

AshlandChild.org

*Supporting the Immunization Conversation*

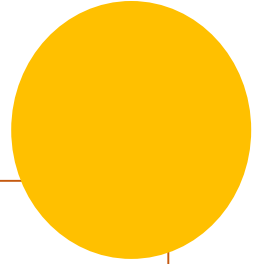
# Ashland Immunization Team

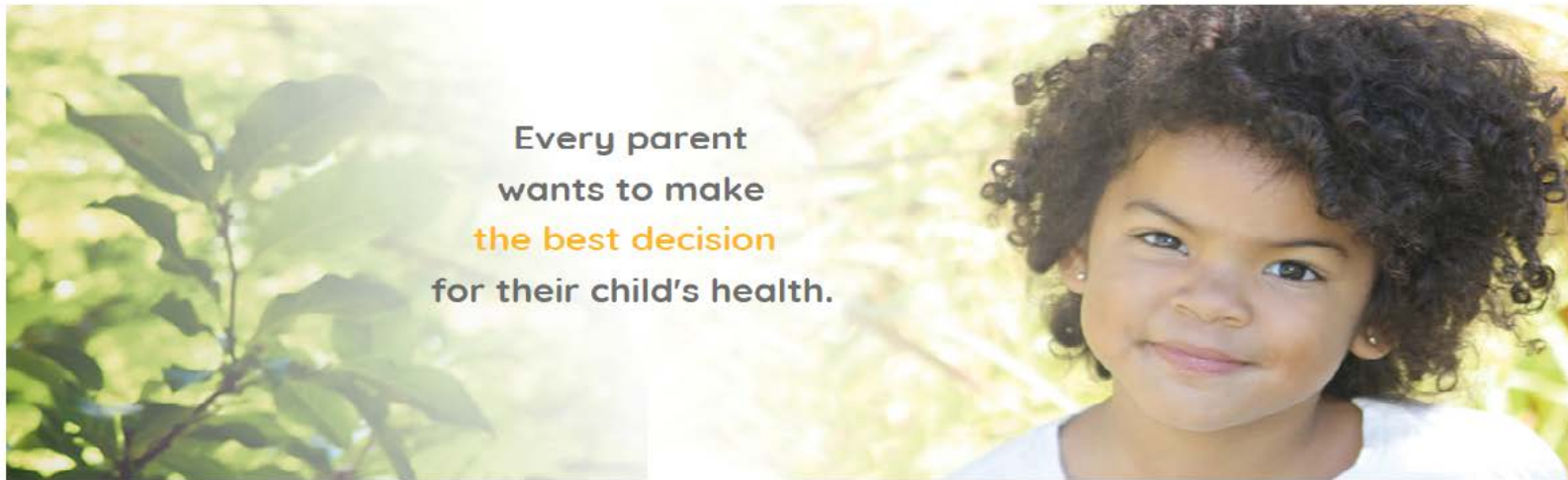
## The problem

- Significant lack of trust in any government/public health endorsed information
- Multiple generations of anti-vax sentiment
- Local providers weary of the discussion
- A critical mass of parents who did not vaccinate
- Some of the loudest voices had gotten national attention

## What we tried

- Parent forums
- Participating in community health events (both allopathic and naturopathic)
- Engaging naturopaths
- Qualitative research into decision making process





## Welcome to Ashland Child — Your Resource on Vaccines and Immunizations

This site is for parents in Ashland, Oregon and beyond. Making the decision of whether or not to immunize is a huge responsibility and we believe it's most important you make an informed choice. Whatever your current views are on vaccines, this site is designed to serve as a resource for you.



### Parent Stories

Ashland Child features testimonials from parents who live in the Rogue Valley. Learn how they made their decisions.



### How Vaccines Work

Vaccines protect from disease by allowing our bodies to perform a "practice run" in protecting itself against germs.



### Parent Concerns

There's a lot of misinformation about vaccines. We help you sort out what's credible and what's not. And we are here to answer your questions.

