

American Academy of Pediatrics

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Blastfax

(The message below has been shared with us by the American Academy of Pediatrics)

In collaboration with the Measles and Rubella Initiative (M&RI), the American Academy of Pediatrics is offering free resources to help promote measles vaccinations in the clinical setting. The materials at <http://www2.aap.org/international/immunization/pdf/IvyBeanMaterials.pdf> include posters, postcards, stickers, and temporary tattoos designed by children's illustrator, Sophie Blackall. The messages for measles vaccination are just as important here in the US as they are abroad especially given the current outbreaks throughout the nation. Now is a perfect time to re-engage with your patients and parents to promote vaccinations. I encourage you to share the text below with your member listservs and on your websites. Members simply complete a quick survey (~1 minute), and the materials are delivered directly to their office at no charge.

Ivy and Bean posters are available to remind parents to vaccinate against measles The AAP is partnering with the Measles & Rubella Initiative in a campaign that includes posters and related materials at <http://www2.aap.org/international/immunization/pdf/IvyBeanMaterials.pdf> for use in practices designed by famed author and illustrator Sophie Blackall. The materials feature the beloved Ivy and Bean characters as they illustrate lessons on the importance of getting vaccinated. The campaign is a positive, relatable way to convey support for childhood immunization generally, and for measles vaccination specifically. Materials are free of charge; for more information and to order resources, please visit <http://www2.aap.org/international/immunization/IvyAndBean/>.

If you have any questions or comments, please feel free to contact Kiran Patel at 847/434-7113 or by e-mail at kpatel@aap.org<<mailto:kpatel@aap.org>>.

For questions or concerns regarding this blastfax or any other immunization information, please contact the Chapter's Immunization Coordinator, Mike Chaney at (404) 881-5094 or mchaney@gaaap.org