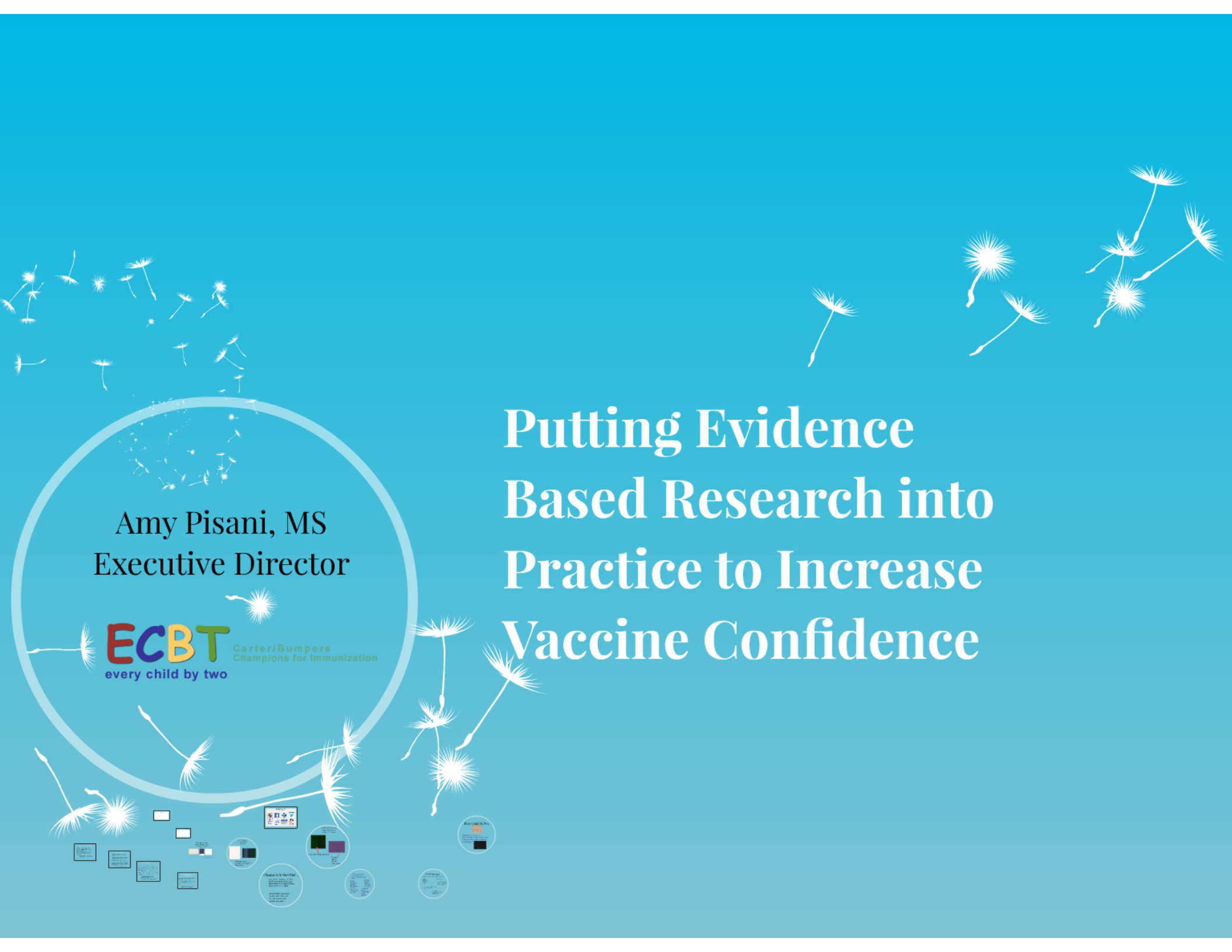




Amy Pisani, MS  
Executive Director

**ECBT** Carter/Bumpers  
Champions for Immunization  
every child by two

Putting Evidence  
Based Research into  
Practice to Increase  
Vaccine Confidence



Amy Pisani, MS  
Executive Director



# Putting Evidence Based Research into Practice to Increase Vaccine Confidence





Amy Pisani, MS  
Executive Director

**ECBT**  
every child by two

Carter/Bumpers  
Champions for Immunization

# Every Child By Two



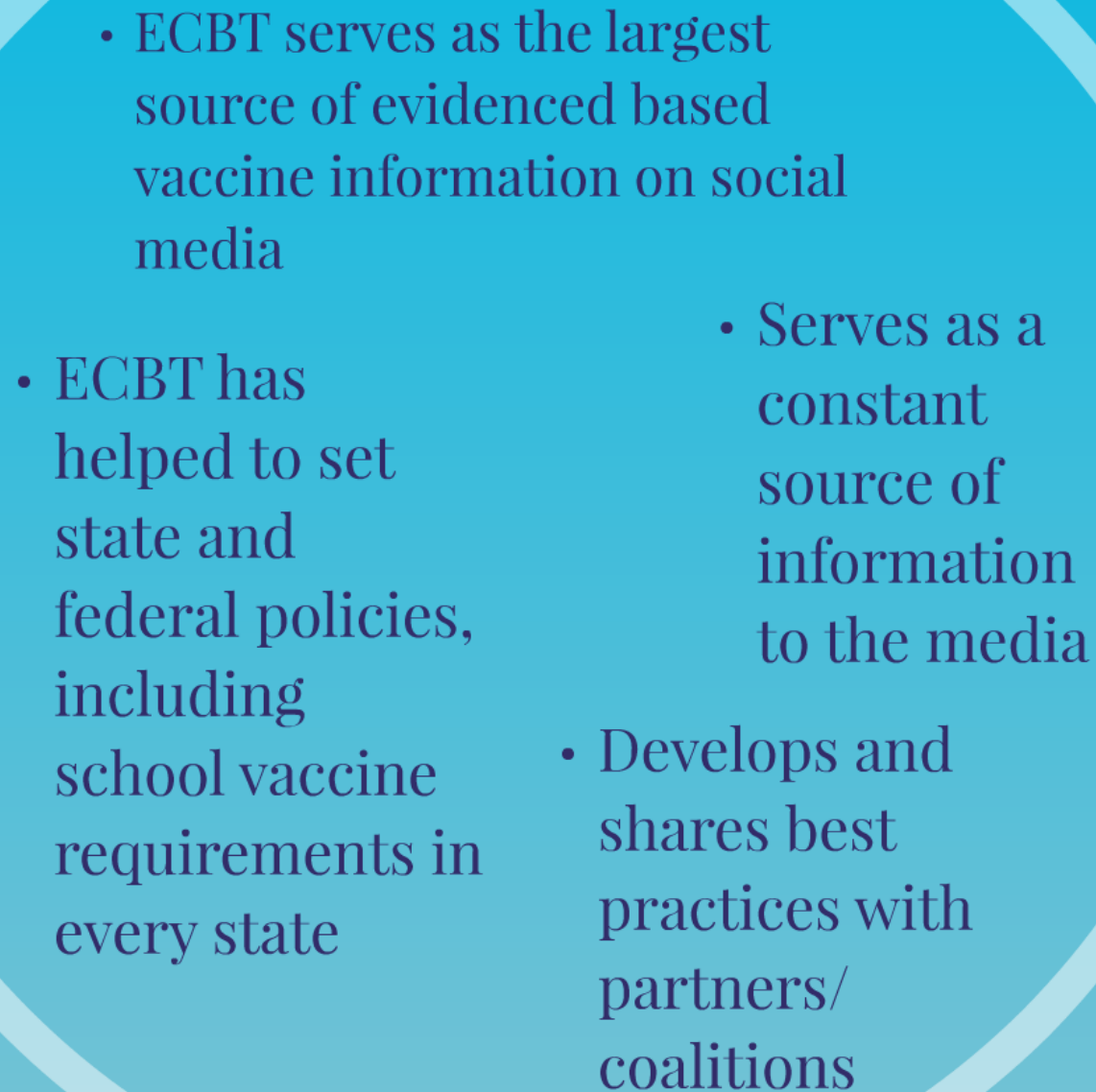
Founded 25 years ago by  
Former First Lady Rosalynn Carter  
& Former First Lady of Arkansas  
Betty Bumpers



