

# Every Child By Two's Vaccinate Your Baby Campaign

Amy Pisani, MS  
Executive Director, ECBT

# Vaccines In the Media



# Vaccines In the Media



## Outreach to Community Remains Priority for ECBT

- 2006 ECBT begins Immunize On Time Every Time Campaign (Houston, Cleveland, Newark, Las Vegas)
- 2007 – 2008 campaign continues in Newark and Vegas



## ECBT Activities to Increase Public Confidence

- 2006 ECBT revamps [ecbt.org](http://ecbt.org) website
- More parent-friendly focus, new vaccine safety section, advocates section
- Approximately 38,000 visitors per year

# EVERY CHILD BY TWO

  
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ECBT's Cofounders, Former First Lady Rosalynn Carter and Former First Lady of Arkansas Betty Bumpers are dedicated to improving children's health.

## our MISSION

To protect all children from vaccine preventable diseases by raising parental awareness of the critical need for timely infant immunizations, fostering the establishment of a systematic method to locate and immunize children, and providing convenient access to immunization services into the future.

### Public Service Announcement Video



#### for Parents

Immunization information for parents.

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#### for Advocates

Information for Legislators, Vaccine Developers and Community Organizations.

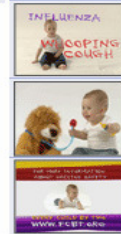
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#### Registries

Why registries are the solution.

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Timely Immunizations

Immunization Registry

Vaccine Safety

### ECBT Officially Launches "Vaccinate Your Baby" Campaign

ECBT officially launched the "Vaccinate Your Baby" campaign in New York City on Tuesday, August 5th with the American Academy of Pediatrics and actor Amanda Peet. The campaign's purpose is to urge parents to immunize their babies from vaccine-preventable



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Comments? Planning a community immunization event? Let us know! [Click here](#). To make a tax deductible contribution to ECBT, [click here](#). Every Child By Two, 666 11th Street NW, Suite 202, Washington, DC 20001-4542, (202) 783-7034 (phone), (202) 783-7042 (fax)

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## 2006 Public Service Announcements

1. Timely Imm. (features Rosalynn Carter)
2. Imm. Registry ( Rosalynn Carter)
3. Vaccine Safety (features Walt Orenstein)

our **MISSION**

To protect all children from vaccine preventable diseases by raising parental awareness of the critical need for timely infant immunizations, fostering the establishment of a systematic method to locate and immunize children, and providing convenient access to immunization services into the future.

**Public Service  
Announcement Video**

	Timely Immunizations
	Immunization Registry
	Vaccine Safety

## Public Service Announcements

- Media Impressions/Viewers - 8.5 million
  - MSNBC, CNBC, CNN, Discovery Times, Fox News, Game Show Net, Animal Planet, Science, TNT, True TV, TV Land, BBC America, Discovery Kids, Discovery Health, Travel Channel, TV Guide, CNN Airport Network, You Tube

## Organizations Engaged in Vaccine - Autism Debates

- Achamp – advocates for children’s health affected by mercury poisoning (legislative focus)
- Cure Autism Now – Sallie Bernard, chair – original mercury mom, Peter Bell
- Generation Rescue – JB Handley (entrepreneur – purchased ads in USA Today, NY Times) – promotes chelation, hosts Age of Autism website
- Moms Against Mercury

## Organizations Engaged in Vaccine-Autism Debates

- National Autism Assoc.
- The Coalition for Safe Minds – Lyn Redwood, Sallie Bernard, Mark Blaxill – supports research on harmful effect of thimerosal
- The Autism Auto-Immunity Project – Dan Burton, Advisor
- National Vaccine Information Center – Barbara Loe Fisher – promotes reform of mass vaccination system
- Autism Speaks – Largest org devoted to autism

## Individuals Engaged in Vaccine-Autism Debate

- Dr. Andrew Wakefield – scientist claiming MMR vaccine causes autism
- Congressman Dan Burton, Congressman Robert Kennedy, Congressman Dave Weldon, Congresswoman Caroline Maloney
- David Kirby – Author, Evidence of Harm
- Mark and David Geier – scientists 1<sup>st</sup> claiming thimerosal causes autism

