

ShotByShot.org

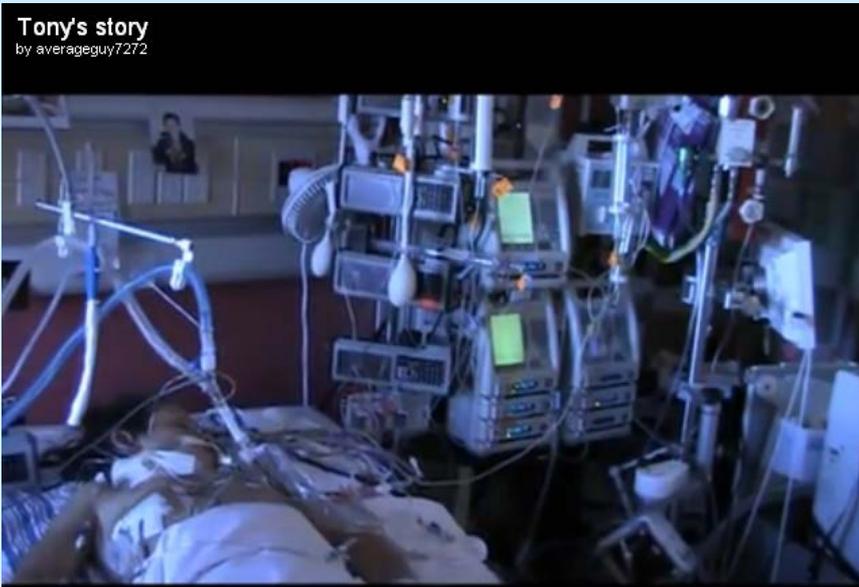
Stories of vaccine-preventable diseases



Amanda Roth, M.S.W., M.P.H.
California Immunization Coalition
CDPH Immunization Branch

Why Shot by Shot?

We live in a time when there is more fear from theorized side effects from vaccines than from the diseases themselves.



Tony's Story

"Influenza isn't 'That Bad' right?..."
-Hugh, Tony's Dad



“Nobody ever marched
on Washington because
of a pie chart.”

*Andy Goodman, Storytelling Guru,
Cofounder and Director of The Goodman Center*



ShotbyShot.org



ShotByShot.org

Stories of vaccine-preventable diseases

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Brittney's Story

13-year-old Brittney Peters died suddenly from influenza on February 20, 2009. (Courtesy of Families Fighting Flu) | [See story »](#)



[Brittney's Story](#)



[Emily and Zack's Story](#)



[Kristen's Story](#)



[David's Story](#)

Spotlight

March 2012

Please [vote for Shot By Shot](#) in PKIDs Awesome Disease Prevention Project Contest. You can vote every day.

Preteen vaccine awareness is a year-long effort. Share [Kaela's Story](#) and keep the awareness going.

Planning for NIIW? Include a personal story like [A Rotavirus Story](#) in your efforts.

Stories in Action: [Gavin's Story](#) was shown at the start of a California legislative hearing about immunizations.

SHARE A
STORY

USE A
STORY

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Story Gallery



Home Story Gallery Share Your Story Get Involved About Us Resources

Story Gallery

Cervical Cancer and HPV (human papillomavirus)



Susan's Story



J. HPV Story



Carmen's Story



Kathleen's Story



Shelley's Story



Chadler's Story

Jump to Category

- Cervical Cancer and HPV
- Cholera
- Head Co B
- HIV
- Diphtheria
- Hepatitis
- Measles
- Rubella
- Scarlet Fever
- Shingles
- Strep
- Typhoid
- Whooping Cough

More information about Cervical Cancer

More information about Whooping Cough

Chicken Pox (varicella)



J. Chicken Pox Story



Kathleen's Story

Hepatitis B



J. Hepatitis B Story



Head News, Full Screen



Head News, Full Screen



Helen's Story

Hib (Haemophilus influenzae type b)