# ECBT Mission

To protect families & individuals from VPDs by:

- raising awareness of critical need for timely immunization at all ages
- increasing confidence in the safety of vaccines
- advocating for policies that support timely vaccines
- ensuring access
- increasing the public's understanding of the benefits of vaccines

- 
- ECBT serves as the largest source of evidenced based vaccine information on social media
  - ECBT has helped to set state and federal policies, including school vaccine requirements in every state
  - Develops and shares best practices with partners/coalitions
  - Serves as a constant source of information to the media

# ECBT Seeks to Reach Audiences Using a Variety of Mediums



Legislators, Media, Partners



Pregnant Women, Parents, Older Adults

# Change is in the wind...

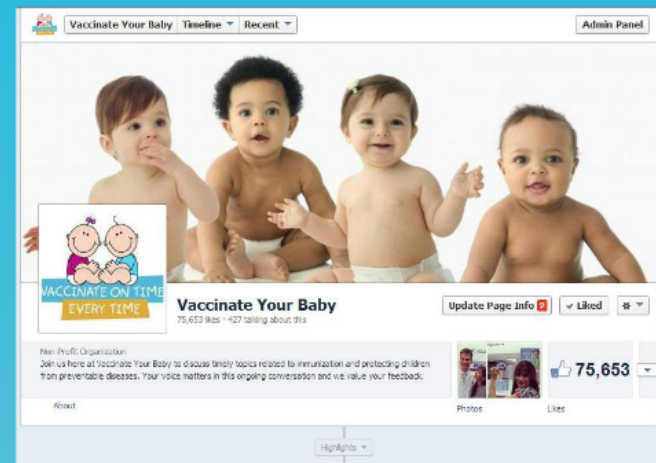
Increasingly families are seeking health information online & we must be there to provide evidence-based vaccine information

79% of moms use social media daily & 80% of internet users seek health info online



79% of moms use social media daily & 80% of internet users seek health info online

# Using Evidence to Develop Effective Programs



Moving from a website & accompanying social media platform with a heavy focus on **safety of childhood vaccines...**



## Amanda Peet Choosing to Vaccinate

As a parent, Amanda faced tough choices about vaccinations for her baby. See what she learned on her journey.

Amanda's choice

What the experts say

### WHAT ARE VACCINES?

- > What's in a vaccine?
- > How are they regulated?

- > AUTISM MYTHS
- > RESEARCH & SCIENCE
- > TV & RADIO PSAs
- > MORE RESOURCES

## Immunize On Time, Every Time

The recent trend of delaying or skipping vaccines has put children across the country at risk for diseases like Hib, whooping cough and measles. Learn why immunizing your child on time, every time is the right choice:

### When to Vaccinate

[Recommended Child & Adolescent Immunization Schedules](#)

[Importance of Timing](#)

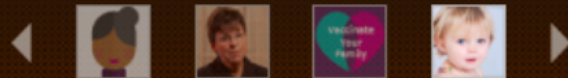
### Risks of Missing or Delaying Vaccines

[Victims of Vaccine-Preventable Diseases](#)

[Too Many Vaccines?](#)

## New Resource: Vaccine-Preventable Disease eBook »

Explore Our New eBook



## View a timeline of the most important milestones in the history of vaccines.

1971 The MMR vaccine, which provides protection from measles, mumps and rubella, is licensed.

1976 The largest public vaccination program in the United States is...

## Join the Conversation



## News & Articles

"Va. Lawmakers Accept Public Comments on School Vaccine Law" | *NBC 29 Richmond (VA)* | September 7, 2016

"Mumps outbreak in northwest Arkansas" | *Helena-Arkansas News (AR)* | September 7, 2016

"600 Springfield students sent home, lack physicals and shots" | *Associated Press* | September 8, 2016

"AAP: Pediatricians should engage, educate vaccine-hesitant parents" | *Healio* | September 8, 2016

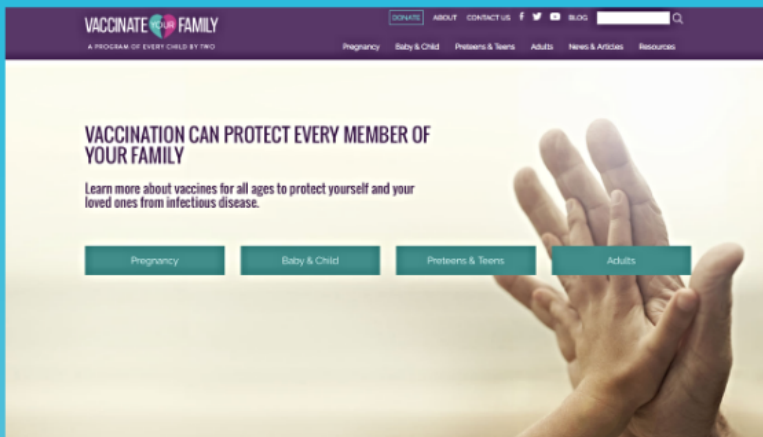
[More »](#)

## About ECBT

Founded in 1991 by Rosalynn Carter and Betty Bumpers, Every Child By Two works to raise awareness of the critical need for timely immunizations and to foster a systematic way to immunize all of America's children by age two.

[More »](#)

# To a website and social media program focusing on benefits of vaccines across the lifespan



201 K + Facebook Followers - reaching nearly 10 million users annually

# VACCINATION CAN PROTECT EVERY MEMBER OF YOUR FAMILY

Learn more about vaccines for all ages to protect yourself and your loved ones from infectious disease.

