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CENTERS FOR DISEASE CONTROL
AND PREVENTION

EVERY CHILD BY TWO

The Carter/Bumpers Campaign for Early Immunization

600 Maryland Avenue, S.W., Suite 100 West, Washington, DC 20024-2571

TEL: (202) 651-7226 ♦ (202) 651-7068

FAX: (202) 651-7001

Shots by
age two if
they're
important
to you.



Rosalynn Carter
Co-Founder

Betty F. Bumpers
Co-Founder

Amy J. Arbuckle
Program Manager

STATEMENT BY BETTY BUMPERS

President Clinton, Mrs. Clinton and Secretary Shalala have been firmly committed to increasing childhood immunization rates in this country. Today, we applaud the Administration's latest effort: a public awareness campaign urging that parents check their immunization records again, even if they think their children are up-to-date on their shots.

We know that educating parents about the importance of timely childhood immunizations is key to protecting our children's future. The Administration's efforts reflect their commitment to the health and well being of our nation's children, especially the under-served, under-insured and uninsured.

Every Child by Two is grateful to the Clinton Administration, and especially Secretary Shalala for making the health care status of our nation's children a priority.

FOR RELEASE UPON DELIVERY
MONDAY, DECEMBER 9, 1996

*REMARKS BY
DONNA E. SHALALA
SECRETARY OF HEALTH AND HUMAN SERVICES

EVERY CHILD BY TWO/AMERICAN NURSES FOUNDATION
5TH ANNUAL IMMUNIZATION PARTNERS MEETING

WASHINGTON, D.C.

*THIS TEXT IS THE BASIS OF SECRETARY SHALALA'S ORAL REMARKS. IT
SHOULD BE USED WITH THE UNDERSTANDING THAT SOME MATERIAL MAY BE
ADDED OR OMITTED DURING PRESENTATION.

I am honored to join all of you here today.

You are the healers and the teachers, the leaders who work day and night to give children the right start in life; to shield them from harm; and to write happy endings for all of them.

I am reminded of that classic children's story, "The Secret Garden," where 11-year-old Mary Lennox has just lost her parents to cholera. Sent to live with her unfriendly uncle, Mary is sentenced to a life of loneliness -- that is, until she finds love, hope and happiness in a special place called "The Secret Garden."

We must create those secret gardens for all of our children, safe havens where they can live and learn and grow up as all children should -- healthy.

But unlike fiction, in real life it doesn't just happen overnight. Cultivating a garden -- or children -- takes water and sunlight, hard work and a full-time commitment to never give up.

And that's exactly what we've done.

From day one, we've promised that we would do more than talk the talk about children. We said we would do it, we would make the health of our children a top priority.

We promised we would fight -- and that we would fight hard -- to protect Medicaid's national guarantee of health care for poor children.

We said, we would not turn Medicaid into an ill-conceived block grant. And we did not do it. We refused to go back. We insisted on moving forward.

Today, infant mortality rates are at an all-time low.

More than 80 percent of mothers are getting prenatal care in their first trimester.

Head Start is better, stronger and giving more children than ever a running start in life.

We've collected nearly \$12 billion in overdue child support this year, nearly 50 percent more than just four years ago.

We've dramatically increased funding for child care -- a full \$565 million since 1992.

And because of our work, your work, and the work of countless others, immunization rates for preschoolers are now at 75 percent -- that's the highest levels in history. And most vaccine preventable diseases are at an all-time low.

I will always remember the day I stood next to President Clinton -- just two months into his term -- when he promised our country an historic, comprehensive strategy to immunize our youngest and most vulnerable children.

I stand here four years later, proud that we are making good on that promise. Proud that in the last four years, overall funding for childhood immunizations has doubled; proud that every state has an Immunization Action Plan that involves community leaders like you in this room; and proud that, under the President's Childhood Immunization Initiative, our children are the real winners.

Four years later, states are getting more than \$100 million to enhance vaccine delivery services -- to help local communities improve access to public health clinics by keeping them open longer and hiring more staff.

Four years later, we've improved surveillance of vaccine-preventable diseases to help ward off future epidemics. We've established new public and private partnerships to educate people about vaccinations and reach at-risk children with everything from mobile vans to Spanish language public service announcements. We're helping thousands of children -- many lacking insurance -- get free vaccines in all 50 states. And we're supporting new research aimed at reducing the number of shots children need -- something our children will definitely thank us for.

