

# THE *Healthy* TIMES NEWS BRIEF

CITY OF MILWAUKEE HEALTH DEPARTMENT

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## MHD launches campaign to increase rates of childhood immunizations

For the past five years, rates of completion for the childhood immunization series has hovered at less than 50% - substantially lower than the estimated state and national rate for the same series. The Milwaukee Health Department has partnered with Serve Marketing to launch an aggressive advertising campaign to help build awareness of the need to immunize children to give them a strong, healthy start.



The campaign kicked off on September 16 with a press conference at Southside Health Center, which was decorated to look like a baby shower to emphasize that one of the greatest gifts children can receive is the gift of immunization. Commissioner Baker and Serve President Gary Mueller spoke at the event. Public Health nurses Melissa Mason and Alicia Pacala were also on hand with their sons, Cameron and Elijah, to talk about their decision to have their children vaccinated.



The campaign, whose tagline is "Immunized Babies are Stronger Babies," shows a baby doing a one-armed pushup, launches on buses, transit shelters and billboards this week.

There are a number of initiatives currently underway at the Department to increase immunization, including partnerships with MPS, area healthcare providers, childcare providers, BadgerCare and the Robert Wood Johnson Foundation.



Please see the next page for a photo montage of the launch.



Top left: Baby Shower decorations

Top right: Melissa Mason with her son Cameron, 14 months

Center left: Alicia Pacala being interviewed by Beverly Taylor

Center right: Alicia with her son Elijah, 21 months

Bottom left: Melissa's 3-year-old son Sean holding tight to one of the baby shower helium balloons while inspecting the floor