Pregnancy

Baby & Child

Preteens & Teens

Adults



# VACCINATE YOUR FAMILY

A PROGRAM OF EVERY CHILD BY TWO



**Vaccinate Your Family**  
Non-Profit Organization

[Donate Now](#) ▾

[Message](#)

**Timeline**

[About](#)

[Photos](#)

[Likes](#)

[More](#) ▾

Search for posts on this Page

100% response rate, 1-hour response time  
Respond faster to turn on the badge ▾

147K likes **+207 this week**  
201 K as of 9/22/2016

123,293 post reach this week

[View Pages Feed](#)  
See posts from other Pages

**Boost Your Post**  
"For years,..." is performing better than 80% of your recent posts.

[Status](#) [Photo / Video](#) [Offer, Event +](#)



Write something...



**5 Drafts**

Last draft created Thursday, February 11 at 1:39pm. See drafts.

**Engaging Post** ⓘ



**Vaccinate Your Family**

Published by Christine Geisler Vara [?] · 7 hrs ·

Have you heard the news? Yesterday, the CDC estimated that getting a flu

# EVERY CHILD BY TWO: Public Outreach Through an Umbrella of Social Media Channels



## Vaccinate Your Family Website

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

Used evidence based research to design a website aimed at improving public confidence in vaccines. Emphasizes the value of vaccines across the lifespan.



## Vaccinate Your Family Facebook Admin

[www.facebook.com/VaccineYourFamily](https://www.facebook.com/VaccineYourFamily)

Largest vaccine advocacy Facebook page in existence.

Currently 201,000+ likes. Average organic monthly reach of 500,000.



## Shot of Prevention Blog Lead Contributor/Editor

<https://shotofprevention.com>

Millions of views since 2009 covering a wide variety of immunization topics such as new studies, outbreaks, personal stories of preventable disease, recap of ACIP meetings, guest posts etc.



## @ShotofPrev @EveryChildBy2 Twitter Admin

<https://twitter.com/shotofprev>

Tweeting immunization related news, facts and infographics that highlight disease risks. Participating in Twitter chats & utilizing #teamvaccine hashtags.

# We first asked ourselves: Do Parents Continue to Have Concerns/Questions?

Physician Response to Parental Requests to Spread Out the Rec. Vaccine Schedule (Pediatrics 2015)

- In a typical month, 93% of physicians reported some parents of children under 2 years old requested to spread out vaccines
- 21% of physicians reported >10% of parents made this request
- Gallup Poll (2015)
  - 6% of survey respondents believed vaccines cause autism in children and 52% were unsure



## **Effective Messages in Vaccine Promotion: a Randomized Trial (slide 1)**

**Parents were randomly assigned to receive 1 of 4 interventions:**

- (1) information explaining the lack of evidence that MMR causes autism from the Centers for Disease Control and Prevention;**
- (2) textual information about the dangers of the diseases prevented by MMR from the Vaccine Information Statement;**
- (3) images of children who have diseases prevented by the MMR vaccine;**
- (4) a dramatic narrative about an infant who almost died of measles; or to a control group.**

**[http://pediatrics.aappublications.org/content/  
early/2014/02/25/peds.2013-2365](http://pediatrics.aappublications.org/content/early/2014/02/25/peds.2013-2365)**

**Brendan Nyhan, Jason Reifler, Sean Richey, Gary L. Freed**

## Effective Messages in Vaccine Promotion: a Randomized Trial (slide 2)

- **Refuting claims of an MMR/autism link** successfully reduced misperceptions that vaccines cause autism but nonetheless **decreased intent to vaccinate** among parents who had the least favorable vaccine attitudes.
- **Images of sick children increased expressed belief in a vaccine/autism link** and a dramatic narrative about an infant in danger increased self-reported belief in serious vaccine side effects.

\*Current **public health communications** about vaccines may not be effective. For some parents, they **may actually increase misperceptions or reduce vaccination intention.**

\*\*Attempts to increase concerns about communicable diseases or correct false claims about vaccines may be especially likely to be counterproductive. Researchers suggest that **rather than confronting parents about deeply held beliefs, doctors would do better to emphasize their shared concern for the child.** “The first thing is to realize that parents believe they’re acting in the best interest of their child,”

- <http://pediatrics.aappublications.org/content/early/2014/02/25/peds.2013-2365>

## National Academy of Sciences Study

- Providing scientific evidence refuting vaccination myths ineffective in countering negative attitudes...
- Highlighting factual information about the dangers of communicable diseases can positively impact people's attitudes to vaccination

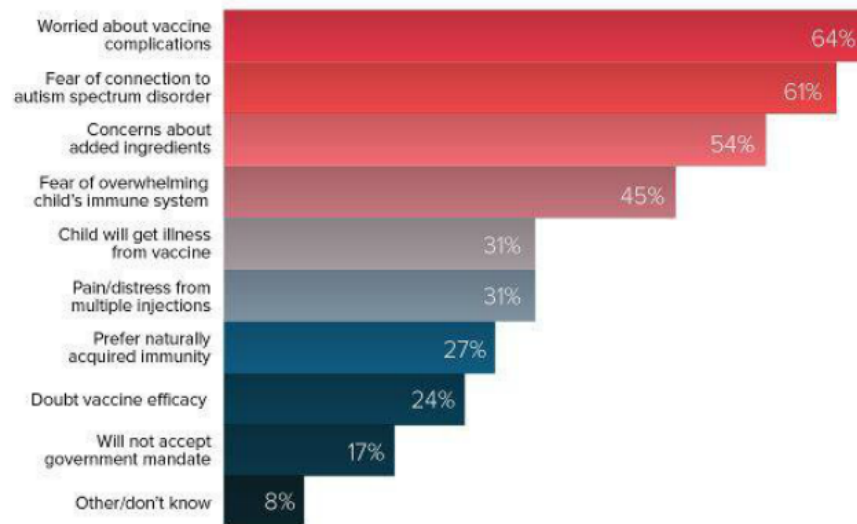
Countering antivaccination attitudes  
(Proc. Natl. Acad. Sci. USA 2015; 112:33  
10321-10324)

## How Could ECBT Contribute to Alleviating Concerns Via Social Media Efforts?

### Medscape Survey of Healthcare Providers

August 2015

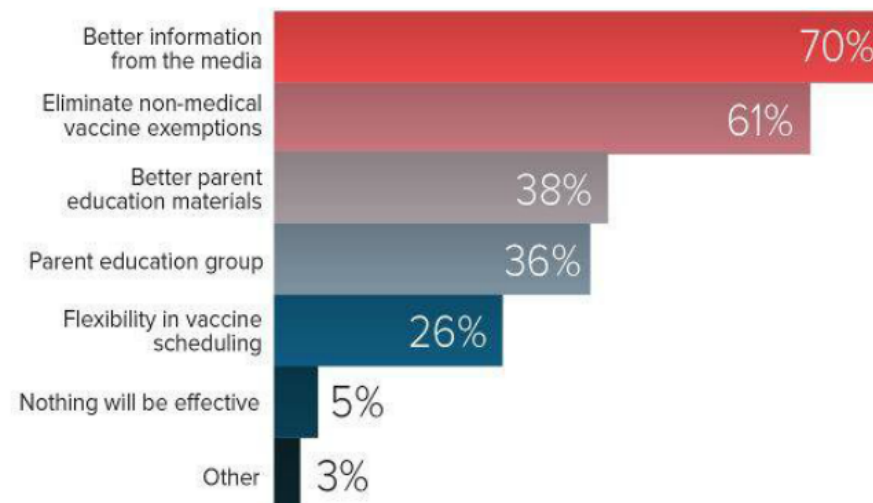
What reasons are given by families who continue to refuse vaccines or request alternate schedules for vaccines?



