaccine

Before a new vaccine is ever given to people, extensive lab testing is done that can take several years. Once testing in people begins, it can take several more years before clinical studies are complete and the vaccine is licensed.

### How a new vaccine is developed, approved and manufactured

The Food and Drug Administration (FDA) sets rules for the three phases of clinical trials to ensure the safety of the volunteers. Researchers test vaccines with adults first.

PHASE 1	PHASE 2	PHASE 3
<p><b>20-100 healthy volunteers</b></p> <ul style="list-style-type: none"> <li>Is this vaccine safe?</li> <li>Does this vaccine seem to work?</li> <li>Are there any serious side effects?</li> <li>How is the size of the dose related to side effects?</li> </ul>	<p><b>several hundred volunteers</b></p> <ul style="list-style-type: none"> <li>What are the most common short-term side effects?</li> <li>How are the volunteers' immune systems responding to the vaccine?</li> </ul>	<p><b>hundreds or thousands of volunteers</b></p> <ul style="list-style-type: none"> <li>How do people who get the vaccine and people who do not get the vaccine compare?</li> <li>Is the vaccine safe?</li> <li>Is the vaccine effective?</li> <li>What are the most common side effects?</li> </ul>

**FDA licenses the vaccine only if:** It's safe and effective  
Benefits outweigh risks

Vaccines are made in facilities called cell



Manufacturers must test all lots to make sure they are safe, pure and potent. The lots can only be released once FDA reviews their safety and quality.



The FDA expects manufacturing facilities regularly to ensure quality and safety.



FOR MORE INFORMATION, VISIT [HTTPS://WWW.FDA.GOV/CBER](https://www.fda.gov/cber)

If the FDA licenses a vaccine, experts may consider adding it to the recommended immunization schedule.

### How a vaccine is added to the U.S. Recommended Immunization Schedule

The Advisory Committee on Immunization Practices (ACIP) is a group of medical and public health experts. Members of the American Academy of Pediatrics (AAP) and American Academy of Family Physicians (AAFP) are among some of the groups that also bring related immunization expertise to the committee. This group carefully reviews all available data about the vaccine from clinical trials and other studies to develop recommendations for vaccine use.

**When making recommendations, ACIP considers:**

- How safe is the vaccine when given at specific ages?
- How well does the vaccine work at specific ages?
- How serious is the disease this vaccine prevents?
- How many children would get the disease the vaccine prevents if we didn't have the vaccine?

ACIP recommendations are not official until the CDC Director reviews and approves them and they are published. These recommendations then become part of the United States' official childhood immunization schedule.

**New vaccine to protect your child against a disease is added to the schedule.**



FOR MORE INFORMATION, VISIT [HTTPS://WWW.CDC.GOV/VACCINES](https://www.cdc.gov/vaccines)

After being added to the U.S. Recommended Immunization Schedule, health experts continue to monitor the vaccine's safety and effectiveness.

### How a vaccine's safety continues to be monitored

FDA and CDC closely monitor vaccine safety after the public begins using the vaccine.

The purpose of monitoring is to watch for adverse events (possible side effects). Monitoring a vaccine after it is licensed helps ensure that possible risks associated with the vaccine are identified.

**Vaccine Adverse Event Reporting System (VAERS)**

VAERS collects and analyzes reports of adverse events that happen after vaccination. Anyone can submit a report, including parents, patients and healthcare professionals.

**Vaccine Safety Datalink (VSD) and Post-Licensure Rapid Immunization Safety Monitoring (PRISM)**

Two networks of healthcare organizations across the U.S.

- VSD can analyze healthcare information from over 20 million people.
- PRISM can analyze healthcare information from over 100 million people.

Scientists use these systems to actively monitor vaccine safety.

**Clinical Immunization Safety Assessment Project (CISA)**

CISA is a collaboration between CDC and 7 medical research centers.

- Vaccine safety experts assist U.S. healthcare providers with complex vaccine safety questions about their patients.
- CISA conducts clinical research studies to better understand vaccine safety and identify prevention strategies for adverse events following immunization.

Vaccine recommendations may change if safety monitoring reveals new information on vaccine risks (like if scientists detect a new serious side effect).

FOR MORE INFORMATION, VISIT [HTTPS://WWW.CDC.GOV/VACCINESAFETY](https://www.cdc.gov/vaccinesafety)

The United States currently has the safest vaccine supply in its history. These vaccines keep children, families and communities protected from serious diseases.



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## Sample News Release

Customize sample news releases with information, stories or events happening in your community. Submit news releases, articles or op-eds to local news and to partner organizations to publish, to post on websites or to share through social media. Distribute or make available electronically to key partners and to decision-makers.

Word Count: ~315

### **A Healthy Start Begins With On-Time Vaccinations**

*National Immunization Awareness Month is a reminder children need vaccines right from the start.*

Immunization gives parents the safe, proven power to protect their children from 14 serious and potentially deadly diseases before age 2.

