



State of California—Health and Human Services Agency
Department of Health Care Services



ARNOLD SCHWARZENEGGER
Governor

August 21, 2008

CHDP Provider Information Notice No.: 08-22

TO: ALL CHILD HEALTH AND DISABILITY PREVENTION (CHDP)
PROGRAM PROVIDERS AND MEDICAL 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.

Marian Dalsey, M.D., M.P.H., Chief
Children's Medical Services Branch