# Medscape Survey of Healthcare Providers

August 2015

What do you think would be most helpful to encourage greater vaccine uptake generally?



**ECBT Developed New Programs Using  
the:  
BITE, SNACK, MEAL APPROACH**



<http://behavioraldesign.com/2016/03/24/co-founder-mimi-young-discusses-bite-snack-meal-magazine/>

# VACCINATION CAN PROTECT EVERY MEMBER OF YOUR FAMILY.

Learn more about vaccines for all ages to protect yourself and your loved ones from infectious disease.

Pregnancy

Baby & Child

Preteens & Teens

Adults

SHARE    

Sign up for updates

Email address

Submit



SHARE f t in g

## BABY & CHILD

Being a parent is a big responsibility with many decisions about how to best protect your baby, such as how to baby proof the house or which car seat to buy. Not all threats to your baby's safety are visible however. Diseases like measles, pneumococcal disease and pertussis are still threats in today's world, and babies can be the most vulnerable victims of these often unforgiving diseases. But they don't have to be.

Thanks to our nation's successful and longstanding vaccination program, you have the power to protect your baby from dangerous diseases. The best thing you can do to prepare your baby for a healthy life is to learn the facts about vaccinations.



**WHY SHOULD I VACCINATE MY CHILD?**



**WHICH DISEASES CAN I PROTECT MY CHILD FROM?**



**WHEN IS THE BEST TIME TO IMMUNIZE MY CHILD?**



**ANSWERS TO FREQUENTLY ASKED QUESTIONS ABOUT VACCINES**

### VACCINE-PREVENTABLE DISEASES

Personal Stories



Story Title Lorem Ipsum  
Lorem ipsum dolor sit amet, sed del consectetur adipiscing elit. eiusmod tempor incididunt ut labore et dolore magna aliqua. [More](#)



Story Title Lorem Ipsum  
Lorem ipsum dolor sit amet, sed del consectetur adipiscing elit. eiusmod tempor incididunt ut labore et dolore magna aliqua dolor sit amet, sed del consectetur. [More](#)

[View All Stories](#)

### SHOT OF PREVENTION BLOG

News & Views on Vaccines



It's a fairly common concern. What are the chances that I will have an allergic reaction to a vaccine? And if so, how dangerous could it be? What about my kids?



Dr. Harrison Exposes Anne Dache's Inept Evidence on Age of Autism



CDC Answers Top Questions About Flu

[View All Articles](#)

### RECENT CONVERSATIONS

FOLLOW US t

Amy Pisani @ EveryChildBy2  
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Amy Pisani @ EveryChildBy2  
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Amy Pisani @ EveryChildBy2  
Lorem ipsum dolor sit amet, del sed del consectetur lorem sit.

[Tweet to @EveryChildBy2](#)

### Additional Resources

American Academy of Family Physicians  
American Academy of Pediatrics  
American Medical Association  
Autism Science Foundation  
Centers for Disease Control and Prevention

Emory Vaccine Center  
Every Child By Two  
Families Fighting Flu  
The History of Vaccines  
Immunization Action Coalition  
Meningitis Angels

National Foundation for Infectious Disease  
National Meningitis Association  
PKIDS  
Shot By Shot  
Voices for Vaccines

Sign up for updates

Email address





## BABY & CHILD

### Why should I vaccinate my child?

#### Which diseases can I protect my baby from?

- ▶ Diphtheria
- ▶ Haemophilus Influenzae type B (Hib)
- ▶ Hepatitis A
- ▶ Hepatitis B
- ▶ Influenza
  - ▶ 2015-2016 Flu Season
- ▶ Measles
- ▶ Meningococcal disease
- ▶ Mumps
- ▶ Pertussis (Whooping Cough)
- ▶ Pneumococcal Disease
- ▶ Polio
- ▶ Rotavirus
- ▶ Rubella
- ▶ Tetanus
- ▶ Varicella (Chickenpox)

#### When is the best time to immunize my child?

#### Answers to FAQs about vaccines

#### Vaccine-Preventable Diseases Personal Stories

### WHY SHOULD I VACCINATE MY CHILD?

There are many reasons to vaccinate your child. Here are just a few:

#### Your child is vulnerable.

Your child is growing and adapting to their new world and so is their immune system. In the first few weeks of life, the cells that make up your baby's immune system are immature and underdeveloped, meaning that it is more important than ever for you to protect your child from the harmful threats of infection and disease. Vaccination is the best way to keep them safe from deadly infectious diseases.

#### Serious diseases are still out there.

While parents today may have been spared from witnessing the devastating effects of diseases such as polio, measles or pertussis that does not mean these diseases have been eradicated. In fact, each year there are disease outbreaks in under-vaccinated communities across the United States.

In 2012, there were 48,277 cases of pertussis (also known as whooping cough) reported to the Centers for Disease Control and Prevention (CDC), including 20 pertussis-related deaths. In 2014, there were 28,660 cases of pertussis, and in 2015 there have been nearly 9,000 reported cases.

Learn more about the dangers of infectious diseases from vaccine [experts](#).

#### Many diseases can spread easily—especially in today's interconnected world.

Diseases are just a plane ride away. The U.S. experienced 23 measles outbreaks in 2014, including one large outbreak of 383 cases. Many of the cases in the U.S. in 2014 were associated with cases brought in from the Philippines. So far in 2015, 189 people have been reported as having measles in the United States. Almost all measles cases were associated with international travel, brought to the U.S. by visiting tourists or by returning, unvaccinated Americans. If you are traveling, find out what vaccines your family may [need](#).

#### Vaccines save lives.

The recommended childhood immunization schedule prevents approximately 10.5 million cases of infectious illness per year and saves 33,000 lives in the United States alone. For the 78.6 million children born between 1994 and 2013, nearly 322 million illnesses, 21 million hospitalizations and 732,000 deaths will be [prevented](#), all thanks to childhood vaccinations. Just imagine how many more lives will be saved in years to come!

#### You have the power to protect your family.

Although the CDC recommends vaccines for people of ALL ages, the reality is not everyone is up-to-date and some people cannot be vaccinated due to immune-compromising diseases, such as cancer, or because they are too young.

vaccinations.

Still need more information on the benefits of vaccines? Check out this video from our [experts](#).

Sign up for updates

Email address

Submit

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vaccinations.

# Every Child By Two eBook Highlighting Dangers of Disease



## PROTECT YOUR CHILD

IMMUNIZE ON TIME, EVERY TIME.