To celebrate the importance of immunizations for a healthy start and throughout our lives – and to make sure children are protected with all the vaccines they need – the [name of local organization] is joining with partners nationwide in recognizing August as National Immunization Awareness Month. The first week of the month will focus on babies and young children and emphasize a healthy start for little ones begins with on-time vaccinations.

[Insert information on any events local organization is hosting or is aware of.]

“Children who don’t receive recommended vaccines are at risk of getting the disease or illness and of having a severe case,” said [insert name of local official]. “Every dose of every vaccine is important to protect your child and others in the community from infectious diseases. Talk to your child’s doctor or other health care professional to make sure they are up to date on all the vaccines he or she needs.”

Today’s childhood vaccines protect against serious and potentially life-threatening diseases, including polio, measles, whooping cough and chickenpox. There are many important reasons to make sure your child is vaccinated:

- Immunizations can protect your child from 14 serious diseases before they turn 2 years old.
- Vaccination is very safe and effective.
- Immunizations can protect others you care about.
- Immunization can save your family time and money.

- Immunization protects future generations by reducing the prevalence of serious diseases.

When children are not vaccinated, they are at increased risk and can spread diseases to others in their family and community. Those at risk include babies who are too young to be fully vaccinated, and people with weakened immune systems due to cancer and other health conditions.

Parents can find out more about the recommended immunization schedule at [www.cdc.gov/vaccines/parents](http://www.cdc.gov/vaccines/parents) or [insert local organization website] or call [insert local organization phone number].

# # #

## Ready-to-Publish Article (1)

Customize and send sample articles to state and local media outlets, or use in newsletters, blogs, or other publications. These [drop-in articles for parents and the public](#) are available in English and Spanish.

Word Count: ~ 602

Audience: Parents of babies and young children

### **Five Important Reasons to Vaccinate Your Child**

*National Immunization Awareness Month is a reminder children need vaccines right from the start.*

You want to do what is best for your children. You know about the importance of car seats, baby gates and other ways to keep them safe. But did you know that one of the best ways to protect your children is to make sure they have *all* their vaccinations?

**Immunizations can save your child's life.** Because of advances in medical science, your child can be protected against more diseases than ever before. Some diseases that once injured or killed thousands of children are no longer common in the United States – primarily due to safe and effective vaccines. Polio was once America's most feared disease, causing death and paralysis across the country, but today, thanks to vaccination, there are no reports of polio in the United States.

**Vaccination is very safe and effective.** Vaccines are given to children only after a long and careful review by scientists, doctors and health care professionals. Vaccines will involve some discomfort and may cause pain, redness or tenderness at the site of injection, but this is minimal compared to the pain, discomfort and trauma of the diseases these vaccines prevent. Serious side effects following vaccination, such as severe allergic reaction, are very rare. The disease-prevention benefits of getting vaccines are much greater than the possible side effects for almost all children.

**Immunization protects others you care about.** Children in the United States still get vaccine-preventable diseases. In fact, there has been a resurgence of whooping cough (pertussis) over the past few years. For example, nearly 18,000 cases of whooping cough were reported in the United States in 2016.

Unfortunately, some babies are too young to be completely vaccinated and some people may not be able to receive certain vaccinations due to severe allergies,

weakened immune systems from conditions like leukemia or other reasons. To help keep them safe and protected from vaccine-preventable diseases, it is important you and your children who are able to get vaccinated are fully immunized. This not only protects your family, but also helps prevent the spread of these diseases to your friends and loved ones.

**Immunizations can save your family time and money.** A child with a vaccine-preventable disease can be denied attendance at schools or child care facilities. Some vaccine-preventable diseases can result in prolonged disabilities and can take a financial toll because of lost time at work and medical bills. In contrast, getting vaccinated against these diseases is a good investment and is usually covered by insurance or the Vaccines for Children (VFC) program, which is a federally funded program that provides vaccines at no cost to children from low-income families.

To find out more about the VFC program, visit <https://www.cdc.gov/vaccines/programs/vfc/index.html> or ask your child's health care professional.

**Immunization protects future generations.** Vaccines have reduced and, in some cases, eliminated many diseases that killed or severely disabled people just a few generations ago. For example, smallpox vaccination eradicated that disease worldwide. Your children don't have to get smallpox shots anymore because the disease no longer exists. The risk of pregnant women becoming infected with rubella (German measles) and infecting their newborns has decreased substantially because most women and girls have been vaccinated, and birth defects associated with that virus are rare in the United States. If we continue vaccinating according to the recommended schedule, parents in the future may be able to trust that some diseases of today will no longer be around to harm their children.

For more information about the importance of infant immunization, visit [www.cdc.gov/vaccines](http://www.cdc.gov/vaccines).