Four years later, we stand here with a record of accomplishments -- accomplishments that will make a real difference for our families.

But it's a record to build on, not stand on. Because you and I know that our work is not yet done. Not when about one million two-year-olds still haven't had all their shots. Not when new outbreaks could lurk just around the corner. Not when the costs of treating childhood diseases can be 20, 30 times the cost of administering vaccines for them. And not when too many parents are still unsure about what it means for their children to be fully immunized.

We've got to put the right information into the hands of parents. We've got to find new and more creative ways to reach children and their parents -- where they live and where they work, where they play and where they go to school.

And on that note, I want to commend you for everything you've done to make our schools not only places for learning, but also places for immunizing.

When Betty and I met recently, she told me about all the hard work you've put in -- bringing together schools, health care providers and others in local communities to discuss the potential of school-based strategies and looking for new ways to ensure that all our future students are immunized not by age five, or four or three, but by age two. Every Child By Two.

I believe that as we work to expand access to health care for our children, the concept of expanding school-based preventive care should be seriously explored.

That's why, just a few weeks ago, we funded demonstration projects designed to immunize preschoolers in school clinics in West Virginia, Wisconsin, South Dakota and New York.

I'm looking forward to the results of those studies -- and I know you are too.

But schools aren't the only places we're turning to.

We're working with states and local communities to provide on-site immunization services and information for parents participating in the WIC program.

We've granted welfare reform waivers to 17 states so that they can experiment with tying public assistance to children's immunization status.

We're supporting partnerships between immunization programs and state maternal and child health programs so that we can help raise public awareness, train providers, and develop immunization standards in local health departments.

And today I'm proud to unveil new Public Service Announcements that will help us do even more to educate parents and fight complacency about vaccinations.

Too often, parents depend entirely on doctors and nurses to tell them whether their children have received all their shots.

And too often, well-meaning mothers and fathers -- who are working harder than ever -- don't have the right information about their children's immunization status.

In fact, studies show that if you look at the children who are behind on their shots, many of their parents believe that they are right on schedule.

That's more than frightening. It's downright dangerous.

And it must change.

With this campaign, we want to reach out to these parents all over America, in English and in Spanish.

We want to tell parents that they have the primary responsibility for their children's immunization schedule.

And, we want them to understand that they can never be too sure, and that they should ask -- and not assume -- when it comes to their children's vaccinations -- and their health.

As we say in one of our PSAs, called "Astronaut," "Even If You're Sure, Ask Again." Ask again.

We also have two Spanish-language PSAs: one sounds a warning to parents with a long list of deadly childhood diseases. And in the other, an Hispanic couple grieves over the loss of a daughter, whose tragic death could have been prevented with proper immunization.

All three of these PSAs have one thing in common: They encourage moms and dads to take the initiative. Not just on the first visit to the doctor or during the annual checkup. But every time they step into a doctor's office.

That's why starting this week, these PSAs will be directed at thousands of print and broadcast outlets around the country. And they will include a special toll free number that parents can call to find local providers and further information on childhood immunization: 1-800-232-2522.

When parents see these ads, we want them to feel compelled to check their children's immunization history and make sure they're covered.

But government can't make this happen alone.

That's why I'm pleased to ask three superstars who are helping us get the word out, Dr. Robert Parker, Sylvia Kwan, and Rees Shad, to join me on stage.

Together we will tell all parents: Make sure your children are immunized. It's a passport to their future and their dreams.

We want to make it clear that any child can grow up in America to become an astronaut and explore the heavens like Robert Parker.

They can become an architect, like Sylvia Kwan, and design dazzling new buildings.

Or they can even live the exciting life of a rock musician, like Rees Shad.

But we also know that if our children don't get all their shots, they could dim those dreams before they can catch fire.

And I'd like to thank all three of you -- as professionals, as parents and as citizens -- for coming here to help us lead this fight.

Because, whether we are astronauts or architects, rock stars or teachers, nurses or government officials, we all have a responsibility. A responsibility to ensure that future years are free of outbreaks. That all children under age two get the shots that they need, when they need them. And, that all parents will be able to sleep better at night knowing that their children are safe from the threat of deadly diseases.

Working together we can and must do all of that.

