

II. INCREASE COMMUNITY PARTICIPATION AND PARENT/PROVIDER EDUCATION

Public understanding about the importance of immunizations is critical if parents are to fulfill their responsibilities to take children to their health care provider five times for routine vaccinations. In April 1994, a long-term, national outreach campaign will be initiated to improve parent awareness and to prompt health care providers to use all health care contacts to administer needed vaccines to children.

At the national level, elements of this campaign will include widespread distribution of radio, television, and printed public service announcements; dissemination of a national theme and call-to-action; and other activities designed to unify efforts throughout the country. These activities will be accomplished in collaboration with many voluntary, professional, and private organizations. Through these national partners and their state and local affiliates, coordinated efforts will convey messages throughout communities.

State health departments will play an essential role in this effort. As key partners, these health departments have unique insight and ability to address community participation and education issues. At the state and community levels, the campaign will include a grassroots effort to unite all sectors of the community (e.g. public and private health care providers, business groups, community leaders, schools, racial and ethnic minority groups, voluntary and service organizations, religious institutions, and media affiliates.)

To effectively implement all CII activities, partnership building among public and private providers, community organizations, and public health agencies is essential. Many Federal agencies in addition to CDC support immunization activities, provide vaccinations to children, or reimburse for vaccination services. Also, many agencies have access through education, food, housing, or other assistance programs to populations at high risk for undervaccination. Similarly, many private providers and organizations vaccinate children or otherwise serve or advocate for children. Coordination of these efforts will be strengthened and partnerships with new providers will be formed to improve the vaccination of children. For fiscal year 1994, new CII activities will amount to a total of about \$21 million (\$20 million for the campaign and grassroots community organizing activities, and \$1 million for partnership-building activities) .

Objective 1: Motivate the general public and high-risk populations to seek and obtain immunizations for children