## Ready-to-Publish Article (2)

This article is also available [in Spanish](#):

Word Count: ~ 395

Audience: Parents of babies and young children

### **Make Your Child's Shots Less Stressful**

*National Immunization Awareness Month is a reminder children need vaccines right from the start.*

Vaccines help protect babies and young children against 14 serious diseases before their 2<sup>nd</sup> birthday. Even though you are keeping them safe from diseases, it's hard to see your children cry when they receive their shots. But you can take some steps before, during and after a vaccine visit to ease the short-term pain and stress of getting shots.

Read about the shots your child will get in advance. "CDC has a lot of useful information to help parents understand the importance of on-time vaccination," said Dr. Candice Robinson, a pediatrician at the Centers for Disease Control and Prevention (CDC). "You can review this information before your appointment and then you can ask your child's doctor any remaining questions you have about vaccines."

You may also want to bring your child's vaccine record to show the doctor and pack a favorite toy, book, blanket or other comfort item to keep your child occupied at the visit. For older children, shots can pinch or sting, but not for long. Remind them shots help keep them healthy.

Distract your child with a toy, a story, a song or something interesting in the room. Make eye contact with your child and smile, talk softly or sing. If you can, hold your child tightly on your lap. Take deep breaths with an older child to help "blow out" the pain.

After the shot, hug, cuddle and praise your child. For babies, swaddling, breastfeeding or offering a bottle may offer quick relief. Comfort and reassure older children if they cry.

If you notice redness, soreness or swelling from the shot, place a clean, cool washcloth on the area. These reactions are usually mild and resolve on their own without needing treatment. If your child runs a fever, try a cool sponge bath.

You can also use a non-aspirin pain reliever if your doctor says it's OK. Some children eat less, sleep more or act fussy for a day after they get shots. Make sure your child gets plenty to drink. If you're worried about anything, call your doctor.

"Remember," added Dr. Robinson, "keeping your child up to date on vaccines is the best way to protect against vaccine-preventable diseases."

Learn more about childhood vaccines at [www.cdc.gov/vaccines/parents](http://www.cdc.gov/vaccines/parents) or call 800-CDC-INFO (800-232-4636).

## Ready-to-Publish Article (3)

This article is also available [in Spanish](#):

Word Count: ~ 451

Audience: Parents of babies & young children

### **Vaccinating on Time is Important for Disease Protection**

*National Immunization Awareness Month is a reminder children need vaccines right from the start.*

Parents agree feeding and sleep schedules are important to help keep their children healthy. The same goes for childhood immunizations. Vaccinating children on time is the best way to protect them from 14 serious and potentially deadly diseases before their second birthday.

“The recommended immunization schedule is designed to offer protection early in life when babies are vulnerable and before it’s likely they will be exposed to diseases,” said Dr. Candice Robinson, a pediatrician at the Centers for Disease Control and Prevention (CDC),

Public health and medical experts base their vaccine recommendations on many factors. They study information about diseases and vaccines very carefully to decide which vaccines kids should get and when they should get them for best protection.

Although the number of vaccines a child needs in the first two years of life may seem like a lot, doctors know a great deal about the human immune system, and they know a healthy baby’s immune system can handle getting all vaccines when they are recommended.

Dr. Robinson cautions against parents delaying vaccination. “There is no known benefit to delaying vaccination,” she said. “In fact, it puts babies at risk of getting sick because they are left vulnerable to catch serious diseases during the time they are not protected by vaccines.”

When parents choose not to vaccinate or to follow a delayed schedule, children are left unprotected against diseases that still circulate in this country, like measles and whooping cough.

The United States experienced 667 cases of measles during 2014. This was the greatest number of cases in the U.S. since measles was declared eliminated in 2000. Staying on track with the immunization schedule ensures children have the best protection against diseases like these by age 2.

Parents who are concerned about the number of shots given at one time can reduce the number given at a visit by using the flexibility built into the recommended immunization schedule. For example, the third dose of hepatitis B vaccine can be given at 6 through 18 months of age. Parents can work with their child's health care professional to have their child get this dose at any time during that age range.

"I make sure my kids are vaccinated on time," said Dr. Amanda Cohn, a pediatrician at CDC. "Getting children all the vaccines they need by age 2 is one of the best things parents can do to help keep their children safe and healthy."

If you have questions about the childhood immunization schedule, talk with your child's doctor or nurse. For more information about vaccines, go to [www.cdc.gov/vaccines/parents](http://www.cdc.gov/vaccines/parents).

## Ready-to-Publish Article For Nurses (4)

This article is written for direct insertion in professional newsletters, newspapers and magazines or websites that target nurses.

Word count: ~ 600

Audience: Nurses

### **Nurses Essential in Ensuring All Children are Protected with Immunization**

*National Immunization Awareness Month is a reminder children need vaccines right from the start.*

Parents consider health care professionals one of the most trusted sources for answering questions and addressing concerns about their child's health. A recent survey on parents' attitudes, knowledge and behaviors regarding vaccines for young children – including vaccine safety and trust – found 8 out of 10 parents consider pediatric health care professionals to be one of their most trusted sources of vaccine information. With so many parents relying on the advice of health care professionals about vaccines, a nurse's recommendation plays a key role in guiding parents' vaccination decisions.