And when we do, "The Secret Garden" for today's children, will grow and blossom and thrive, just as it did in the story, and just as all children should be able to do.

Thank you.

CLINTON LIBRARY PHOTOCOPY



HHS NEWS

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

FOR IMMEDIATE RELEASE
Monday, Dec. 9, 1996

Contact: CDC Press Office
Kay Golan or Larry Furphy
(404) 639-3286

SHALALA LAUNCHES NEW IMMUNIZATION PUBLIC SERVICE CAMPAIGN

HHS Secretary Donna E. Shalala today launched a new, nationwide public service campaign to encourage parents to make sure that their children are adequately immunized. The campaign was released at the fifth annual conference of *Every Child By Two*, a coalition which helps promote childhood immunization, founded by Betty Bumpers and former First Lady Rosalynn Carter.

These new public service announcements, developed by the Centers for Disease Control and Prevention (CDC), will help raise doubt in parents' minds about the immunization status of their child, because many parents think their child is adequately protected when he or she is not. "With these public service announcements, we hope to compel all parents to talk to their health care providers to make sure that their child is up-to-date with their shots," Secretary Shalala said. "These PSAs are part of our commitment to raising and sustaining high immunization levels in the United States especially among children under two."

If infants get their shots on time, many life-threatening childhood diseases can be prevented. Although immunization rates for two-year-olds are at an all-time high of 75 percent and vaccine-preventable diseases are at an all-time low, **more than one million two-year-olds in the United States are still not adequately protected.**

"We must not grow complacent," said Dr. David Satcher, Director of the CDC. "We need to maintain our high levels of immunization coverage in this country in order to prevent the return of epidemics. This public service campaign is a critical tool for reminding parents to make sure they get their baby's shots on time and reminding providers to check a child's immunization record every time they see them. Like the PSA says, 'Even If You're Sure, Ask Again.'"

Vaccination is one of the safest and most effective health interventions. Vaccines protect children against 10 deadly diseases, including polio, measles, mumps, rubella, diphtheria, tetanus, whooping cough, Hib meningitis, chickenpox and hepatitis B. Children need a series of 12 - 16 baby shots before two years of age, occurring in about five visits to a health care provider.

The immunization PSAs, developed for CDC by the Advertising Council, Inc. and Harrison Maldonado and Associates, are produced in English and Spanish, respectively. The spots, which will be sent to more than 1,800 television stations, 8,000 radio stations and 15,000 print publications, carry a toll-free number which provides referrals to local providers and additional information on immunization in both English and Spanish (1-800-232-2522 for information in English and 1-800-232-0233 for information in Spanish).

For copies of the PSAs contact the Centers for Disease Control and Prevention, John Anderton, 404-639-8375.

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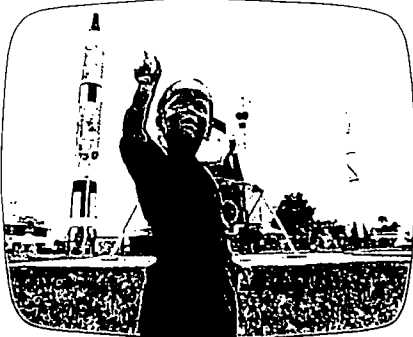
Note: HHS press releases are available on the World Wide Web at: <http://www.dhhs.gov>.

THE ADVERTISING COUNCIL

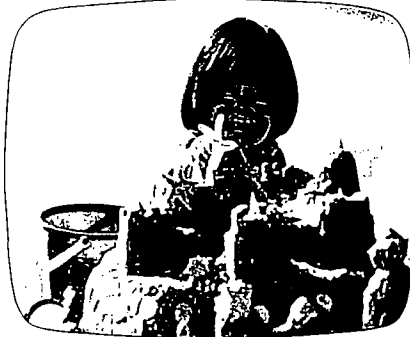
INFANT IMMUNIZATION CAMPAIGN

"ASTRONAUT" :30 CNCI-6130

(Also available in :15 length, CNCI-6115, & as a localizable :25/05, CNCI-6230.)