## Policy Related Outreach

- 2006, 2007, 2008 ECBT disseminates Vaccine Safety Packets to members of congress
- Coordinate letter writing campaigns regarding vaccine-related bills
- Hosted several congressional briefings on vaccine safety and need for increased 317 funds
- Hosts monthly Iz. Policy Conference Calls

## Outreach to Publications

- Hosted two press conferences to discuss omnibus autism proceedings (Paul Offit, Randy Moss, esq., Peter Hotez, Andrew Gerber – autism expert) – resulting in numerous articles
- Bloggers conference call featuring Paul Offit
- 2007 & 2008 meetings with parenting magazines along with Paul Offit and Andrew Gerber (*Parenting, Baby, Baby Talk, Good Housekeeping, Ladies Home Journal, American Baby, Fit Pregnancy*)

## Ongoing Events

- State Legislation seeking to ban thimerosal, simplify process for attaining school mandate exemptions (20 states in 2007-2008)
- These events drive significant news coverage in local papers
  - **SHOULD MINNESOTA MANDATE CANCER VACCINE?**  
Minnesota Public Radio, 2007
  - **States Resist Cancer Vaccine Mandate, Fox News Online, 2007**
  - **HPV Vaccine Mandate Stalls in Florida Legislature**  
TALLAHASSEE, Fla., /PRNewswire-USNewswire/
- ECBT disseminates Daily Vaccine News Clips to alert local coalitions about news articles

# Google Search – “Florida vaccine mandate”

- [Statutes/Laws](#) [Letters/Forms](#) [Schools](#) [Colleges/Employment/TB/OptOutRegistry](#)  
FLORIDA - IMMUNIZATION EXEMPTIONS by State (includes current statutes, letters & forms)
- IMMUNIZATION EXEMPTIONS by State (includes current statutes, letters & forms)

## Florida

**Current Statutes & Laws:** <http://www.909shot.com/state-site/Florida.htm>  
**Medical & Religious**

Religious Exemption requests must be presented on **DH Form 681**, Religious Exemption From Immunization, which is to be issued only by county health departments.

## Exemption Letters & Forms...

### Birth Exemptions:

For those who are planning a hospital birth but want to evade invasive routine post natal procedures such as a Hep B shot, vitamin K injection, newborn screening, or the application of silver nitrate in the newborn's eyes, a very specific birthing plan must be submitted to the hospital in advance of the birth. Hospital staff must be informed, in advance, of your needs, wants and desires where your baby and birthing experience are concerned. The same applies to midwives.

Sample Vaccine Letters From this website... <http://www.vaccines.bizland.com/letters.htm>

Most states now require the Hepatitis B vaccine for newborns. Many parents are also cornered by emergency room personnel during accident visits. Hospitals nationally are under pressure to utilize every opportunity to score a "hit." If your pediatrician understands your views, get him involved with the hospital. As a last resort, protect your right to receive quality care in the following manner. (Usually, you'll never find anybody in the hospital to sign this simple form):

## Recent Events

- Omnibus Autism Proceedings – ruling expected by end of 2008
  - Trial includes nearly 4,800 petitioners claiming that either thimerosal alone in vaccines causes autism; a combination of thimerosal and MMR vaccine causes autism; or MMR vaccine alone causes autism
  - The U.S. Court of Federal Claims will determine whether autism should be deemed a possible vaccine-caused injury under the National Vaccine Injury Compensation Program

## Recent Events Continued

- Hannah Poling's family/Lawyer Clifford Shoemaker host press conference to make claim that the federal govt. has conceded that child's autism was vaccine-induced.
- Advocates nationwide had to become overnight experts in area of mitochondrial disorder ???
- CNN, Good Morning America interviewed family, papers nationwide cover the topic



## Media Weighs in on Vaccines

- Eli Stone Premiere – lawyer takes on evil pharmaceutical industry claiming that ingredient in vaccines caused boys autism



# Eli Stone Prompts Rapid Response

**American Academy of Pediatrics**  
DEDICATED TO THE HEALTH OF ALL CHILDREN®

January 25, 2008

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**Anna Sweeney**  
President, Disney-ABC Television Group  
47 W. 66<sup>th</sup> St.  
New York, NY 10023-6290

Dear Ms. Sweeney:

According to The New York Times, ABC plans to run an episode of "Eli Stone" in which the title character successfully argues in court that a vaccine caused a child's autism. The American Academy of Pediatrics (AAP), an organization of 60,000 pediatricians, is alarmed that this program could lead to a tragic decline in immunization rates. The AAP calls on ABC to cancel the episode.


