



Colorado Department
of Public Health
and Environment



Colorado Children's
Immunization Coalition

*“To protect and improve
the health and environment
of the people of Colorado.”*

NEWS

4300 Cherry Creek Drive South, Denver, CO 80246 303-692-2021

Contact: Lori Maldonado
Deputy Director, Office of Communications
303-692-2028
Email: lori.maldonado@state.co.us

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State Launches “Immunize for Good” Marketing Campaign to Remind Parents Immunizations are Safe and the Best Way to Prevent Childhood Illness

DENVER—State health immunization experts have launched a statewide immunization campaign entitled, “Immunize for Good.” The campaign’s goal is to communicate to parents who are vaccinating their children that they are making the right decision since vaccinations are safe and effective in preventing serious childhood illness.

Initiated by the Vaccine Advisory Committee of Colorado and funded by the Colorado Department of Public Health and Environment’s Immunization Program, campaign messages also encourage parents who have questions or concerns about vaccines to educate themselves as they make their decision about immunizations.

Campaign Components

A campaign website, www.immunizeforgood.com, allows parents to add their own video and written testimonials about why they choose to vaccinate. For parents who haven’t yet made a decision to vaccinate their children, the site features an animated video using simple, easy-to-understand language to explain how vaccines work. The site provides a description of the ingredients in vaccines and CDC’s vaccine schedule.

“Given the controversial nature of much of the immunization information available on the Internet, Coloradans might be surprised to learn most parents in the state do choose to immunize their children,” said Joni Reynolds, director of the Colorado Immunization Program at the Department of Public Health and Environment. “It’s our hope this campaign helps parents – and parents-to-be – to learn the facts and feel confident about their decision to vaccinate their children.”

The campaign includes a video called “The Bathroom Tango,” that takes a humorous look at a mom trying to protect her infant daughter from germs in a public rest room. The video’s takeaway message is, “With all we do to protect our children, we shouldn’t forget one of the most important and basic protections—immunizations.” The video can be viewed on the campaign website or on YouTube at <http://www.youtube.com/watch?v=Hk6HpjiMEDI>.

Lastly, the campaign includes billboards and radio announcements that reinforce the Immunize for Good campaign messages (Respect the facts, protect your child and immunize for good). The announcements feature children saying, “I’m good,” to emphasize they are good to go out and explore the world because they’re immunized.

Lydia McCoy, executive director of the Colorado Children’s Immunization Coalition, a partner in the creation of the campaign, said, “The coalition is proud to have helped shape and deliver this campaign. Colorado is fortunate to have such an accessible and content-rich online resource to help parents make their vaccination decisions.”

A 2010 national survey shows that while 88 percent of parents follow the CDC-recommended vaccine schedule, over half, 54 percent, are concerned about vaccines. In Colorado, parents overwhelmingly choose to vaccinate their children. In 2009, 79 percent of Colorado children were fully vaccinated by age 2.

“We applaud all parents for everything they do day in and day out to protect their children,” Reynolds said. “Vaccines are the best protection from many childhood diseases.”