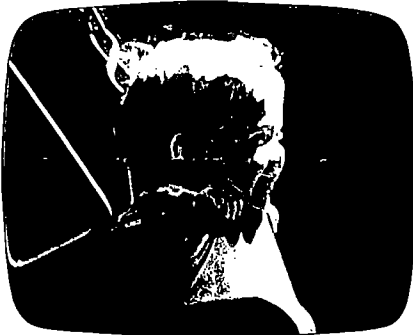
ANNCR VO: The odds of your child touching the stars are out of this world.



The chance she'll grow up to be a famous architect is somewhat more down to earth.



But the chances are more than one in four your baby



isn't fully protected against childhood diseases.



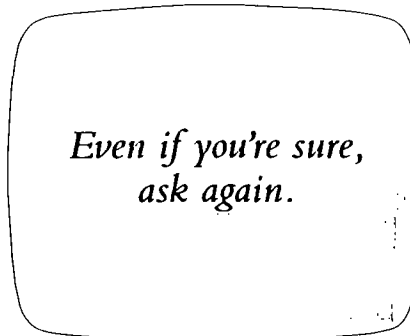
Be sure his baby shots are on schedule.



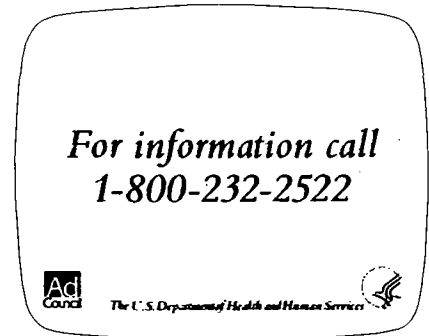
Ask your doctor at every visit.



Give your child the chance to be whatever he wants...even if it's a rock star.



Even if you're sure, ask again.

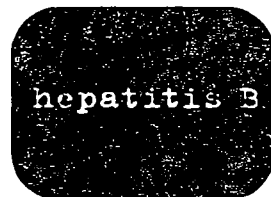
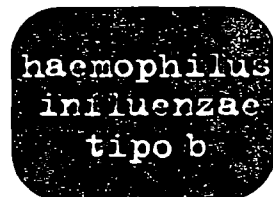


(MUSIC)

Public Service Announcements

La Lista (The List)

Length: 30 seconds



Cámara de Video (Video Camera)

Length: 30 seconds



Message sponsored by the U.S. Centers for Disease Control and Prevention.

La Lista (The List)

Length: 60 seconds

SPX: Very Ominous Sound Design

Announcer 1: Polio, measles, chicken pox...

Announcer 2: These are the names of some of the worse childhood diseases known to the world, diseases that can even cause death.

Announcer 1: ...Mumps, diphtheria, rubella...

Announcer 2: Diseases that you could prevent your children from getting by completing a series of multiple vaccinations before they reach the age of two.

Announcer 1: ...Pertussis, tetanus, haemophilus influenzae type b, hepatitis B.

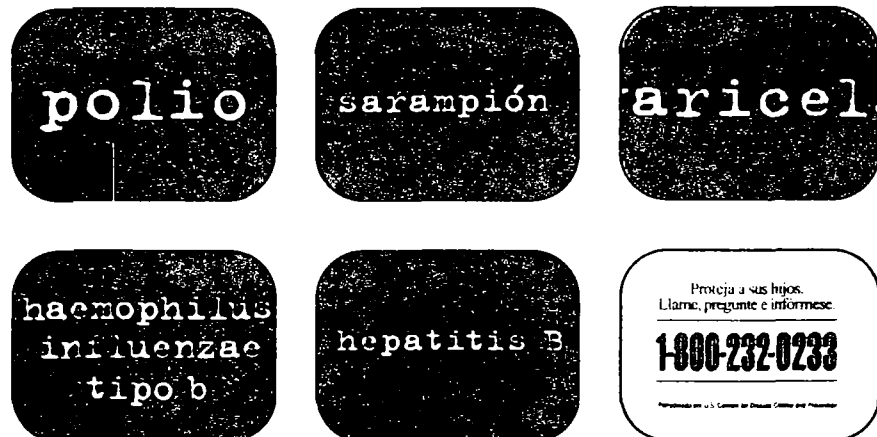
Announcer 2: For more information about which vaccinations your children need and when they should be given, check with your doctor or call 1-800-232-0233. I'm going to repeat the number, 1-800-232-0233. Protect your children. Call, ask, and become informed. *Esperar es Lamentar.*

Message sponsored by the U.S. Centers for Disease Control and Prevention.