J. Hib Story



Margaret's Story

Influenza



Jenna's Story



Lara's Story, Beating the Odds



Lara's Story



Dr. Sergio, Quinceañera



Amanda's Story



Emily's Story



Cari's Story



Jessica's Story

Breanne's Story



Gary and Denise share how their 15-month-old daughter, Breanne, died suddenly from influenza. (Courtesy of Families Fighting Flu)

Share this story:

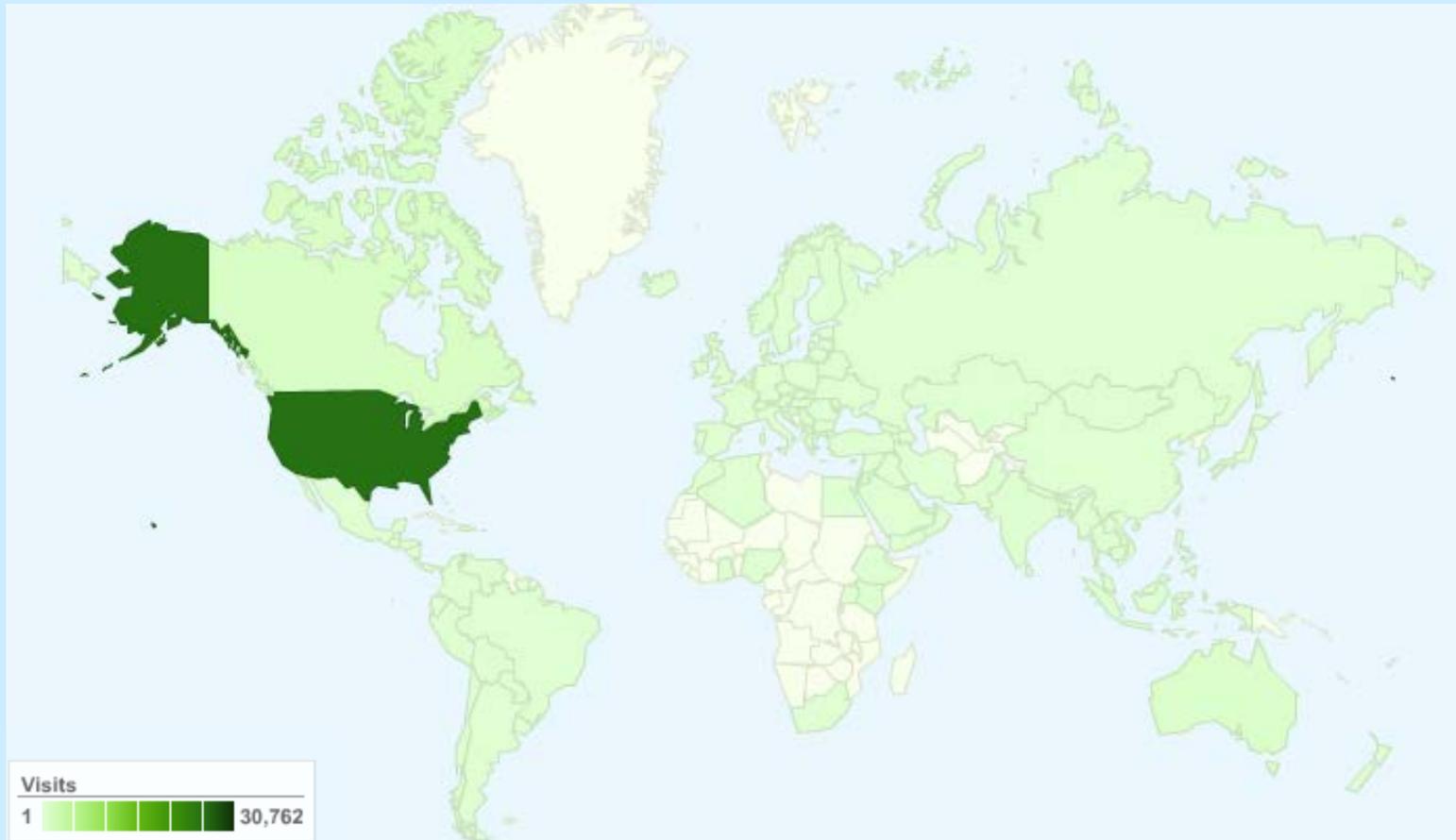


“I think about it every day. What if my child had been vaccinated? “

-Breanne's Mom



Who? What? Where?