Diphtheria	Haemophilus Influenzae Type B (Hib)	Hepatitis A	Hepatitis B
Human Papillomavirus (HPV)	Influenza (Flu)	Measles	Meningococcal Disease
Mumps	Pertussis (Whooping Cough)	Pneumococcal Disease	Polio
Rotavirus	Rubella	Tetanus	Varicella (Chickenpox)

ECBT  
every child by two

## HUMAN PAPILLOMAVIRUS (HPV)



ABOUT  
**79 MILLION**  
AMERICANS  
ARE CURRENTLY INFECTED WITH HPV  
AND ANOTHER

**14 MILLION**  
PEOPLE BECOME NEWLY INFECTED  
EACH YEAR.

Learn more about the diseases  
that can be prevented by vaccines at  
[VaccinateYourFamily.org](http://VaccinateYourFamily.org)

ECBT  
every child by two

- Providing scientific evidence to refute vaccination myths sounds logical, but in this study these interventions have proven ineffective
- Instead, highlighting factual information about the dangers of communicable diseases can positively impact attitudes about vaccination.

### Countering antivaccination attitudes

[Proc. Natl. Acad. Sci. USA 2015;112:33 10321-10324  
<http://www.pnas.org/content/112/33/10321.abstract>]



APPROXIMATELY

1 OUT OF EVERY 10

PEOPLE WITH MENINGOCOCCAL DISEASE  
WILL DIE.

# MENINGOCOCCAL DISEASE

Meningococcal disease is a serious bacterial illness and the leading cause of meningitis in children ages 2 through 18. Meningitis is an infection of the fluid surrounding the brain and spinal cord. Meningococcal disease can also cause blood infections.

Approximately 1,000 get meningococcal disease each year in the U.S. and 10–15 percent of these people die. Of those who survive, about 1 in 5 will have permanent disabilities such as brain damage, hearing loss, loss of kidney function or limb amputations.

## SYMPTOMS

It's easy to mistake the early signs and symptoms of meningococcal disease for the flu. Signs and symptoms may develop over several hours or over one or two days, including:

- Sudden high fever
- Severe headache
- Stiff neck
- Vomiting or nausea with headache
- Confusion or difficulty concentrating
- Seizures
- Sleepiness or difficulty waking up
- Sensitivity to light
- Lack of interest in drinking and eating
- Skin rash

## PREVENTION

The meningococcal vaccine is the best way to prevent meningococcal disease. Although it cannot prevent all types of meningococcal disease, it can prevent many types of the disease.

For the most protection against meningococcal disease, your children need to receive the two recommended doses of the vaccine. To see if your children are up-to-date on their vaccines, look at the [CDC's immunization schedule](#) and talk to your healthcare provider.

DIPHTHERIA

HAEMOPHILUS  
INFLUENZAE  
TYPE B (HIB)

HEPATITIS A

HEPATITIS B

HUMAN  
PAPILLOMAVIRUS  
(HPV)

INFLUENZA (FLU)

MEASLES

**+** MENINGOCOCCAL  
DISEASE

MUMPS

PERTUSSIS  
(WHOOPIING COUGH)

PNEUMOCOCCAL  
DISEASE

POLIO

ROTAVIRUS

RUBELLA

TETANUS

VARICELLA  
(CHICKENPOX)

# MENINGOCOCCAL DISEASE



**1** OUT OF EVERY **10**

PEOPLE WITH MENINGOCOCCAL DISEASE

**WILL DIE.**

Learn more about the diseases  
that can be prevented by vaccines at

[VaccinateYourFamily.org](http://VaccinateYourFamily.org)

**ECBT**  
every child by two

# INFLUENZA (FLU)



EACH YEAR IN THE U.S., MORE THAN

## 20,000 CHILDREN

UNDER THE AGE OF 5 ARE HOSPITALIZED

AND APPROXIMATELY

## 100

DIE AS A RESULT OF THE FLU.

Learn more about the diseases  
that can be prevented by vaccines at

[VaccinateYourFamily.org](http://VaccinateYourFamily.org)

**ECBT**  
every child by two

# STATE OF THE IMMUNION

**Shot of Prevention** @ShotofPrev · Aug 3

As a cancer survivor I got my 5 girls #HPV vaccine so I can help prevent them from getting cancer #WhyIvax Reason#3:

**HPV**

HPV can lead to 6 types of deadly cancers. Almost everyone will become infected with the virus at some point, making it the common cold of cancer.

Source: <http://cancerresearchandbiotechnology.com/news/why-i-vax-reason-3>

**Shot of Prevention** @ShotofPrev · Aug 21

#WhyIvax Reason#21: Because you never know who's preparing your food in that restaurant #BetterSafeThanSorry #NIAM16

**HEPATITIS A**

Hepatitis A is a liver disease that people get through contact with an infected person, or by eating or drinking contaminated food or water, sometimes at restaurants.

Source: <http://cancerresearchandbiotechnology.com/news/why-i-vax-reason-21>

**Understanding Why Your Baby Needs a Hepatitis B Vaccine At Birth**

June 22, 2016 · Christine Vara · 3 comments · Like

**Parents Often Underestimate the Risk of Hepatitis B**

You can protect your child at birth with a hepatitis B vaccination

A guest post by Carolyn Aldigé, President and Founder, Prevent Cancer Foundation

When you hold your newborn for the first time, it is a life-changing moment. An incredible sense of responsibility takes hold, including ensuring the safety and security of your child. And yet some parents don't realize that making sure your children receive the hepatitis B vaccine before they leave the hospital is a critical first step in protecting your newborn.

**Hepatitis B is a frequently misunderstood virus**—you may mistakenly think your child is not at risk for hepatitis B because of misconceptions surrounding the transmission of this infection. Research also shows few people are aware of the connection between hepatitis B and liver cancer.

In an effort to help save lives, the Prevent Cancer Foundation launched **Think About the Link™**, an education campaign to raise awareness of the link between viruses and cancer, including hepatitis B and liver cancer, and how to prevent them. The hepatitis B virus spreads through blood or other bodily fluids that contain small amounts of blood (even tiny amounts too small to see) from an infected person. According to the Centers for Disease Control and Prevention (CDC), infants and children can contract hepatitis B in the following ways:

- At birth from their infected mother;
- Being bitten by an infected person;
- Touching open cuts or sores of an infected person;
- Sharing toothbrushes or other personal items used by an infected person; and
- Food that was chewed (for a baby) by an infected person.

**HEPATITIS B**

People infected with cancer-causing hepatitis B virus don't always have symptoms. Before the vaccine, half of young children were infected through casual contact with items such as water bottles and toothbrushes.

Source: <http://cancerresearchandbiotechnology.com/news/why-i-vax-reason-21>

Additionally, the hepatitis B virus can survive outside the body for at least seven days. This poses major risks for babies, who frequently place objects in their mouths and could come into contact with an infected object.

