**Be Wise — Immunize Local Impact Grants**

**Media Announcement for Vaccination Events**

***Developed by Texas Medical Association for shot clinics funded by Be WiseSM — Immunize Local Impact Grants.***

**Follow these simple steps:**

1. **Fill in the bracketed areas in the sample release below with your event information. Remove the formatting in the fill-in sections before you send the release to the media.**
2. Add local flavor and flare: Customize the quote and wording in the release to fit your event, community, and organization. Use talking points provided or discuss why your organization is spending time and money providing vaccinations.
3. **Print the news release on your organization’s letterhead.**
4. Send your release to local media several days before your event using email, fax, or mail. Read [tips for media exposure](http://www.texmed.org/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=19945&libID=17591) for additional information.
5. Contact Tammy Wishard, TMA’s outreach coordinator, for assistance: (512) 370-1470 or tammy.wishard@texmed.org.

Talking points for consideration (could add to release or use when talking with the media):

* Texas has made great strides in the last few years in vaccinating young children. In 2011, an estimated 75 percent of Texas children aged 19-35 months had received the recommended series of vaccinations. We must continue our work protecting children and adults in Texas from preventable and potentially fatal diseases.
* Properly vaccinating all children born in the United States would prevent more than 14 million cases of disease during their lifetime and 33,500 deaths. The Centers for Disease Control and Prevention (CDC) says every dollar spent on a childhood vaccination saves $6.30 in direct medical costs. Adding in the costs of lost work time, disability, and death, brings the return on investment to $18.40 for every dollar spent.
* Pertussis vaccination is important as outbreaks continue in Texas, such as one this year in Bell County. In 2011, 961 cases of pertussis were reported in Texas. Already in 2012, 651 cases have been reported, including deaths of three infants younger than two months of age who were too young to be vaccinated. The best way to protect at-risk infants is to vaccinate the adults around them, including family members, and child and health care workers.
* The Centers for Disease Control and Prevention (CDC) estimates that from the 1976–77 flu season to the 2006–07 season, flu-associated deaths ranged from a low of about 3,000 to a high of about 49,000.
* Texas law requires new or transferring college students up to age 30 to get the meningococcal vaccination. They must provide proof of having the vaccination within five years of college admission or at least 10 days before starting classes.
* With legislation passed in 2011, Texas is set to lead the nation in ensuring health care workers are properly vaccinated and do not spread preventable diseases to patients. Senate Bill 7 requires health care facilities to develop vaccination policies.

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**Sample News Release**

**FOR IMMEDIATE RELEASE**

**[Date]**

**[Organization] to Offer [Free or Low-Cost] Immunizations for [Children, Adolescents, Adults, or Health Care Workers]**

“Vaccines are some of the safest and most cost-effective ways of preventing infectious disease,” said [**spokesperson, affiliation**]. “We want to make it easier for people to stay healthy and safe.”

On [**date,** **organization**] will provide [**free or low-cost**] vaccinations to [**city**] [**children, adolescents, adults, or health care workers**]. The immunization clinic will take place from [**period**] at [**location**].

“We’re excited about making this opportunity available to our community,” added [**name**]. “We hope to vaccinate around [**number**] people.”

Funding for event was made possible in part by a grant from Texas Medical Association’s [Be Wise — ImmunizeSM](http://www.texmed.org/Template.aspx?id=2656). Since 2004, the program has provided more than 234,000 vaccinations to Texas children, adolescents and adults.

Be Wise — Immunize and the local impact grants are funded by a grant TMA has received from the [TMA Foundation](http://www.texmed.org/foundation/) thanks to generous support from H-E-B and TMF Health Quality Institute, and gifts from physicians and their families. The TMA Foundation is the philanthropic arm of the association and raises funds to support the public health and science priority initiatives of TMA and the family of medicine.

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Be Wise — Immunize is a service mark of the Texas Medical Association.

**Contact:** Your name, phone number, email