“Because nurses are often the ones administering vaccines, it makes their expertise, knowledge and advice vital in creating a safe and trusted environment for discussing childhood immunizations,” said [insert name of local official]. “How you communicate with parents during routine pediatric visits is critical for fostering parental confidence in the decision to vaccinate their children.”

The survey also found that although 7 out of 10 parents were confident or very confident in the safety of routine childhood immunizations, parents had questions about vaccines. Parents' most common question is what side effects they should look for after vaccination. One out of 4 is concerned that children get too many vaccines in one doctor's visit, and 1 out of 5 parents surveyed are concerned that vaccines may cause autism.

“Reinforcing that vaccines are safe and effective can go a long way towards assuring parents they are doing the best thing for their children,” says Patsy Stinchfield, a pediatric nurse practitioner who represents the National Association of Pediatric Nurse Practitioners. “One of the best ways you can establish trust with parents is by asking

open-ended questions to identify and address concerns they may have about vaccines. Also, restate their questions and acknowledge concerns with empathy.”

Make sure to address questions or concerns by tailoring responses to the level of detail the parent is looking for. Some parents may be prepared for a fairly high level of detail about vaccines, including how they work and what diseases they prevent. Other parents may be overwhelmed by too much science and may respond better to a personal example of a patient you’ve seen with a vaccine-preventable disease. A strong recommendation from you as a nurse can also make parents feel comfortable with their decision to vaccinate.

For all parents, it’s important to address the risks of the diseases that vaccines prevent. It’s also imperative to acknowledge the risks associated with vaccines and highlight the benefits of vaccines. Parents are seeking balanced information. Never state that vaccines are risk-free and always discuss the known side effects caused by vaccines.

If a parent chooses not to vaccinate, keep the lines of communication open and revisit that decision at a future visit. Make sure parents are aware of the risks and responsibilities they need to take on. These include informing schools and child care facilities their child is unimmunized and staying aware of any disease outbreaks in their communities. If you build a trusting relationship over time with parents, they may reconsider their vaccination decision.

To help communicate about vaccine-preventable diseases, vaccines and vaccine safety, the Centers for Disease Control and Prevention (CDC), the American Academy of Family Physicians (AAFP) and the American Academy of Pediatrics (AAP) have partnered to develop *Provider Resources for Vaccine Conversations with Parents*. These materials include vaccine safety information, fact sheets on vaccines and vaccine-preventable diseases and strategies for successful vaccine conversations with parents. They are free and available online at [www.cdc.gov/vaccines/conversations](http://www.cdc.gov/vaccines/conversations).

## Sample Facebook Posts

Use these sample Facebook posts as they are or as a starting point to customize and localize your own posts. These messages are ideally 250 characters or less to allow followers to see the entire post in their newsfeed. Check the [Web Links and Resources](#) section for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource at [www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf).

### For Parents

Spreading out or skipping shots increases the chance your child will get a disease that vaccines prevent. Check CDC's interactive immunization scheduler to see what vaccines your child needs: [https://www2a.cdc.gov/nip/kidstuff/newscheduler\\_le](https://www2a.cdc.gov/nip/kidstuff/newscheduler_le). Do you know if your child is up-to-date? Quickly see when your child needs each vaccine, so you can stay on schedule and protect your baby from 14 serious diseases by age 2: <https://www.cdc.gov/vaccines/parents/visit/birth-6-vaccine-schedule.html>

You know vaccines protect your child against diseases, but ever wonder how they work? Learn how vaccines help your child develop immunity to diseases: <https://www.cdc.gov/vaccines/parents/vaccine-decision/index.html>

“Is it okay to delay a few of my baby's vaccines, if I plan to get them all eventually?”  
“Does breastfeeding provide full protection against vaccine preventable diseases?”  
It's normal to have questions about vaccines, get answers to your common questions: <https://www.cdc.gov/vaccines/parents/parent-questions.html>

Your baby's well-child visits can be stressful for you and your child, but there are ways to make them easier. Get useful tips for soothing your baby while getting shots: <https://www.cdc.gov/vaccines/parents/visit/less-stressful.html>

Can you name all 14 diseases that childhood vaccines protect against? Visit CDC's vaccine website for parents to learn about these diseases, their symptoms and how they are spread: <https://www.cdc.gov/vaccines/parents/diseases/child/14-diseases.html>

Most parents-to-be have questions about immunizations and, no wonder, there's a lot to know. It's important to get answers to your questions from an expert – your child's doctor, local or state public health department or CDC's parent-friendly website on childhood vaccines: <https://www.cdc.gov/vaccines/parents/index.html>