The CDC's recommended schedule for the hepatitis B vaccine will offer your child the greatest protection, including having your newborn vaccinated with the first of three doses before you leave the hospital. Nearly 90 percent of infants who contract hepatitis B remain chronically infected. You can avoid this risk altogether by vaccinating your child. The hepatitis B vaccine not only offers protection against the virus, but ultimately can prevent cancer.

preventcancer  
Stop Cancer Before It Starts™

**Vaccinate Your Family**

Published by Christine Gatsler Vara · July 8 ·

Boys need the HPV vaccine too and here's one reason why. Males are particularly vulnerable to HPV-related cancers of the mouth, tongue and throat. According to a new CDC report, the rates of mouth and throat cancers are 4 times higher in males than females. By 2020, experts believe that head and neck cancer will beat out cervical cancer as the most common HPV-related cancer. In this video, Scott shares his story as a survivor of HPV head and neck cancer. Please share it with others to warn them of the dangers of HPV. #StateoftheImmUnion <https://youtu.be/4Dxo739CAGg>

**HPV Vaccination Roundtable: Scott's Story**

26,655 people reached

Like Comment Share

Leslie Dawn Scott, Cordellia Monk and 342 others

188 shares

**Shot of Prevention** @ShotofPrev · Sep 9

Before the vaccine 4 mill people got chickenpox each yr. Now hospitalizations are down 70% #StateoftheImmunion

**CHICKENPOX**

Chickenpox isn't the harmless childhood rite of passage you may think it is. Before the vaccine, about 100 to 150 people died as a result of chickenpox each year in the U.S.

Source: <http://vaccinateyourfamily.org/blog/why-i-vax-reason-16>

**Shot of Prevention** @ShotofPrev · Sep 8

According to 2013 Nat'l Health Interview only 1 in 4 adults 60+ received the shingles #vaccine. #StateoftheImmUnion

**SHINGLES**

Almost 1 out of every 3 people in the U.S. will get shingles and many of these people will continue to have severe nerve pain, even after the rash clears up.

Source: <http://cancerresearchandbiotechnology.com/news/why-i-vax-reason-16>







# PREGNANCY

Pregnancy is such a special time for the entire expecting family. It is a time of planning and preparing for the birth of a precious child. It is also an important time to begin considering the steps you can take to keep your children healthy, from the moment they take their first breath. Did you know that your baby can be born with immunity to infectious diseases? By getting yourself vaccinated against diseases such as flu and whooping cough during your pregnancy, you are not only protecting yourself, but you are also passing immunity directly to your baby.

**Before becoming pregnant:** If you are [planning to become pregnant](#), it's important to make certain you are up-to-date on all of your vaccines. Vaccination against rubella (German measles) is particularly important, as the disease can cause unborn babies to have birth defects with devastating, lifelong consequences, or even die before birth. Before being vaccinated, women can have a pre-pregnancy blood test to see if they are immune to the disease. Most women were vaccinated as children with the MMR (measles, mumps, rubella) vaccine, but you should confirm this with your doctor. If you need to get vaccinated against rubella, you should avoid becoming pregnant until one month after receiving the MMR vaccine and, ideally, not until your immunity is confirmed by a blood test.

**If you are already pregnant:** Did you know that your actions while you are pregnant can enable your baby to be born with protection against dangerous infectious diseases? By getting vaccinated while pregnant, you can pass on immunity to your child that will last until your little one is ready to begin his or her own vaccination series.

Your healthcare provider, including your OB-GYN or midwife, can tell you which vaccines are right for you throughout your pregnancy, but the [Centers for Disease Control and Prevention \(CDC\)](#), the [American College of Obstetricians and Gynecologists \(ACOG\)](#) and the [American College of Nurse-Midwives \(ACNM\)](#) **all strongly recommend the following two vaccines for pregnant women.**





## PRETEENS & TEENS

Tdap
Meningococcal
Human Papillomavirus (HPV)
<b>Influenza</b>
Vaccine-Preventable Diseases Personal Stories

## INFLUENZA

Seasonal influenza (flu) is caused by viruses which infect the respiratory tract (the nose, throat and lungs). It is not the same as the common cold which is another respiratory illness caused by a different virus.

The flu season is unpredictable, but it often occurs from October to May and usually peaks between December and February.

Serious complications of flu can result in hospitalization or death, even in healthy children. Children are at particularly high risk if they are less than 5 years of age or have chronic health conditions. Each year in the U.S., more than 20,000 children under the age of 5 are hospitalized and approximately 100 die as a result of the flu.

### Symptoms

Common signs and symptoms of the flu include:

- Fever over 100°F (38°C)
- Severe respiratory distress
- Aching muscles, especially in the back, arms and legs
- Chills and sweats
- Headache
- Dry cough
- Fatigue and weakness
- Nasal congestion

### Prevention

The best way to prevent the flu is to get the flu vaccine. An annual flu vaccine is recommended for everyone 6 months of age and older. To best protect children under 6 months old, it's important that all of their family members and caregivers be vaccinated.

In June 2016, the CDC's Advisory Committee on Immunization Practices (ACIP) voted that live attenuated influenza vaccine (LAIV), also known as the "nasal spray" flu vaccine, should **not** be used during the 2016-2017 flu season. The CDC continues to recommend annual flu vaccination, with either the inactivated influenza vaccine (IIV) or recombinant influenza vaccine (RIV), for everyone 6 months and older. This ACIP vote is based on data showing poor or relatively lower effectiveness of LAIV from 2013 through 2016. Talk to your healthcare provider to find out which type of flu vaccine is best for each member of your family.

Adults, particularly pregnant women, also need to be vaccinated against the flu every year. Vaccination during pregnancy protects both mothers and their babies.

For more information, visit our [Pregnancy section](#) or the [CDC website](#).

To see if your children are up-to-date on their vaccines, look at the [CDC's recommended immunization schedule](#) and talk to your healthcare provider.

Learn what information about flu and flu vaccines is true and what is just a myth - [Fight the Flu with Facts](#).



### Additional Resources

- Fight The Flu With Facts
- Vaccine-Preventable Diseases eBook
- Flu.gov
- Vaccine Information Statement
- Vaccine Information Statement
- Influenza: Diseases and the Vaccines That Prevent Them
- Weekly U.S. Influenza Surveillance Report
- Families Fighting Flu
- ACIP Recommendations for Influenza
- Luke's Story

SHARE [f](#) [t](#) [in](#) [g+](#)

## RESOURCES

### VACCINE HISTORY

<p><a href="#">The History of Vaccines</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">The Vaccine Education Center at the Children's Hospital of Philadelphia</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Deadline Choices: How the Anti-Vaccine Movement Threatens Us All</a></p> <p>By Paul A. Offit, MD</p>	<p><a href="#">The Panic Virus: A True Story of Medicine, Science, and Fear</a></p> <p>By Seth Mnookin</p>
<p><a href="#">Autism's False Prophets: Bad Science, Risky Medicine, and the Search for a Cure</a></p> <p>By Paul A. Offit, MD</p>	<p><a href="#">The Cutter Incident: How America's First Polio Vaccine Led to the Growing Vaccine Crisis</a></p> <p>By Paul A. Offit, MD</p>	<p><a href="#">Vaccinated: One Man's Quest to Defeat the World's Deadliest Diseases</a></p> <p>By Paul A. Offit, MD</p>	<p><a href="#">Vaccine: The Controversial Story of Medicine's Greatest Lifesaver</a></p> <p>By Arthur Allen</p>