Anuncios de Servicio Público

La Lista

Duración: 30 segundos



Cámara de Video

Duración: 30 segundos



La Lista

Duración: 60 segundos

SPX: Sonido de mal augurio

Anunciante 1: Polio, sarampión, varicela...

Anunciante 2: Estos son los nombres de algunas de las más terribles enfermedades infantiles que se conocen en el mundo, enfermedades que pueden causar hasta la muerte.

Anunciante 1: ...Paperas, difteria, rubéola...

Anunciante 2: Enfermedades que usted podrá evitar que le den a sus niños con la serie completa de vacunas antes de que cumplan dos años de edad.

Anunciante 1: ...Tos ferina, tétanos, Haemophilus influenza tipo b, hepatitis B.

Anunciante 2: Para más información sobre vacunas y cuándo deben aplicarse, consulte con su médico o llame gratis al 1-800-232-0233. Voy a repetir el número, 1-800-232-0233. Proteja a sus hijos. Llame, pregunte e infórmese. Esperar es lamentar.

Patrocinado por U.S. Centers for Disease Control and Prevention (CDC).

HHS FACT SHEET

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

December 9, 1996

Contact: CDC Press Office
(404) 639-3286

THE CHILDHOOD IMMUNIZATION INITIATIVE

Childhood immunization was one of the earliest priorities of the Clinton Administration. In response to disturbing gaps in the immunization rates for young children in America, the Administration designed a comprehensive Childhood Immunization Initiative. This national initiative addresses five areas:

- 1) *Improving immunization services for needy families, especially in public health clinics*
- 2) *Reducing vaccine costs for lower-income and uninsured families, especially for vaccines provided in private physician offices*
- 3) *Building community networks to reach out to families and ensure that young children are vaccinated as needed*
- 4) *Improving systems for monitoring diseases and vaccinations*
- 5) *Improving vaccines and vaccine use.*

At the same time, the Administration and Congress have committed substantial new resources for immunization, including significant budget increases for service delivery improvements and for purchase of vaccine to be made available to needy children.

On December 9, 1996, Secretary Shalala launched a new nationwide public service campaign to encourage parents to make sure their children are adequately immunized. The announcements carry the message, "Even if You're Sure, Ask Again," along with the numbers for the toll-free childhood immunization phone service (1-800-232-2522 for information in English and 1-800-232-0233 for information in Spanish) which provides general information on immunization and referrals to local providers. The ads, produced in both English and Spanish, will be sent to broadcast and print media across the country.

PROBLEM:

While childhood immunization rates are at an all-time high of 75 percent, about 1 million children under age 2 still have not received the full series of vaccinations.

GOALS:

The Childhood Immunization Initiative is working to build a comprehensive vaccination delivery system. It integrates efforts of the public and private sectors, health care professionals and volunteer organizations. The goals:

- **To ensure that at least 90 percent of all two-year olds receive each of the initial and most critical doses, and to reduce most diseases preventable by childhood vaccination to zero.**
- **By 2000, ensure that at least 90 percent of all two-year-olds receive the full series of vaccines, and that a system is in place to sustain high immunization coverage.**

BUDGET:

The Centers for Disease Control and Prevention manages the National Childhood Immunization Initiative. The FY 1997 budget includes \$638 million for vaccine purchase and \$354 for immunization program activities. In all, funding for childhood immunization has more than doubled since FY 1993.

THE INITIATIVE:

The Childhood Immunization Initiative focuses on five areas:

1) Improve the quality and quantity of vaccination delivery services --

- CDC is providing funds and assistance to assure access to public health clinics, extend clinic hours and hire new staff.
- CDC provides its primary support through state and local Immunization Action Plans (IAPs), which allow State and local health agencies to determine the most effective ways to meet their needs. Performance-based funding rewards those IAPs which meet or exceed immunization targets.
- The FY 1997 budget includes \$88.4 million to continue service delivery improvements, primarily through Immunization Action Plans. This represents a 96 percent increase from the \$45 million provided in FY 1993.