You work hard to help keep your whole family safe and healthy. This includes vaccinating your children on time, every time. Learn more about the steps that CDC, FDA and vaccine manufacturers take to ensure vaccines are safe and effective:

<https://www.cdc.gov/vaccines/parents/vaccine-decision/index.html>

Do you know how CDC sets the recommended immunization schedule? It's designed to protect school-aged children and teens by providing immunity early, before they are exposed to life-threatening diseases. Learn more:

<https://www.cdc.gov/vaccines/parents/vaccine-decision/sets-schedule.html>

## For Health Care Professionals

When it comes to vaccines, providers are a parent's most trusted resource. Visit CDC's website to find materials you need to have successful vaccine conversations with parents: <https://www.cdc.gov/vaccines/hcp/conversations/index.html>

Spending a lot of time talking to parents about vaccines? CDC, AAP and AAFP have resources to help with those conversations:

<https://www.cdc.gov/vaccines/hcp/conversations/index.html>

Many parents have similar questions about vaccines. Prepare for common parent questions and learn techniques for your immunization conversations:

<https://www.cdc.gov/vaccines/hcp/conversations/preparing-for-parent-vaccine-questions.html>

Doctors, nurses, physician assistants and office staff all play important roles when it comes to discussing vaccines with parents. Learn conversational techniques and find resources for your conversations with parents:

<https://www.cdc.gov/vaccines/hcp/conversations/talking-with-parents.html>

Do parents at your practice know what vaccines their children need? Share this quiz to help parents learn more: <https://www2a.cdc.gov/vaccines/childquiz/>

Keep the CDC's childhood immunization schedule at your fingertips. Find the latest schedules at [www.cdc.gov/vaccines/schedules/index.html](http://www.cdc.gov/vaccines/schedules/index.html)

Do your patients need vaccine materials in Spanish? CDC has information about each vaccine-preventable disease and related immunizations: <https://go.usa.gov/xN592>

It's National Immunization Awareness Month! Now's the perfect time to build a culture of immunization among everyone in your practice. Use this customizable presentation to train office staff:

<https://www.cdc.gov/vaccines/partners/childhood/professionals.html#presentation-10-ways>

Doctors, download and print materials to help parents understand vaccine benefits and risks: <https://www.cdc.gov/vaccines/hcp/conversations/index.html>

## Sample Tweets

Use these sample tweets as they are or as a starting point to customize and localize your own tweets. Check the [Web Links and Resources](#) section for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource at:

[www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf).

### For Parents

Is your child up to date on vaccines? Use CDC's instant immunization schedule to find out: <http://go.usa.gov/xqug3> #NIAM18

Find tips to prepare for your baby's next well visit & learn what vaccines your child needs: <http://go.usa.gov/xquCh> #NIAM18

Has your child missed one or more of his shots? It's not too late to catch up! Use this tool: <http://ow.ly/k5OD30g9GDI> #NIAM18

You know your baby needs vaccines, but which does she need and when? Take this quiz to find out: <https://go.usa.gov/xna9h> #NIAM18

Shots can be stressful. Learn nine ways to comfort your baby when she gets one. <https://go.usa.gov/xna9S> #NIAM18

How do vaccines strengthen your baby's immune system? Learn more: <https://go.usa.gov/xnaA7> #NIAM18

Quickly see when your child needs each vaccine with CDC's parent friendly immunization schedule. <https://go.usa.gov/xna9F> #NIAM18

It's normal to have questions about #vaccines. Get the facts on infant immunizations #FAQs: <https://go.usa.gov/xnaG8> #NIAM18

Your children can still get serious diseases like #measles & #whoopingcough. Protect them with vaccines: <http://go.usa.gov/xquCh> #NIAM18

Parents, how are you #babyproofing to keep your little one safe? Here are six reasons why following CDC's recommended immunization schedule should be part of your babyproofing plan: <https://go.usa.gov/xQN45> #NIAM18

## For Healthcare Professionals

CDC, AAP & AAFP have vaccine resources for you to share with parents:

<http://go.usa.gov/xquaQ> #NIAM18

Do you talk with parents about vaccine-preventable diseases & vaccine safety? Get conversation tools: <http://go.usa.gov/xquaQ> #NIAM18

Looking for ways to talk about vaccines during #NIAM2018? @DrNancyM\_CDC shares five research-based strategies on @Medscape <http://ow.ly/nQlo30dZSiB>

#Vaccines help protect babies against 14 diseases by age 2. Help parents know what shots their baby needs next: <https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html> #NIAM18

Looking for vaccine materials in Spanish to share with parents? Check out CDC resources: <https://www.cdc.gov/vaccines/partners/childhood/spanish.html> #NIAM18

Do parents at your practice know what #vaccines their child needs? Share this quiz to help parents learn more: <https://go.usa.gov/x5yrv> #NIAM18