### VACCINE SAFETY

<p><a href="#">Immunizations for Public Health</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">The Vaccine Education Center at the Children's Hospital of Philadelphia</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Family Vaccines Resource Center</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Vaccine Resource - Brochure for Parents</a></p> <p><a href="#">Download</a></p>
<p><a href="#">The Risks and Ineffectiveness of Not Vaccinating Your Child</a></p> <p><a href="#">Download</a></p>	<p><a href="#">Too Many Vaccines? What You Should Know</a></p> <p><a href="#">Download English Version</a> <a href="#">Download Spanish Version</a></p>	<p><a href="#">Thimerosal: What You Should Know</a></p> <p><a href="#">Download English Version</a> <a href="#">Download Spanish Version</a></p>	<p><a href="#">Aluminum in Vaccines: What You Should Know</a></p> <p><a href="#">Download English Version</a> <a href="#">Download Spanish Version</a></p>

[Load more Vaccine Safety Resources](#)

### VACCINE POLICIES

<p><a href="#">American Academy of Family Physicians</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">American Academy of Pediatrics</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Centers for Disease Control and Prevention</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Immunization Action Coalition</a></p> <p><a href="#">Visit website</a></p>
<p><a href="#">National Foundation for Infectious Diseases</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">The Childhood Immunization Schedule: Why Is It Like That?</a></p> <p><a href="#">Download</a></p>	<p><a href="#">Adoption and Vaccines</a></p> <p><a href="#">Download</a></p>	<p><a href="#">Parents' Guide to Immunizations</a></p> <p><a href="#">Download</a></p>

### ABOUT VACCINE PREVENTABLE DISEASES

<p><a href="#">Families Fighting Flu</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Meningitis Angels</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">National Meningitis Association</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Parents of Kids with Infectious Diseases</a></p> <p><a href="#">Visit website</a></p>
<p><a href="#">Shot By Shot</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">Voices for Vaccines</a></p> <p><a href="#">Visit website</a></p>	<p><a href="#">HPV Fact Sheet</a></p> <p><a href="#">Download</a></p>	

Sign up for updates



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## ADULTS

### Ages 19-49

- ▶ Hepatitis A for Adults
- ▶ Hepatitis B Vaccine for Adults
- ▶ Td
- ▶ Tdap for Adults
- ▶ Meningococcal
- ▶ Pneumococcal for Adults
- ▶ MMR Vaccine for Adults
- ▶ Human Papillomavirus (HPV)
- ▶ Influenza
  - ▶ Flu Season

### Ages 50+

- ▶ Hepatitis A for Adults
- ▶ Hepatitis B Vaccine for Adults
- ▶ Td
- ▶ Tdap for Adults
- ▶ Shingles (Herpes Zoster) Vaccine
- ▶ Pneumococcal for Adults
- ▶ Influenza
  - ▶ Flu Season

### Jobs/Lifestyle

### Chronic Disease

### Travel Vaccines

- ▶ Hepatitis A for Adults
- ▶ Hepatitis B Vaccine for Adults
- ▶ Tdap for Adults
- ▶ MMR Vaccine for Adults
- ▶ Yellow Fever
- ▶ Typhoid
- ▶ Rabies

### Vaccine-Preventable Diseases Personal Stories

SHARE [f](#) [🐦](#) [in](#) [g+](#)

## AGES 50+

At every stage of life, it's important to stay healthy and active, and vaccines are an important step in protecting yourself from serious, and sometimes deadly, diseases. Some vaccines you may need include:

- Influenza Vaccine
- Pneumococcal Vaccine
- Shingles Vaccine
- Td (tetanus and diphtheria) Vaccine
- Tdap (tetanus, diphtheria and pertussis) Vaccine

In addition to the vaccines mentioned above, other vaccines may be recommended for you based on certain risk factors. Please, talk to your healthcare provider and/or pharmacist to find out which vaccines you may need. Follow these links to view the [adult immunization schedule](#) and the [Adult Vaccine Quiz](#). Then, find out where you can get vaccines using the [HealthMap Vaccine Finder](#).

### Grandparents Toolkit

Becoming a grandparent is an exciting new stage in your life. There's lots of planning to do from a baby shower to helping set up the nursery and maybe even preparing to take care of the baby when your children return to work. Don't forget that vaccines, particularly flu and Tdap (whooping cough), can help protect the health of both you and your grandchild. Learn more about how you can prepare with our easy-to-share resources:

- [Baby Shower Ideas](#)
- [Health and Safety Checklist](#)
- [Tips for Soothing a Fussy Baby](#)
- [Pledge for Family Members and Friends to Sign](#)
- [Frequently-Asked Questions about Vaccines](#)
- [Talking to Your Healthcare Provider about Whooping Cough Vaccine](#)
- [Vaccinate Your Family Motion Graphic \(Animated Video Clip\)](#)

Sign up for updates

Email Address

Submit



# GRANDPARENTS TOOLKIT

[VaccinateYourFamily.org/adults/grandparents-toolkit](https://VaccinateYourFamily.org/adults/grandparents-toolkit)

Every Child By Two created a variety of easy-to-share resources to help grandparents-to-be and new grandparents prepare for this new stage in their lives. The materials focus on the importance of vaccinating against pertussis (whooping cough) and influenza to help protect both their health and the health of their grandchildren.

**VACCINATE**  **FAMILY**

A PROGRAM OF EVERY CHILD BY TWO

**Frequently-Asked  
Questions about  
Vaccines**

---

**Talking to Your  
Healthcare Provider  
about Whooping  
Cough Vaccine**

---

**Tips for Soothing a  
Fussy Grandbaby**

---

**Health and Safety  
Checklist**

---

**Baby Shower  
Ideas**

---

**Pledge to Baby from  
Family and Friends**

---

**Educational  
Animated Video  
Clip**

---

**Whooping Cough  
Infographics**

# Vaccinate Your Baby/Family Program: Billboard, Bus Shelter and Mall Posters

**Vaccine-preventable diseases are just a plane ride away.**



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



**Not Vaccinated?  
No Kisses!**

Get the adult whooping cough vaccine.  
[www.VaccinateYourFamily.org](http://www.VaccinateYourFamily.org)



**Get the Facts. Vaccines Save Lives.**  
[www.VaccinateYourBaby.org](http://www.VaccinateYourBaby.org)

**What did Jack bring back from the playground?**

- a) earthworm
- b) pebbles
- c) tetanus




Vaccine-preventable diseases are still out there.

Learn how to protect your family at  
[www.VaccinateYourBaby.org](http://www.VaccinateYourBaby.org)

**What did Emma bring back from school?**

- a) artwork
- b) storybook
- c) pneumococcal meningitis



Vaccine-preventable diseases are still out there.

