Voices for Vaccines

What we’ve done—Where we’re going

Presented by
Karen Ernst and Ashley Shelby
Getting heard; going viral
Why the interest in Voices for Vaccines?

Growing Up Unvaccinated

I am the 70s child of a health nut. I wasn’t vaccinated. I was brought up on an incredibly healthy diet: no sugar till I was one, breastfed for over a year, organic homegrown vegetables, raw milk, no MSG, no additives, no aspartame. My mother used homeopathy, aromatherapy, osteopathy, we took daily supplements of vitamin C, echinacea, cod liver oil. I had an outdoor lifestyle; I grew up next to a farm, walked everywhere, did sports and danced twice a week, drank plenty of water. I wasn’t even allowed pop; even my fresh juice was watered down to protect my teeth, and I would’ve killed for white, shop-bought bread in my lunch box once in a while and biscuits instead of fruit like all the other kids. We only ate (organic local) meat maybe once or twice a week and my mother and father cooked everything from scratch – I have yet to taste a Findus crispy pancake and oven chips were reserved for those nights when mum and dad had friends over and we got a “treat.”
Hooked with the message; staying for action
Turning ‘clicktivists’ into activists
Making advocacy easy
Providing tools to advocate locally

**Kick the Flu out of School**

Dear Parents and School Leaders,

Thank you for your interest in hosting a flu vaccine contest at your school. We have developed a number of materials for you to use at your school, including a letter to send home to families introducing the contest, entry forms, and a donation solicitation letter template. We encourage you to personalize these items to make them specific to your school and its needs.

We also encourage you to be creative about the drawing. You might solicit donations from your local business community for prizes, such as gift certificates to shops and restaurants in your area. You could also offer prizes that are free to you, such as an exclusive pajama party in the school library on a select Friday night or the winner being Principal for a Day. Some schools might also act to have school-wide incentives. For example, perhaps the first class to have a 100% participation could have a pizza party. Or maybe the principal shaves his mustache after a certain number of students enter the contest.

The drawing itself can also be a fun event. Gathering students for the drawing could be a fantastic celebration itself, and we encourage you to get creative in order to make getting the influenza vaccine a fun experience.

Download and edit our letters and forms to personalize them for your school. Look for phrases __insert these need your personal touch: A note about the dates. We have left the due dates blank. Flu season often hits its peak in January and February, but begins as early as October some years. You may elect to choose dates that allow the majority of your students to be immunized before flu season is expected to hit its peak, or you might remind students that it's never too late to get vaccinated. We encourage you to choose a date that will ensure maximum immunization rates for your community.

If you have any needs or questions about this event, please contact us at info@vaccineadvocacy.org

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**Protecting Newborns: The Extended Family's Role**

Information about how you can use immunizations to keep new babies safe
Inviting everyone to the conversation

Monthly Conference Calls
Dear <<First Name>>,

It is an exciting time to be pro-vaccine. As more parents speak up about immunization, more opportunities emerge for advocacy and solidarity in order to keep our communities healthy and engaged. This month we invite you to take the next step and to help us reach out to the broader community and encourage them proudly wear their pro-vaccine badge.

**Pro-Child, Pro-Community, Pro-Vaccine: The T-Shirt**

We need your help! We’d like our members to be able to display their pride in being pro-vaccine. We asked our crack design squad to come up with a t-shirt design, but they came back with this:
Keeping the Pro-Vaccine message going
What’s next?

• New Parent Toolkit
• Focus on blogging about HPV vaccines during Cervical Cancer Awareness monthly
• Asking parents to speak up in their local communities
• Making the voice advocating for vaccines louder in all communities
VoicesForVaccines.org/join-us