2) Reduce vaccine costs for parents --

- The Vaccines for Children program was designed to provide free vaccine to about 60 percent of the nation's children, starting in October, 1994. Eligible children include those without insurance coverage, those who are eligible for Medicaid, and American Indians and Alaska Natives.
- Today, the Vaccines for Children program is going strong, with all 50 states participating in the program. Enrollment of private providers into the Vaccines for Children Program has almost doubled since the beginning of the program in October 1994. Over 28,000 private provider sites (which may include multiple providers per site) and approximately 9,000 public clinics are enrolled in the program.
- Total federal vaccine purchases in FY 1997 are estimated at \$638 million, which includes funds for new vaccines not purchased in FY 1993 such as Varicella, DTP/Hib combination, DTaP, Hepatitis A and Influenza vaccines.

3) *Increase community participation, education and partnerships –*

- Over the last few years, CDC has made significant progress in establishing public and private partnerships. Community outreach activities have focused on increasing parental awareness of the need to immunize children; improving community involvement in immunization programs; expanding national partnerships; and building coalitions to facilitate prevention strategies.
- National Infant Immunization Week (NIIW) in April 1996 attracted media coverage in most state and local markets across the country. Over 400 promotional events took place in all 50 states.
- CDC assisted states in creating 21 coalitions and expanding 18 existing coalitions at the state and local level.
- New public service announcements are being produced for TV, radio and print media.
- Toll-free information services refer callers to local immunization providers and provide prerecorded information in English and Spanish. The toll-free numbers are: 1-800-232-2522 for information in English and 1-800-232-0233 for information in Spanish.

4) *Improve systems to monitor diseases and vaccinations –*

- An improved system for monitoring vaccine-preventable diseases will help spot problems early and enable action to prevent a few cases from escalating into epidemics. An electronic system for reporting supplemental information on vaccine-preventable diseases using the National Electronic Telecommunications System for Surveillance (NETSS) was installed in 35 states, New York City and Puerto Rico.
- Since 1994, the National Immunization Survey (NIS) has been used to provide immunization coverage for the nation, all 50 States and 28 large urban areas. The NIS provides, for the first time, states and cities with an accurate measure of vaccination coverage rates compiled from a national independent survey that allows a comparison of immunization coverage levels. The NIS provides an early warning system for potential problems and monitors the introduction of new vaccines into the recommended childhood immunization schedule.
- Assessments to measure immunization coverage in clinics are being conducted in all 50 states. These assessments have led to increased coverage in many areas. For example, in Houston, seven out of eight public clinics assessed showed significant increases in coverage.

5) *Improve vaccines and vaccine use –*

- The initiative supports research into new vaccines and vaccine combinations to reduce the number of shots children must get, and to ensure safe and effective vaccines.

OTHER CHILDHOOD IMMUNIZATION EFFORTS:

- Over the past four years, the Clinton Administration has granted welfare reform waivers to 17 states to allow them to require parents to adequately immunize their children as a condition of receiving assistance: Colorado, Delaware, Florida, Indiana, Louisiana, Michigan, Mississippi, Maine, Massachusetts, Montana, North Carolina, North Dakota, South Carolina, Tennessee, Texas, Utah, and Virginia. Under the new welfare reform law, the Personal Responsibility and Work Opportunity Act of 1996, states may develop individual responsibility plans for recipients that require them to immunize their children.
- Immunization programs on the state and local levels are collaborating with WIC programs (Special Supplemental Food Program for Women, Infants, and Children) to focus on children's immunization. For example, state WIC programs are providing on-site immunization services, checking the immunization records of WIC participants, and including immunization information in WIC food packages.
- On September 30, 1996, CDC awarded funds to four state education agencies to deliver immunization services to preschool-aged children in elementary school-based health centers. CDC will work with the chosen sites in four states -- West Virginia, Wisconsin, South Dakota and New York -- to determine effective methods for assuring adequate immunization of these children. Awards to these four state education agencies ranged from \$130,000 to \$250,000.

