

Reigniting a Culture of Immunization

 **VACCINATE
YOUR FAMILY**
The Next Generation of Every Child By Two





OUR MISSION

is to protect people of all ages from vaccine-preventable diseases by:



Raising **awareness** of the critical need for timely immunizations



Increasing the **public's understanding** of the benefits of vaccines



Increasing **confidence** in the safety of vaccines



Ensuring that all families have **access** to lifesaving vaccines



Advocating for policies that support timely vaccination



Today, our nation appears to be deeply divided on the issue of vaccinations. But if you scratch the surface just a little, you will find we are all united by the same concern: the health and well-being of ourselves and our loved ones. The COVID-19 pandemic has been a time of deep confusion for people across the country. As they watched science unfold in real time, people did not understand why guidance was changing or who to trust. Vaccine critics took advantage of this slow erosion in trust in recent years to sow the seeds of doubt.

It is easy to blame social media for this shift, but what it has actually shown us is people's hunger for more information and a desire to share that knowledge with friends and family. Social media companies' algorithms often expand the reach of misinformation on COVID-19 virus and vaccines, rather than lifting up science-based messaging such as Vaccinate Your Family's. In short, social media empowered people to find their own truth, even if it was at the expense of their family's health.

Vaccinate Your Family has always believed in people's ability to understand the science behind vaccines and has 30 years of experience in communicating the value of vaccines.

Whether we are speaking to a mother in the Heartland who does not know a single person affected by COVID, or a grandfather in New York City who lost many of his friends but has never had a doctor he could trust, we answer each question without judgment.

We expand vaccine access, increase science-based messaging, and help the public more easily identify mis- and disinformation in partnership with national and local organizations, traditional media, and social media platforms. Only through consistent, clear messaging can we unite the U.S. in our efforts to increase vaccination rates. **Please join us as we step forward with one, united voice to end vaccine-preventable deaths.**

Amy Pisani

Amy Pisani, MS
Chief Executive Officer



WE ALL KNOW

someone who is hesitant about vaccines.

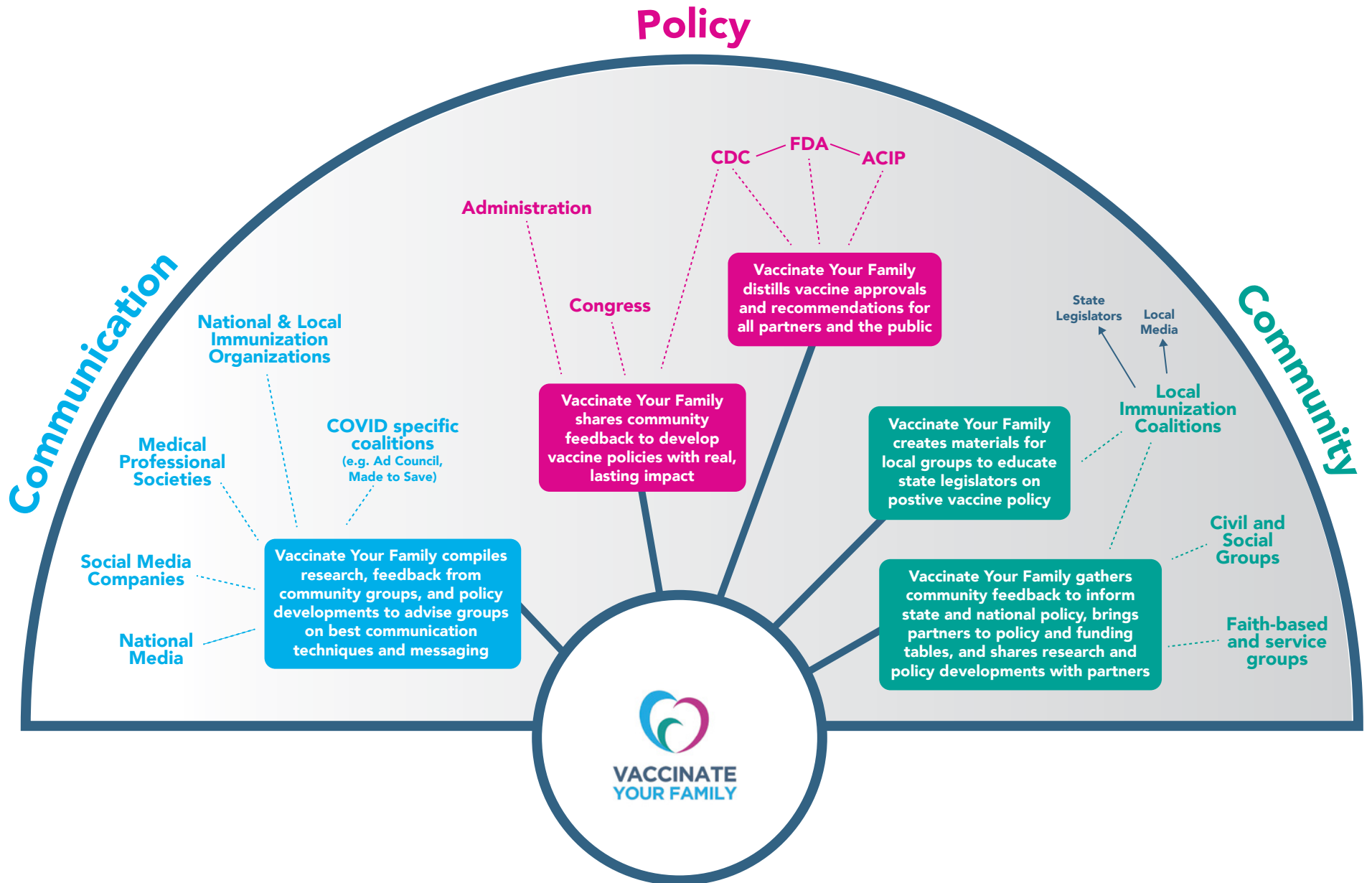
They might be concerned about what's in the vaccines or the long-term side effects.