## What we did well....

- Built relationships with key stakeholders
  - City, schoolboard, hospitals
- Created a product that does not require significant resources

## ....And not so well

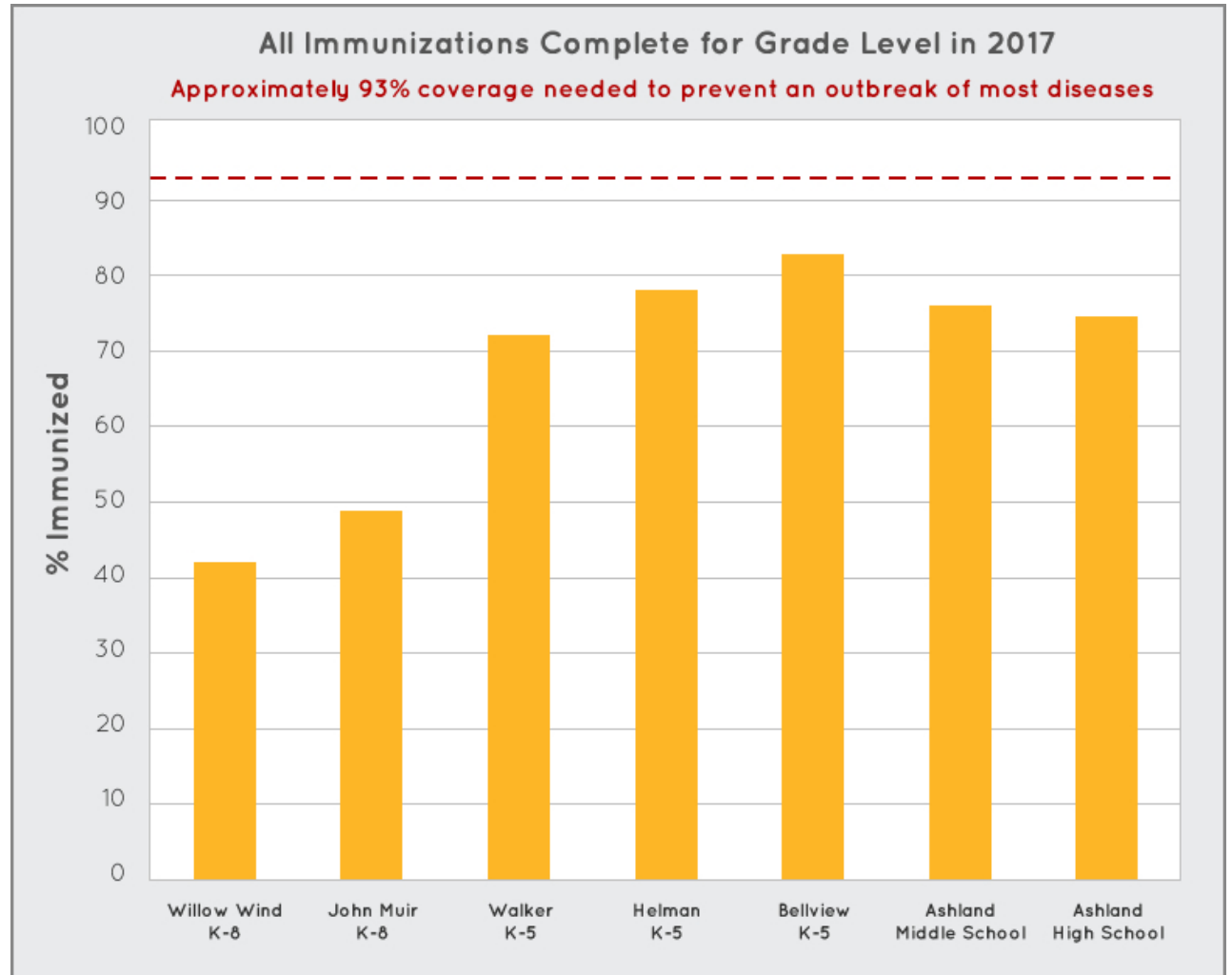
- Delayed recognition of who our target population should be
  - Parents who vaccinate
- No presence on social media
- Sustainability

# What's normal?

What do you see?

Most kids are vaccinated?  
Most kids aren't vaccinated?

*Either way, we are a community at risk for an outbreak of an infectious disease.*



# Current Focus



## Support parents who vaccinate

- Ashlandchild is a tool parents can refer friends to when the questions get tough



## Support healthcare workers

- Providing cards/promotional materials for providers in clinics



## Develop social media

- New Facebook page
- New blog

# Contact information

Becky Sherman BSN, MPH

[bsherman@laclinicahealth.org](mailto:bsherman@laclinicahealth.org)

541 512 3133 (work)

541 221 3040 (cell)

Facebook

[www.facebook.com/ashlandchild.org](http://www.facebook.com/ashlandchild.org)