Share CDC's vaccination website designed just for parents: <http://go.usa.gov/xquCh> #NIAM18

You are parents' most trusted source of vaccine info. Access resources for your vaccine conversations with parents: <https://go.usa.gov/xQN4p> #NIAM18

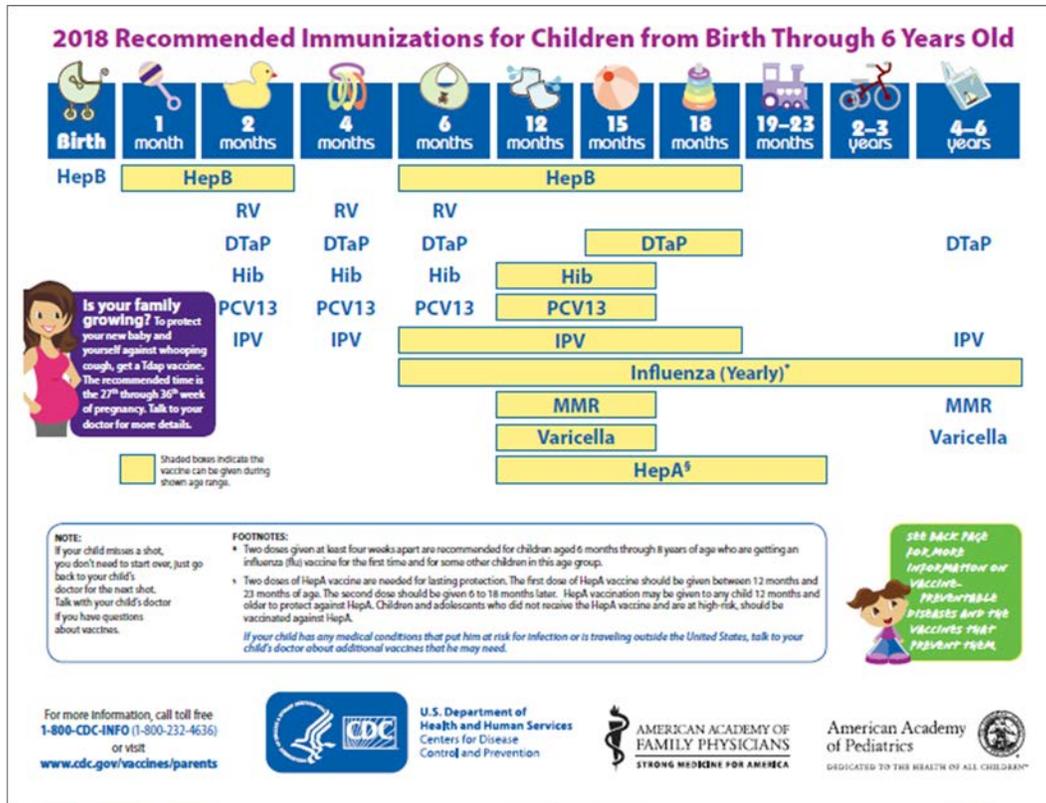
Get the parent friendly 2018 childhood immunization schedule to share with your patients' families. <https://go.usa.gov/xna9y> #NIAM18

Need Spanish language immunization materials for your patients? Check out CDC, AAP & AAFP's resources. <https://www.cdc.gov/vaccines/spanish/materials.html> #NIAM18

Help parents understand vaccine benefits and risks: <http://go.usa.gov/xquaQ> #NIAM18

# Immunization Schedule

Check the easy-to-read [2018 childhood immunization schedule](#) for all recommended vaccines:



## Web Links & Resources

### For Parents

**CDC:** 2018 Immunization Schedules for Children, Adolescents and Adults

Display on your website: <http://www.cdc.gov/vaccines/schedules/syndicate.html>

**CDC:** Childhood Immunization Quiz

<https://www2a.cdc.gov/vaccines/childquiz/>

**CDC:** Vaccine Website for Parents

[www.cdc.gov/vaccines/parents/index.html](http://www.cdc.gov/vaccines/parents/index.html)

**CDC, AAP, & AAFP:** Infant Immunization Frequently Asked Questions

<https://www.cdc.gov/vaccines/schedules/easy-to-read/child.html>

**CDC:** The Ultimate Babyproofing Plan: 6 Reasons to Follow CDC's Immunization Schedule

<https://www.cdc.gov/vaccines/parents/resources/ultimate-babyproofing-plan.html>

**CDC:** 9 Things to Make Shots Less Stressful...For You and Your Baby

<https://www.cdc.gov/vaccines/parents/visit/less-stressful.html>

**CDC:** How vaccines are developed, approved, manufactured, added to the recommended schedule, and monitored for safety: The Journey of Your Child's Vaccine (Infographic)

<https://www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html>

**CDC:** How Vaccines Strengthen Your Baby's Immune System (Infographic)

<https://www.cdc.gov/vaccines/parents/infographics/strengthen-baby-immune-system.html>