CHILDHOOD IMMUNIZATION BACKGROUND:

- Childhood vaccines prevent ten infectious diseases: polio, measles, diphtheria, mumps, pertussis (whooping cough), rubella (German measles), tetanus, haemophilus influenzae type b (a cause of spinal meningitis), varicella (chicken pox), and hepatitis-B.
- Between 12-16 vaccine doses are due by age 2, requiring about five visits to health care providers. This is about 80 percent of all vaccine doses recommended for children.
- Children are required to be immunized in order to enter school, and more than 96 percent of American children are adequately vaccinated by kindergarten. Yet about one million pre-school children are not adequately protected against possibly fatal illnesses.
- With increasing numbers of children more readily exposed to infectious disease in day-care settings, complete immunization by age 2 is critical.
- Failure to immunize can lead to new outbreaks of disease. In 1989-91, a measles epidemic resulted in more than 55,000 reported cases, 11,000 hospitalizations, and more than 130 deaths. Half of the deaths were infants.
- Vaccines are cost-effective. More than \$21 are saved for every \$1 spent on measles/mumps/rubella vaccine; more than \$29 are saved for every \$1 spent on diphtheria/tetanus/pertussis vaccine; and more than \$6 are saved for every \$1 spent on polio vaccine. More than \$5 are saved for every \$1 spent on varicella vaccine.

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Pamphlet, "Vacúnalo," 2 pages



Dear Community Leader:

You will be delighted to hear that last year with your support our childhood immunization spots were aired by 80% of the Spanish-language television and radio stations across the country. We also received 5.5 million in donated air time! As a result, telephone calls to the U.S. Centers for Disease Control and Prevention's Immunization hotline increased dramatically.

Help us keep this momentum going by once again contacting your local stations. Please encourage them to continue airing these spots so parents don't forget how vital it is that children are vaccinated before the age of 2 years.

We have enclosed for you a camera ready brochure which serves as a handy reference and reminder to parents about childhood immunization. It can be duplicated and given out to parents.

Every little bit helps. Your support will help make a difference in a child's life.

Thank you.
HMA Associates

This campaign is sponsored by the U.S. Centers for Disease Control and Prevention (CDC) as part of the Childhood Immunization Initiative. For more information contact HMA Associates at 1000 Thomas Jefferson Street, NW, Suite 309, Washington, DC 20007, Phone: (202) 342-0676, Fax (202) 342-8258, E-mail: HMASSOC@worldnet.att.net

Diphtheria

Tetanus
(Lockjaw)

Pertussis
(Whooping
Cough)

Measles

Hepatitis B

Mumps

Rubella
(German
Measles)

Haemophilus
Influenzae
type b
(Hib Disease)

Polio

Varicella
(Chicken Pox)

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Pamphlet, "Vacúnalo," 2 pages



Estimado/a líder comunitario/a:

Le alegrará mucho saber que con su apoyo del año pasado los anuncios sobre inmunización infantil fueron emitidos por el 80% de las estaciones de radio y televisión de habla hispana de todo el país. ¡Recibimos tiempo de emisión donado de un valor de 5,5 millones de dólares! Como resultado, las llamadas al número 1-800 de los Centros para el Control y Prevención de Enfermedades de los Estados Unidos (CDC) aumentaron de una forma muy marcada.

Queremos pedirle que nuevamente nos ayude comunicándose con sus estaciones locales. Por favor aliéntelos a que continúen transmitiendo éstos anuncios para que los padres no olviden lo vital que es vacunar a los niños antes de los 2 años de edad.

También hemos incluido copia de un folleto listo para imprimir que sirve como referencia práctica y como un recordatorio para los padres sobre la inmunización infantil. Este folleto puede ser reproducido y distribuido a los padres.

Cada granito de arena ayuda. Usted puede ayudar a cambiar la vida de un niño.

¡Muchas gracias!
HMA Associates

1000 Thomas Jefferson Street, NW, Suite 309
Washington, D.C. 20007
(202) 342-0676 Fax (202) 342-8258
E-mail: HMASSOC@worldnet.att.net

Difteria

-

Tétanos

Tos ferina

Sarampión

Hepatitis B

Paperas

Rubéola

Hemófilo
influenza
tipo b
(enfermedad
Hib)

Polio

Varicela

Note to Printer:

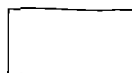
The following information applies to the camera-ready brochure for duplication purposes.

- **PMS colors are 232 Magenta and 361 Green, match to original**
- **Perforate where indicated.**

Calendario recomendado de inmunización Julio–Diciembre de 1996

La lista incluye las edades que se recomiendan para la vacunación. Los espacios coloreados muestran la gama aceptable de edades para vacunación. Los espacios a rayas indican vacunas para ponerse al día: entre los 11–12 años de edad, la vacuna contra la hepatitis B debe ser administrada a niños que no se vacunaron antes, y la vacuna contra el zoster de la varicela debe ser administrada a niños que no se vacunaron antes y que no tienen un historial de varicela claramente registrado.

