

August 11, 2008

EVERY CHILD BY TWO LAUNCHES "VACCINATE YOUR BABY" CAMPAIGN TO ADDRESS VACCINE MISINFORMATION

Every Child By Two (ECBT) officially launched its campaign "Vaccinate Your Baby" along with the American Academy of Pediatrics and actress Amanda Peet on August 5 in New York City.

The campaign's purpose is to urge parents to immunize their babies against vaccine-preventable diseases and address misinformation about vaccines that causes confusion among parents and puts children at risk.

The campaign includes Public Service Announcements featuring Ms. Peet and a new website, <http://www.vaccinateyourbaby.org>, which features information for parents who want to get the facts about childhood immunization.

ECBT would like to spread the word about this new site with the support of partners like IAC Express readers. They have created online buttons that you can add to your own site, blog, or email. It is easy to download them--just visit <http://www.vaccinateyourbaby.org/partner> and follow the instructions.

Alternatively, you can check out this Facebook page:

<http://www.new.facebook.com/pages/Vaccinate-Your-Baby/28164899111>
and become a fan.

Please take a few moments (or longer!) to visit the new site <http://www.vaccinateyourbaby.org>; we really think it is a great resource that parents and practitioners alike will find valuable. Features of the site include:

- * Video welcome message from our spokesperson and new mother, actress Amanda Peet
- * Video PSAs that will be running nationally to promote the campaign
- * Interactive timeline that illustrates the enormous beneficial impact vaccines have had over the years
- * Links to the latest scientific studies, research, expert commentary and news about vaccines
- * Information that addresses the allegations there is a link between vaccines and autism
- * Detailed descriptions about vaccine safety, including information about ingredients, production, and scheduling

* Opportunity to subscribe to a newsletter to stay informed of the latest campaign activities and related news

Please feel free to share any comments you have about the site with EBCT at info@ecbt.org