Many people trust the health information presented on fictional television shows, which influences their decisions about health care. In the United Kingdom, erroneous reports linking the measles vaccine to autism prompted a decline in vaccination and the worst outbreak of measles in two decades, including the deaths of several children.

ABC will bear responsibility for the needless suffering and potential deaths of children from parents' decisions not to immunize based on the content of the episode. If ABC persists in airing the show, the AAP urges the network to include a disclaimer emphasizing:

- No mercury is used as a preservative in routinely offered childhood vaccines.
- No scientific link exists between vaccines and autism.

Vaccines are the single-most powerful, cost-effective public health intervention ever developed. A network as influential as ABC must consider its responsibility not to promulgate messages that undermine the years of efforts by the AAP and public health community to persuade parents to vaccinate and protect their children. The consequences of a decline in immunization rates could be devastating to the health of our nation's children.

Sincerely,

  
Rennie R. Jenkins, MD, FAAP  
President

**CC:**  
Robert A. Iyer  
President and CEO, The Walt Disney Co.  
David Ewins  
President, ABC News  
Timothy Johnson  
Medical Editor, ABC News  
Susan Sewell  
Vice President, ABC Media Relations  
Stephen McPhee  
President, ABC Entertainment  
Craig Buckton  
Co-creator and Executive Producer, "Eli Stone"  
Matt Gogginbaum  
Co-creator and Executive Producer, "Eli Stone"  
Chris Molino  
Executive Producer and Director, "Eli Stone"

## Eli Stone Prompts Rapid Response

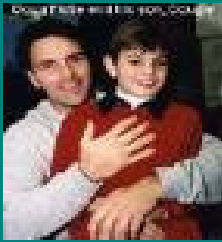
- Letters sent to ABC from
  - CDC, AAP, March of Dimes (7 former CDC Directors Signatures) AMA, ECBT, Immunization Action Coalition, PKIDS, Meningitis Angels, etc.
- Lessons learned – communication breakdown among partner organizations, duplicative actions, lack of knowledge regarding how to best reach ABC, lack of knowledge about fellow responses
- As a result CDC implemented Monthly Communications Conference Call
- Partner groups developed rapid response protocol including – emergency conf. call procedure, roles and responsibilities, expanded email listserve, commitment to cross-communication

# Oprah Elevates Autism-Vaccine Debate

- Jenny McCarthy appears on show Sept, 2007 to promote book “*Louder Than Words: A Mother’s Journey in Healing Autism.*”
- Jenny appears again on Oprah in Sept, 2008 to promote book “*Mother Warriors: A Nation of Parents Healing Autism Against All Odds*”



# CNN's Larry King Promotes Autism Theory Fall 2007, March 2008



## Outreach to Media Continues

- ECBT and AAP work with CNN to include pro-vaccine physicians
- ECBT seeks follow up shows focusing on importance of vaccines
- ECBT & advocates reach out to Oprah to request follow up show
  - Oprah show enrages many parents (those who lost children to vaccine preventable disease and those dealing with autism begin to reach out to ECBT to request action/offer assistance)

## In 2006 – 2007 ECBT Reasserts Belief in Science

A vast and growing body of scientific evidence has shown no connection between vaccines and autism. Parents can be confident that the medical and public health communities – including the Institute of Medicine, American Academy of Pediatrics, American Medical Association, World Health Organization, National Institutes of Health, Food and Drug Administration and Centers for Disease Control and Prevention – strongly support the safety and benefits of immunizations.

At Every Child By Two, we trust the conclusions of the scientific community that the evidence does not point to a connection to vaccines. One fact we all know: immunizations have saved the lives of millions of children. Not immunizing a child due to unproven accusations about vaccine safety puts his or her life in jeopardy. According to CDC Director, Dr. Julie Gerberding, "We know for certain that children today live longer and healthier because of the vaccines they receive in childhood."

