August 21, 2008

CHDP Provider Information Notice No.: 08-22

TO: ALL CHILD HEALTH AND DISABILITY PREVENTION (CHDP) PROGRAM PROVIDERS AND MEDI-CAL MANAGED CARE PLANS

SUBJECT: ANNOUNCING LAUNCH OF “VACCINATE YOUR BABY” CAMPAIGN AND NEW WEBSITE

This CHDP Provider Information Notice (PIN) No.: 08-22 is to inform you about the recent launching of the “Vaccinate Your Baby” campaign by Every Child By Two (ECBT) together with the American Academy of Pediatrics and spokesperson/actress Amanda Peet. The campaign's purpose is to urge parents to immunize their babies from vaccine-preventable disease and to address misinformation about vaccines that causes confusion among parents and puts children at risk. This campaign includes Public Service Announcements featuring Amanda Peet and a new website, www.vaccinateyourbaby.org, which is a comprehensive resource for providers and parents.

Please spread the word about the new website with colleagues and with families in your practices.

Original Signed by Marian Dalsey, M.D., M.P.H.

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