<i>VACUNA</i>	<i>Hepatitis B (hep B)</i>	<i>Difteria Tétanos Tos Ferina (DTP)</i>	<i>Hemófilo influenza tipo b (Hib)</i>	<i>Polio (OPV)</i>	<i>Sarampión, Paperas y Rubeola (MMR)</i>	<i>Varicela (Var)</i>
EDAD						
Al nacer	Hep B-1					
1 m.						
2 m.		DTP	Hib	OPV		
4 m.	Hep B-2	DTP	Hib	OPV		
6 m.		DTP	Hib			
12 m.	Hep B-3	DTP, (DTaP a los 15 meses approx.)	Hib	OPV	MMR	VAR
15 m.						
18 m.						
4-6 años		DTP ó DTeP		OPV	MMR	
11-12 años	Hep B	Td			or MMR	VAR
14-16 años						



espacios coloreados



espacios a rayas



10 enfermedades infantiles que se pueden prevenir

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La vacunación es una de las formas más eficaces de prevenir enfermedades.

Los niños necesitan la mayoría de sus vacunas durante los dos primeros años de vida.

Rubéola

Existe una alta probabilidad de defectos congénitos si la infección se produce durante los primeros tres meses del embarazo; síntomas: fiebre, erupción en la cara y el cuello, dolores en las articulaciones.

Prevención: Vacuna MMR

Paperas

Causa fiebre, dolor de cabeza, inflamación de las glándulas salivares que resulta en la hinchazón de las mejillas y mandíbula; 1 de cada 10 niños desarrollan meningitis. Puede resultar en sordera.

Prevención: Vacuna MMR

Virus de la hepatitis B

Puede ser transmitido fácilmente de una madre infectada a su bebé al momento del parto. Puede causar enfermedad crónica del hígado, hepatitis aguda y cáncer de hígado

Prevención: Vacuna VHB

Hemófilo influenza tipo b (enfermedad de Hib)

Puede ser grave en menores de un año de edad; causa meningitis, daño cerebral, neumonía e infección sanguínea y en las articulaciones, huesos, tejido blando, garganta y el revestimiento cardíaco. Mata a 1 de cada 20 niños infectados.

Prevención: Vacuna Hib

Polio

Los casos graves causan parálisis, muerte; síntomas moderados; fiebre, dolor de garganta, náusea, dolores de cabeza, rigidez del cuello.

Prevención: Vacuna antipoliomielítica

Varicela

Muy contagiosa; 3,5 millones de casos por año, 90% en niños menores de 15 años; causa erupciones cutáneas, fiebre, neumonía e infección cerebral.

Prevención: Vacuna antivariólica

Tos ferina

Muy contagiosa; síntomas: grave tos, vómito, neumonía, convulsiones, daño cerebral; casos reportados en los EE.UU.: 65% en niños menores de 5 años, la mitad de éstos son menores de un año de edad.

Prevención: Vacuna DTP

Difteria

Se propaga por la tos, estornudos; síntomas: dolor de garganta, fiebre, escalofríos; causa sofocación y dificultades para tragar; de no ser tratada puede causar fallo cardíaco y parálisis.

Prevención: Vacuna DTP

Tétanos

Entra al cuerpo a través de una herida; la toxina afecta el sistema nervioso del cuerpo; síntomas: dolor de cabeza; espasmos musculares en la mandíbula, cuello, brazos, piernas y abdomen. Mata a 3 de cada 10 personas infectadas.

Prevención: Vacuna DTP

Sarampión

Muy contagiosa; síntomas: erupciones cutáneas, fiebre alta, tos, nariz que gotea, ojos llorosos, infecciones del oído y neumonía; puede causar encefalitis en 1 de cada mil personas infectadas; puede producir convulsiones, sordera, retraso mental. Mata a 1-2 de cada mil niños infectados.

Prevención: Vacuna MMR

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**Proteja a su niño. . . Vacúnelo. . . llame, pregunte e infórmese. Esperar es lamentar.
Hable con su médico o llame a este número confidencial gratis: 1 - 8 0 0 - 2 3 2 - 0 2 3 3.**

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