## ECBT Board Authorizes Focus on Increasing Public Confidence

- ECBT commits to full court press to bring science to public
- Ideas are generated –
  - however realization that it is difficult to get message across to media and public
- Actress Amanda Peet reaches out to Dr. Paul Offit, ECBT Board Member, who suggests that she advocate for ECBT
- Sought and attained Sanofi Pasteur funding January 08
- APCO Worldwide hired to provide technical services

## Vaccinate Your Baby Campaign Concepts

- Goals of campaign
  - Reach out to public with scientific information on vaccines
  - Answer parents tough questions in non-technical manner
  - Seek highly visible media opportunities (print, internet and television)

## Vaccinate Your Baby

- Questions: why should parents listen to us?
- What makes our message more credible than the message of those claiming that vaccines cause autism?
- Amanda Peet coined the phrase “don’t listen to me, listen to the experts”
- The entire campaign is developed around this one statement

## Vaccinate Your Baby

- Public Service Announcement verbiage focuses squarely on the dangers of misinformation about vaccines:
- Get the Facts PSA “I wanted the facts about iz....I carefully researched vaccines..the answer was obvious...vaccines save lives..Get the Facts.”
- Protect – “Vaccine rumors brought diseases back to Africa, Europe, America.. don’t let misinformation put your family at risk...get the facts, vaccines save lives”
- View on [vaccinateyourbaby.org](http://vaccinateyourbaby.org) or You Tube

## Vaccinate Your Baby Website

- Original intent was to direct viewers to ECBT site
- As plans continued the need for stand alone site became apparent
- Site developed to serve as a resource to families directing them to scientifically based information and organizations
- Seeks to convey dangers of disease using real life stories
- Answers the real question: Do Vaccines Cause Autism?

# vaccinate your baby

[About Us](#)[News & Updates](#)[Stay Informed](#)[Why Vaccinate?](#)[About Vaccines](#)[Are they Safe?](#)[More Resources](#)

## Amanda Peet Choosing to Vaccinate

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

[Play Video](#)[Amanda's choice](#)[What the experts say](#)

### WHAT ARE VACCINES?

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

- > AUTISM MYTHS
- > RESEARCH & SCIENCE
- > MORE RESOURCES

## Staying Informed to Keep Your Baby Safe

### Protecting Public Health & Preventing Disease

While you vaccinate your baby, you're not only protecting your child, you're also doing your part to help stop the spread of these diseases in your community and worldwide.

- > Remains a leading cause of disease.
- > Vaccinate on time, every time.
- > Learn how immunizations protect public health.

[More >>](#)

Learn more about the history of vaccines and how they keep you and your children safe. >>

[View the Timeline as a PDF](#)

## Featured Content

Cook's Magazine profiles Amanda Peet and her decision to vaccinate her daughter. [More >>](#)

## Downloads & Resources

[Interactive Vaccine Schedulers](#)[Disease Types & Vaccines](#)[Immunization Schedule](#)[Thimerosal and Autism Background](#)

## News & Articles

**Letter: Vaccines do not cause autism** | Florida Times-Union | July 17, 2008

**From outside the USA comes a measles threat inside the USA** | USA Today | July 14, 2008

**Measles outbreak hits 127 people in 15 states** | Reuters | July 9, 2008

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<http://vaccinateyourbaby.org/>

# Vaccinate Your Baby

- July issue of *Cookie Magazine* features Amanda Peet discussing her stance on vaccines – receives significant online coverage due to comment about parents who exempt
- 6,497,000 million viewers before campaign even kicks off



## Campaign Launch August 5, 2008

- Good Morning America Interviews  
Amanda Peet (3.8 million viewers)
- XM Radio interview
- Press Conference
  - Amanda Peet, Paul Offit, Betty Bumpers,  
Rosalynn Carter, Dr. Renee Jenkins – AAP  
President, Emily and Ann Hotez

## Campaign Results

- Kick off press conference resulted in 14 million media hits – mentions continue each week
  - Gotham Magazine
  - ABC News Online
  - WCBS-TV NY
  - CBS: Inside Edition
  - WNBC-TV NY
  - Spectrum Magazine
  - Health News Digests
  - Good Morning America/XM Satellite
  - Cookie

## Campaign Results

- Get the Facts PSA's Featuring Amanda Peet
  - Aired 4,152 times, estimated audience 82.6 million
- Website 47,153 visits
- Banner ads have appeared on Baby Center, BlogHer's Parenting Network, iVillage, and the AdBrite Ad Network, ACOGs Wellbeing
  - 18,586,441 banner impressions delivered, resulting in 0.18 % click through rate to our site (industry avg is btwn .08-.15%)
- Facebook page created for campaign – become a fan!

