



An Education CAMPAIGN

*To create an understanding of the importance of vaccinations.*

“This documentary is honest scientific information about all vaccines and how crucial they are to community health.”

RADM (ret) Pamela Schweitzer, Pharm.D. Former Assistant Surgeon General

## THE PROJECT

This is a comprehensive campaign to help instill vaccine confidence by explaining why vaccines are safe, crucial to community health and save millions of lives annually. While the project includes Covid vaccination, it **addresses ALL vaccines** and centers on a **PBS documentary** but also includes **short video tools for health professionals and communities to use when explaining these issues in order to create vaccine confidence.**

## THE GOAL

“Vaccination” will INCREASE VACCINE CONFIDENCE by addressing specific concerns through 1) **Trusted sources**, 2) **Science based information**, 3) **Concise explanations** and 4) **Heartfelt stories.**

**DISTRIBUTION/Partners** (check local listings) NM PBS – national presenting station, Premiere Broadcast Thursday July 29 7pm KNME-TV

*Social Marketing* Distribution through these underwriters: Presbyterian Healthcare Services, STHealth, LLC, The City of Albuquerque, SafeTeen New Mexico. *With additional support from:* New Mexico Hospital Association, American Society of Health-System Pharmacists, The Rotary Club of Albuquerque, Melanie and Todd Watkins, Rear Admiral Pamela Schweitzer, USPHS (ret) and Mr. Paul Schweitzer, American Association of Colleges of Pharmacy, National Alliance of State Pharmacy Associations, American Pharmacists Association Foundation, Pharmacists Public Health Initiative, National Community Pharmacists Association, Western Sky Community Care, State Farm Insurance, Blue Cross and Blue Shield of New Mexico *And* New Mexico Association of Counties, Dr. Melissa Martinez and Mr. Mario Martinez, Immunization Practices Advisory Council, New Mexico Pediatric Society and the American Academy of Pediatrics.

## THE BENEFITS / RESULTS

1. **Increased vaccine uptake** for **ALL vaccinations** in order to increase community health.
2. **Ongoing tools** for healthcare and education professions to use accurate scientific information to explain key concepts regarding vaccines.
3. **Culturally specific information** with experts and inclusion of all communities.

Please visit our website: [www.TheMisinformationVirus.com](http://www.TheMisinformationVirus.com)

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