



## 5 Minutes And Done

*Value of Vaccination—a conversation*

### Show Your Support

The Value of Vaccination movement is easy to support by spending just a few minutes on your social media channels.

Please find below some messages that we encourage you to share through your organizational and personal platforms. Use them in their current form, or adapt them, as you like.

The online communication push commences on 3 September. See you there!

Thank you for your help. There is no movement without you.

### Facebook/Other:

- What is the value of vaccination? It seems a simple question. The first thing that comes to mind is the prevention of disease, and even death. Join the conversation – share your thoughts on how we can best express the value of vaccination: <http://www.valueofvaccination.org>
- In the US, we used to see millions of cases of measles each year, approximately 160,000 cases of mumps, and nearly 50,000 cases of rubella. In 2013, there were only a couple of hundred cases of measles, a little over 400 cases of mumps, and just nine cases of rubella. There's value in vaccination! [www.valueofvaccination.org](http://www.valueofvaccination.org)
- When you're sitting around the table on any given holiday, ask your grandparents and other elders what life was like when they were young. Ask them specifically about diseases, and get ready for a floodgate of memories to open up. There's a lot of value in vaccination. Join the conversation! [www.valueofvaccination.org](http://www.valueofvaccination.org)
- Smallpox, diphtheria, and polio were wiped out in the US, thanks to vaccination. Nowadays, most countries don't see any polio and only a handful of cases of diphtheria. Find out more at [www.valueofvaccination.org](http://www.valueofvaccination.org)

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- Research indicates that the healthy years added to a vaccinated child's life translate into an increase in the months and years of schooling received, as well as an increase in earnings when the child reaches adulthood. #valueofvaccination
- Vaccinated adults prosper by avoiding weeks of illness or even permanent disability. Many of us aren't paid for sick days, and if we are, we don't get many of them. To earn our keep, feed our children, and pay for a roof over our heads, we need to stay healthy. #valueofvaccination
- The value of vaccination is not just the day of school a little boy can attend because he's not sick, or the day of work a woman can complete because she's not sick. There's a price sticker attached to every illness we avoid. [www.valueofvaccination.org](http://www.valueofvaccination.org)
- Vaccines protect most of us from infections. If we're not vaccinated, we may end up affected by disease not just for a day or a week, but for a long time, even for a lifetime. #valueofvaccination

### Twitter (140-character limit):

- What is your family's health worth? Everything. Join the vaccine conversation. #valueofvaccination <http://ow.ly/ACXrk>
- How to talk about the concept of the value of vaccination? Let's figure it out together. #valueofvaccination <http://ow.ly/ACXrk>
- In the US, pertussis fell from about 200,000 cases/year in the 1900s, to around 24,000 in 2013. #valueofvaccination <http://ow.ly/ACXrk>
- Vaccines save money. The \$100 million spent eradicating smallpox saves 1.4 billion dollars/yr. #valueofvaccination <http://ow.ly/ACXrk>

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- When we eradicate polio, we'll save \$1.5 billion/year by not paying for vaccine or treatment of those infected. #valueofvaccination
- When vaccinated, we avoid infections that may affect our health/earning ability in the long-term. #valueofvaccination <http://ow.ly/ACXrk>
- Vaccines help us protect those with chronic illnesses such as diabetes, or those battling cancer. #valueofvaccination <http://ow.ly/ACXrk>

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## Press Release

### **New Movement Spotlights The Value Of Vaccination**

*Encouraging conversation through [valueofvaccination.org](http://valueofvaccination.org)*

WASHINGTON, D.C., Sept. 3, 2014 — An ever-growing body of individuals and organizations has come together for the purpose of highlighting that which is well-known but seldom stated: vaccination adds value to our lives.

Building upon a groundswell of public support for vaccination, the Value of Vaccination movement is garnering attention to the benefits that vaccines bring to every community. The initiative features the sharing of personal stories, videos demonstrating the positive impacts of vaccination, and easy-to-understand guides to the science behind vaccines and the immune system.

The movement is expanding beyond the website to include social media platforms, including Facebook, Twitter, and Pinterest. The goal is to encourage conversation at home, at work, and at school about the value of vaccination.

“The importance of dialogue around vaccines has become recognized globally,” said Heidi Larson, who leads the Vaccine Confidence Project at the London School of Hygiene & Tropical Medicine.

“Conversations between health providers and the public, among individuals, families and communities, and between the public and policy-makers are key to building trust. This important value-centered movement appreciates the science, but puts people at the center. ”

A call has been put out to the public to provide ideas on how best to illustrate the value of vaccination to others. It’s hoped that through crowdsourcing, new and unexpected methods of communicating this critical dimension of public health will be discovered.

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