**New**  
**B A B Y**  
Checklist

- baby name
- diapers
- wipes
- carseat
- crib
- vaccines
- pediatrician
- stroller
- bottles
- baby monitor
- bibs
- night light

vaccinate  
your baby.org

**New**  
**B A B Y**  
Checklist

**Get the facts about vaccines**


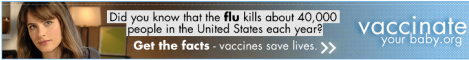
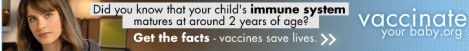
**Vaccines save lives.**

>>

bibs  
baby monitor  
pediatrician  
wipes

vaccinate  
your baby.org

Factoid Rotation

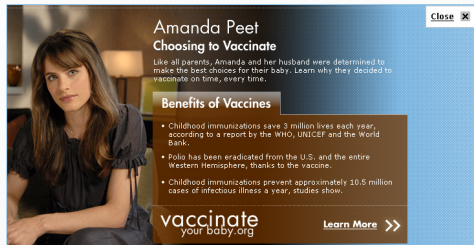
- A 
- B 
- C 

TopLayer Ad Unit

Collapsed



Expanded



**Amanda Peet**  
**Choosing to Vaccinate**

Like all parents, Amanda and her husband were determined to make the best choices for their baby. Learn why they decided to vaccinate on time, every time.

**Benefits of Vaccines**

- Childhood immunizations save 3 million lives each year, according to a report by the WHO, UNICEF and the World Bank.
- Polio has been eradicated from the U.S. and the entire Western Hemisphere, thanks to the vaccine.
- Childhood immunizations prevent approximately 10.5 million cases of infectious illness a year, studies show.

**vaccinate**  
your baby.org

[Learn More >>](#)

[Close X](#)

**APCO**  
worldwide®

## Vaccinate Your Baby Future Plans

- Continue to seek television interviews with Amanda Peet, vaccine experts and parent advocates
- Submit Op Ed piece authored by Amanda Peet to NY Times and/or LA Times
- Create and mobilize speakers bureau
  - Pediatricians & public health experts, parents whose children were victims of VPDs, parents of children with autism who do not support vaccine/autism theory

## Vaccinate Your Baby Future Plans

- Conduct outreach to entertainment community
- Engage global health community
- Conduct large scale print campaign
  - Airport print ads, shopping malls, movie theaters (PSA distribution), Newborn Channel (PSA distribution)
- Conduct outreach to pregnant mothers via OB-GYNs (4 million mothers give birth each year, 1.6 million are 1<sup>st</sup> timers) – disseminate pro-iz posters to ACOG members

## Vaccinate Your Baby Future Plans

- Website enhancements/advertisement
  - Back to school widgets, vaccine news widgets
  - Social media releases (emails to community about current events – linking back to web)
  - Vaccine twitter feeds
  - Facebook widgets
  - Google mash-ups
  - Engaging bloggers
  - Purchase high-impact ads

# Please Tell Your Friends & Family

www.  
**vaccinate**  
yourbaby.org

**Get the Facts.  
Vaccines Save Lives.**



# Include Buttons on Your Local Websites



160x60

# Acknowledgements

- The Vaccinate Your Baby Campaign would not exist without the support of our public health partners and the following individuals:
- Dr. Paul Offit
- Ms. Amanda Peet
- Dr. Renee Jenkins
- The folks at APCO Worldwide (Margaret Williams, Kirsten Thistle, Erica Johnson, Elaine Kouroupas, Pam Franklin, John Douglas and Marilyn Fancher)
- And as always ECBT Staff members Richard Greenaway and Jennifer Zavolinsky