**CDC:** For Parents: Immunization Schedules for Your Children

<http://www.cdc.gov/vaccines/schedules/easy-to-read/index.html>

**CDC:** Vaccine Preventable Disease Fact Sheets for Parents

<https://www.cdc.gov/vaccines/parents/diseases/child/index.html>

**CDC:** Parent's Guide to Childhood Immunizations

[www.cdc.gov/vaccines/pubs/parents-guide/default.htm](http://www.cdc.gov/vaccines/pubs/parents-guide/default.htm)

**CDC:** Travel Smart: Get Vaccinated

[www.cdc.gov/Features/TravelProtection/](http://www.cdc.gov/Features/TravelProtection/)

**CDC:** Influenza (Flu) – Free Resources

[www.cdc.gov/flu/freeresources/index.htm](http://www.cdc.gov/flu/freeresources/index.htm)

**World Health Organization:** What are some of the myths – and facts – about vaccination?

[www.who.int/features/qa/84/en/](http://www.who.int/features/qa/84/en/)

**Children’s Hospital of Philadelphia (CHOP):** Vaccine Education Center

[www.chop.edu/service/vaccine-education-center/home.html](http://www.chop.edu/service/vaccine-education-center/home.html)

**American Academy of Pediatrics (AAP)**

[www2.aap.org/immunization/index.html](http://www2.aap.org/immunization/index.html)

## For Parents – Spanish

**CDC AAP, & AAFP:** Preguntas frecuentes sobre la vacunación infantil (Infant Immunization Frequently Asked Questions)

<https://www.cdc.gov/vaccines/parents/parent-questions-sp.html>

**CDC:** Para los padres: Vacunas para su bebé (Vaccine Website for Parents)

<https://www.cdc.gov/vaccines/parents/childhood-vaccines/index-sp.html>

**CDC:** Enfermedades y las vacunas que las previenen (Disease Fact Sheets)

<https://www.cdc.gov/vaccines/parents/diseases/index-sp.html>

**CDC:** El calendario de vacunación (The Vaccine Schedule)

<https://www.cdc.gov/vaccines/parents/visit/birth-6-vaccine-schedule-sp.html>

**CDC:** Proteja a su bebé con las vacunas (Protect Your Baby with Immunization)

<https://www.cdc.gov/spanish/especialesCDC/BebesVacunas/>

**CDC:** Nueve cosas para que las inyecciones sean menos estresantes... para usted y su bebé (9 Things to Make Vaccine Visits Less Stressful... For You and Your Baby)

<https://www.cdc.gov/vaccines/parents/visit/less-stressful-sp.html>

**CDC:** Infografía: Proteja a los bebés contra la tosferina (Infographic: Protect Babies from Whooping Cough)

<https://www.cdc.gov/vaccines/parents/infographics/protect-babies-from-whooping-cough-sp.html>

## For Advocates and Educators

**CDC:** Vaccines and Immunizations

Vaccine information and resources for healthcare professionals

[www.cdc.gov/vaccines/hcp.htm](http://www.cdc.gov/vaccines/hcp.htm)

**Children’s Hospital of Philadelphia (CHOP):** Professional and Parent Groups

Listing:

[www.chop.edu/service/vaccine-education-center/related-information/professional-and-parent-groups.html](http://www.chop.edu/service/vaccine-education-center/related-information/professional-and-parent-groups.html)

**ShotbyShot.org:** Stories of Vaccine Preventable Diseases

[www.shotbyshot.org](http://www.shotbyshot.org)

**Every Child By Two (ECBT):** Shot of Prevention Blog

News and Views on Vaccine

<http://shotofprevention.com/>

## For Healthcare Professionals

**CDC, AAP and AAFP:** Provider Resources for Vaccine Conversations with Parents

[www.cdc.gov/vaccines/hcp/patient-ed/conversations/index.html](http://www.cdc.gov/vaccines/hcp/patient-ed/conversations/index.html)

**CDC:** Talking with Parents about Vaccines for Infants

<https://www.cdc.gov/vaccines/hcp/conversations/talking-with-parents.html>

**CDC:** Preparing for Vaccine Questions Parents May Ask

<https://www.cdc.gov/vaccines/hcp/conversations/preparing-for-parent-vaccine-questions.html>

**CDC, Medscape:** Vaccine Communication with Parents: Best Practices

[https://www.medscape.com/viewarticle/882865?src=par\\_cdc\\_stm\\_mscpedt&faf=1](https://www.medscape.com/viewarticle/882865?src=par_cdc_stm_mscpedt&faf=1)

