



Tom Barrett
Mayor

Bevan K. Baker, FACHE
Commissioner of Health

Health Department Administration

Frank P. Zeidler Municipal Building, 841 North Broadway, 3rd Floor, Milwaukee, WI 53202-3653 phone (414) 286-3521 fax (414) 286-5990
web site: www.milwaukee.gov/health

For Immediate Release
September 16, 2010

Media Contact: Eileen Force
414-793-4543
eiforce@milwaukee.gov

Immunized Babies are Stronger Babies

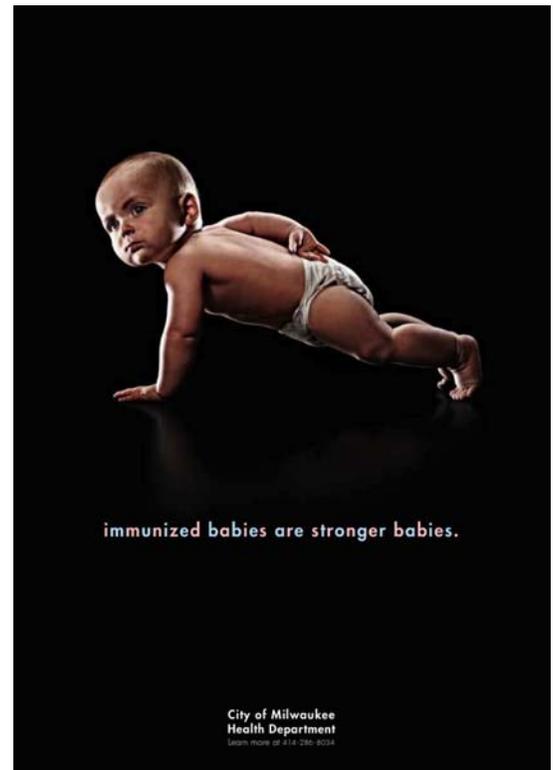
City of Milwaukee Health Department launches aggressive campaign to increase early childhood vaccination rates

With rates of completion for the childhood immunization series among City of Milwaukee two year-olds at less than 50%, the Milwaukee Health Department has partnered with Serve Marketing to launch an aggressive advertising campaign aimed at building awareness of the need to prevent childhood illnesses by immunizing children beginning at 0-24 months of age.

“**Immunized babies are stronger babies**” uses the image embedded in this release as outdoor, print and online advertising aimed at increasing awareness of the benefits of starting babies 0-24 months on the full schedule of immunizations so that it can be completed by the time a child is six years old and entering school full time. The advertising can be seen on buses, transit shelters and billboards throughout the city beginning this week.

“There are three main challenges to immunization,” said Milwaukee Health Department Commissioner Bevan K. Baker. “First is an understanding of the immunization schedule which is complex with 11 immunizations to cover 15 diseases in the first six years. The second challenge is concern about vaccine safety. Lastly, there is an issue with healthcare access and vaccine availability.”

The City’s rates are substantially lower than the estimated state and national rates for the series, which are 80% and 77% respectively according to the 2008 National Immunization Series Survey. There are a number of initiatives currently underway at the Department to increase immunization, including partnerships with area healthcare providers, Milwaukee Public Schools (MPS), childcare providers, Badgercare and the Robert Wood Johnson Foundation.



The City of Milwaukee provides immunizations at no cost to residents at all of their walk-in clinics: Keenan Health Center, 3200 N.36th Street; Northwest Health Center, 7630 W. Mill Road; and Southside Health Center, 1639 S. 23rd Street. The Milwaukee Health Department provides 25,000-30,000 immunizations per year to approximately 10,000 clients.

Recommended Immunization Schedule for Persons Aged 0 Through 6 Years—United States • 2010

For those who fall behind or start late, see the catch-up schedule

Vaccine ▼	Age ►	Birth	1 month	2 months	4 months	6 months	12 months	15 months	18 months	19–23 months	2–3 years	4–6 years
Hepatitis B ¹		HepB	HepB				HepB					
Rotavirus ²				RV	RV	RV ²						
Diphtheria, Tetanus, Pertussis ³				DTaP	DTaP	DTaP	<i>see footnote³</i>	DTaP				DTaP
<i>Haemophilus influenzae</i> type b ⁴				Hib	Hib	Hib ⁴	Hib					
Pneumococcal ⁵				PCV	PCV	PCV	PCV				PPSV	
Inactivated Poliovirus ⁶				IPV	IPV		IPV					IPV
Influenza ⁷							Influenza (Yearly)					
Measles, Mumps, Rubella ⁸							MMR		<i>see footnote⁸</i>			MMR
Varicella ⁹							Varicella		<i>see footnote⁹</i>			Varicella
Hepatitis A ¹⁰							HepA (2 doses)				HepA Series	
Meningococcal ¹¹												MCV

Range of recommended ages for all children except certain high-risk groups

Range of recommended ages for certain high-risk groups

This schedule includes recommendations in effect as of December 15, 2009. Any dose not administered at the recommended age should be administered at a subsequent visit, when indicated and feasible. The use of a combination vaccine generally is preferred over separate injections of its equivalent component vaccines. Considerations should include provider assessment, patient preference, and the potential for adverse events. Providers should consult the relevant Advisory

Committee on Immunization Practices statement for detailed recommendations: <http://www.cdc.gov/vaccines/pubs/acip-list.htm>. Clinically significant adverse events that follow immunization should be reported to the Vaccine Adverse Event Reporting System (VAERS) at <http://www.vaers.hhs.gov> or by telephone, 800-822-7967.