Learn how to protect your family at  
[www.VaccinateYourBaby.org](http://www.VaccinateYourBaby.org)

**What did Hannah bring back from vacation?**

- a) t-shirt
- b) snow globe
- c) measles



Vaccine-preventable diseases are still out there.

Learn how to protect your family at  
[www.VaccinateYourBaby.org](http://www.VaccinateYourBaby.org)

**The very people who love your baby also have the power to protect him.**

Most babies get whooping cough from a family member.

Ask your **friends and family** to get the whooping cough vaccine.



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

**La misma gente que ama a tu bebe tiene el poder de protegerlo.**

La mayoría de los bebés cogen la tosferina por un miembro de la familia.

Hable con sus **amigos y familiares** y pídale vacunar contra la tosferina.



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

# Christine Vara

Strategic Communications Consultant



**Facebook Administrator**

One of the largest vaccine advocacy pages in existence (147,000+ likes)



**Lead Contributor/Blog Editor  
Shot of Prevention Blog**  
Millions of views since 2009



**Every Child By Two  
Social Media Manager**



**Twitter Administrator**  
**@ShotofPrev**  
**@EveryChildBy2**

**Harnessing Enthusiasm:  
Real world examples of engaging partners in  
social media discussions.**

#TEAMVACCINE  
#PRETEEN VAX SCENE



# 6 Different Cognitive Styles

*Basic thinking that an individual uses to make decisions.*

*Affects how an individual hears and conceptualizes information.*

*Can influence how an individual perceives issues and then behaves.*

1

**Denialist:** Disbelieves accepted scientific facts despite overwhelming evidence. Prone to believe conspiracy theories.

*"I don't care what the data show; I don't believe the vaccine is safe."*

**How to Approach?**

- Provide consistent messaging repeatedly over time from trustworthy sources
- Provide educational materials
- Solicit questions
- Avoid "hard sell" approach
- Use motivational interviewing approaches

4

**Bandwagoning:** Influenced by what others are doing or saying.

*"If others are refusing the vaccine, there must be something to it; I'm going to skip getting the vaccine."*

**How to Approach?**

- Understand primary influencers
- Point out logical inconsistencies
- Use social norming and self-efficacy approaches

2

**Innumerate:** Has difficulty manipulating numbers, probabilities or risks.

*"A 1-in-a-million risk sounds high; for sure I'll be the 1 in a million who has a side effect; I'll avoid the vaccine."*

**How to Approach?**

- Provide nonmathematical information, analogies, or comparators
- Use a more holistic "right brain" or emotive approach

5

**Heuristic:** What I can recall equates with how commonly it occurs.

*"I remember Guillain-Barré syndrome happened in 1977 after flu vaccines; that must be common, and therefore I'm not getting a flu vaccine."*

**How to Approach?**

- Point out inconsistencies and fallacy of heuristic thinking
- Provide educational materials
- Appeal to other heuristics

3

**Fear-based:** Decision-making based on fears.

*"I heard that vaccines are harmful so I'm not going to get them."*

**How to Approach?**

- Understand source of fear
- Provide consistent positive approach
- Show risks in comparison with other daily risks
- Demonstrate risks of not receiving vaccines
- Use social norming approaches

6

**Analytical:** Left brain thinking; facts are paramount.

*"I want to see the data so I can make a decision."*

**How to Approach?**

- Provide data requested
- Review analytically with patient

## Changing Minds About Vaccination:

Poland GA, Poland CM. Medscape Public Health. February 23, 2015.

<http://www.medscape.com/viewarticle/839980>.

# Facebook “Like us” (12/5-12/31)

Top Performing ‘Like us’ Ads

Suggested Page

 **Vaccinate Your Family**  
Sponsored (demo)

Don't have time to be sick? 'Like' us to learn more about disease prevention.



**Vaccinate Your Family**  
Non-Profit Organization  
147,106 people like this.

✓ Liked ▾

**Impressions:** 251,377  
**Page Likes:** 10,109  
**Post Likes:** 240

**Highest Audience  
Engagement: Moms**

Suggested Page

 **Vaccinate Your Family**  
Sponsored (demo)

As your family grows so do their health needs. 'Like' us to learn about vaccines.



**Vaccinate Your Family**  
Non-Profit Organization  
147,106 people like this.

✓ Liked ▾

**Impressions:** 102,993  
**Page Likes:** 135,647  
**Post Likes:** 153

**Highest Audience  
Engagement: Moms**

Suggested Page

 **Vaccinate Your Family**  
Sponsored (demo)

Questions About Vaccines? 'Like' us to get the facts.



**Vaccinate Your Family**  
Non-Profit Organization  
147,106 people like this.

✓ Liked ▾

**Impressions:** 786,426  
**Page Likes:** 37,624  
**Post Likes:** 870

**Highest Audience  
Engagement: Moms**

# Facebook "Like us" (12/5-12/31)

Suggested Page

 **Vaccinate Your Family**  
Sponsored (demo)

As your family grows so do their health needs. 'Like' us to learn about vaccines.



**Vaccinate Your Family**  
Non-Profit Organization  
147,106 people like this.

✓ Liked ▾

**Impressions:** 102,993  
**Page Likes:** 135,647  
**Post Likes:** 153

**Highest Audience  
Engagement: Moms**

Suggested Page

 **Vaccinate Your Family**  
Sponsored (demo)

'Like' us to learn how to keep your family healthy this holiday season.



**Vaccinate Your Family**  
Non-Profit Organization  
147,106 people like this.

✓ Liked ▾

**Impressions:** 8,968  
**Page Likes:** 1,220  
**Post Likes:** 19

**Highest Audience  
Engagement: Dads**

# Measuring Our Impact

- 134% Increase in Facebook Followers
- Doubled our Facebook reach & engagement in six months
- 125% increase in Twitter followers
- 147% increase in monthly Twitter impressions

Bottom line: Marked increase in the sharing of evidence based messaging on vaccines by followers

**IMMUNIZE  
ON TIME,  
EVERY TIME**

- All babies are at risk for serious, vaccine-preventable diseases.
- 2.1 million children in the U.S. are not immunized on time
- **Always** ask your health care provider if your children are up-to-date on their immunizations.

 Children always are available. The difference is you can't afford them. Contact your health care provider or local Department of Health for more information.

Amy Pisani  
amyp@ecbt.org

## Connect with Every Child By Two Online

Help Inform the Vaccine Conversation and

### “Like Us” on Facebook:

[www.facebook.com/vaccinateyourfamily](http://www.facebook.com/vaccinateyourfamily)

### Subscribe to Our Blog:

[www.shotofprevention.com](http://www.shotofprevention.com)

### Follow Us on Twitter:

@Shot of Prev and @EveryChildBy2

### Visit Our Websites:

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

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

### Stay Informed:

Email us at [infor@ecbt.org](mailto:infor@ecbt.org)  
to sign up for *ECBT News*, *Daily Clips*,  
an/or the monthly *Vaccine Top 5*



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