**CDC:** Presentation: *Childhood Immunization Update*

<https://www.cdc.gov/vaccines/partners/childhood/professionals.html>

**CDC:** Presentation: *10 Ways to Create a Culture of Immunization Within Our Pediatric Practice*

<https://www.cdc.gov/vaccines/partners/childhood/professionals.html>

**CDC:** Presentation: *How Your Child Care Program Can Support Immunization*

<https://www.cdc.gov/vaccines/partners/childhood/professionals.html>

**CDC, APP:** Webinar: *Getting parents to Yes! [Vaccine Conversations That Work for Providers & Parents](#)*

**Immunization Action Coalition:** Vaccine Summaries for Infants and Children

[www.immunize.org/handouts/vaccine-summaries.asp](http://www.immunize.org/handouts/vaccine-summaries.asp)

**AAP:** Red Book Report of the Committee on Infectious Diseases

<https://redbook.solutions.aap.org/redbook.aspx>

**ACOG:** Immunization Toolkit

<http://immunizationforwomen.org>

## Print Ads, Posters, PSAs, Drop-In Articles, Listicles

**CDC:** Print Ads and Posters

<https://www.cdc.gov/vaccines/partners/childhood/print-ads-posters.html>



**CDC:** Radio PSAs, TV PSAs, Videos

<https://www.cdc.gov/vaccines/partners/childhood/multimedia.html>



**CDC:** “School Starts Soon—Are Your Child’s Vaccines Up To Date?” Video

[www.youtube.com/watch?v=2\\_uesILZ8E](http://www.youtube.com/watch?v=2_uesILZ8E)

**CDC:** Drop-In Articles & Web Features

<https://www.cdc.gov/vaccines/partners/childhood/matte-articles-features.html>

**CDC:** Listicle – The Ultimate Babyproofing Plan: 6 Reasons to Follow CDC’s Immunization Schedule

<https://www.cdc.gov/vaccines/parents/resources/ultimate-babyproofing-plan.html>



**CDC:** Listicle – *9 Things to Make Vaccines Less Stressful... For You and Your Baby*

<https://www.cdc.gov/vaccines/parents/visit/less-stressful.html>



**CDC:** Listicle – *14 Diseases You Almost Forgot About Thanks To Vaccines*

<https://www.cdc.gov/vaccines/parents/diseases/child/14-diseases.html>



## Animated Graphics

CDC: A Public Health Achievement: Vaccines By The Numbers

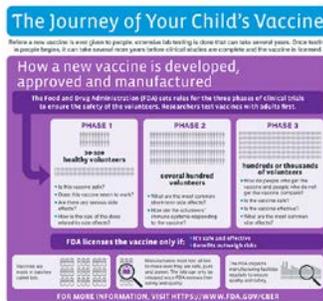
<https://www.cdc.gov/vaccines/partners/childhood/multimedia/animatedgraphic.html>



## Infographics

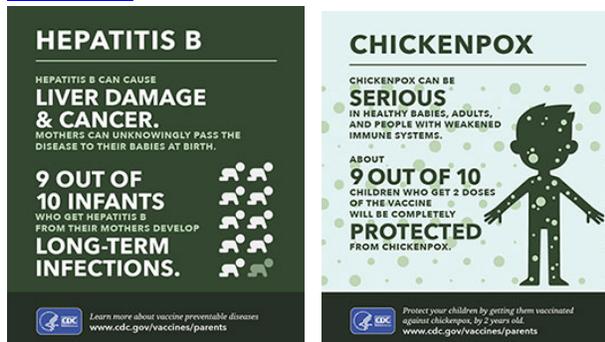
CDC: The Journey of Your Child's Vaccine

[www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html](http://www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html)



CDC: Vaccine Preventable Disease Tile Graphics

<https://www.cdc.gov/vaccines/parents/infographics/vaccine-preventable-disease-tiles.html>



**CDC: Measles: More than just a little rash**

<https://www.cdc.gov/vaccines/parents/diseases/child/vpd-infographics/measles.html>



**CDC: Mumps: More than just swollen glands**

<https://www.cdc.gov/vaccines/parents/diseases/child/vpd-infographics/mumps.html>



**CDC: Whooping Cough: More than just a cough**

<https://www.cdc.gov/vaccines/parents/diseases/child/vpd-infographics/whooping-cough.html>



## Measles Resources

<http://www.cdc.gov/measles/resources/parents-caregivers.html>



- Webpages
- Fact Sheets
- FAQ Section
- Posters
- Infographics
- Video PSA

**CDC: Measles Materials for Childcare Centers and Providers**

[www.cdc.gov/measles/resources/parents-caregivers.html](http://www.cdc.gov/measles/resources/parents-caregivers.html)

**CDC: Vaccine Fact Sheets for Parents**

<https://www.cdc.gov/vaccines/hcp/conversations/resources-parents.html>

- Infant Immunization FAQs
- Vaccine When your Child Is Sick
- Combination Vaccines
- How to Hold Your Child during Vaccinations
- Tips for a Less Stressful Shot Visit
- If You Choose Not to Vaccinate Your Child, Understand the Risks and Responsibilities