Maybe they even know someone who has had a vaccine-preventable disease such as COVID-19 but they still aren't convinced vaccines are the right choice for them.

Others want vaccines but aren't sure where to get them, or if they can afford to be immunized.

Vaccinate Your Family is at the intersection of communication, policy, and community to ensure everyone has access not only to vaccines, but also to science-based information about vaccines.

Vaccinate Your Family has laid the groundwork to create a culture of immunization





**WE HAVE
CHANGED THE
PARADIGM
BEFORE.**

Vaccinate Your Family's co-founders, former First Lady Rosalynn Carter and former First Lady of Arkansas Betty Bumpers, brought immunizations into the national spotlight three decades ago,

helping to create the vision for today's vaccine infrastructure that provides vaccines to every corner of our nation. They were the catalysts for the Vaccines for Children (VFC) program.

Our organization's insight also helped formulate the outreach model for the state children's health insurance plans (CHIP), which provide basic medical care to all under or uninsured children.

Thanks to our founders' vision, the CDC estimates that children's access to free vaccines through the VFC program over the past 25 years will prevent:



**419 Million
Illnesses**

That's about **1,913** illnesses prevented **per hour**



**24.5 Million
Hospitalizations**

That's about **2,685** hospitalizations prevented **per day**



**936,000
Early Deaths Prevented**

That's about **720** early deaths prevented **per week**

A woman with long brown hair is shown from the chest up, holding a baby. She is looking down at the baby with a gentle expression. The background is a soft, out-of-focus light color. The text is overlaid on a semi-transparent orange rectangular area on the left side of the image.

OUR ORGANIZATION SPEARHEADED

efforts ensuring the U.S. Department of Agriculture's WIC (Women, Infants and Children) program staff reviews the vaccination records of children they serve.

As a result of our ongoing education of WIC staff and participants for two decades, millions of women have:

- Learned about the value of vaccines
- Understood the availability of the VFC program
- Been guided to health care providers as needed.

Our Facebook page, launched in 2008, became an incubator for new vaccine advocates and advocacy ideas.

Many of the experts you have seen on TV discussing vaccines and vaccine confidence were first introduced to vaccine advocacy through our social media pages. Thousands of our followers have also launched efforts to combat vaccine misinformation online.

Our website — also available in Spanish — provides comprehensive information about vaccines and the diseases they prevent to nearly 2 million users per month.

Vaccinate Your Family was also the
**FIRST PRO-VACCINE
GROUP TO DIVE
INTO SOCIAL MEDIA.**



**Our Work Saves Lives.
Please Support Us with a
Donation as We...**



Create a vaccine safety net for every person in the U.S.

No one, including adults, should be denied a life-saving vaccine because of their inability to pay for, or access, a vaccine.





**Empower everyone in
the U.S. to learn more
about vaccines.**

Misinformation is a result of people not knowing where to look for, or how to identify, science-based information. We will continue to help people discern good sources of information from the bad.



Reignite a culture of immunization.

Vaccines can save everyone's lives, regardless of where they live, how much money they make, or what their ideologies may be. We are committed to bringing back a culture of immunization across the country.





 **VACCINATE
YOUR FAMILY**

The Next Generation of Every Child By Two

Join Vaccinate Your Family to change the future of health, one vaccine at a time.
For more information, visit vaccinateyourfamily.org