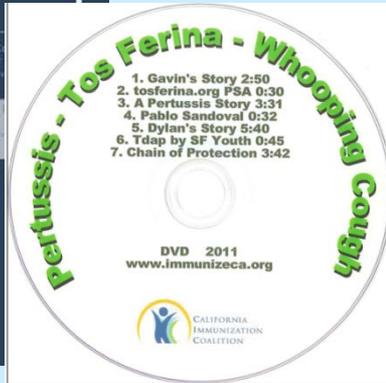


Using Dylan's Story

YouTube channel of the LA County Department of Public Health

La Historia de Dylan

Tos Ferina - Protege Su Familia



Nurse TIP Immunization Training for Nurses
Volume 2 Disc 1:
Parents' Concerns about Vaccines
Teens, Parents & Vaccines

Running time: 106 minutes
Produced with funds provided through a cooperative agreement with CDC.

SCHOOL OF PUBLIC HEALTH
UNIVERSITY AT ALBANY State University of New York

Nurse Training on Immunization Project
Presents
Immunization Training for Nurses*

Disc 1:
Program 1—Addressing Parents' Concerns about Vaccines (53 min.)
Speaker: Gary Marshall, MD, Professor of Pediatrics; Chief, Division of Pediatric Infectious Diseases; Director, Pediatric Clinical Trials Unit, University of Louisville School of Medicine

Chapter 1. History of vaccines	00:00:00
Chapter 2. Wakefield is discredited	00:14:50
Chapter 3. Vaccine safety v. risk	00:23:11
Chapter 4. Antigenes & alternative schedules	00:30:41
Chapter 5. Preservatives/adjuvants	00:37:28
Chapter 6. Vaccine exemptions	00:49:37

Program 2—Teens, Tweens, & Vaccines (53 min.)
Speakers: Cynthia Rand, MD, MPH, Assistant Professor, Pediatrics, University of Rochester Medical Center, Alison Moriarty Daley, MSN, APRN, PNP-BC, Yale University School of Nursing; Stephen DeWast Malefy, MD, Albany Medical Center Pediatric Group

Chapter 1. Adolescent vaccine schedule	00:00:00
Chapter 2. Pertussis vaccine	00:04:18
Chapter 3. Meningococcal vaccine	00:07:15
Chapter 4. HPV vaccine	00:10:00
Chapter 5. Influenza vaccine	00:18:38
Chapter 6. Attitudes, barriers & solutions	00:19:26

Disc 2:
Program 3—Vaccinology 101 (56 min.)
Speaker: Gary Marshall, MD, Professor of Pediatrics; Chief, Division of Pediatric Infectious Diseases; Director, Pediatric Clinical Trials Unit, University of Louisville School of Medicine

Chapter 1. Nurses and vaccines	00:00:00
Chapter 2. Basic vaccine immunology	00:01:58
Chapter 3. Adjuvants	00:17:27
Chapter 4. Types of vaccines	00:26:54
Chapter 5. Herd (community) immunity	00:41:01
Chapter 6. Dylan's story	00:49:40

Stop Pertussis. Pregnant Women Rely on You.

Infants Can Prevent Pertussis
Newborns can die from pertussis. Infants most often contract pertussis from family members. Women of childbearing age should get a pertussis booster shot (Tdap) if they do not have documentation of prior Tdap vaccination.

Tdap can be given:

- Before pregnancy (ideal)
- During pregnancy (2nd and 3rd trimester preferred)
- After giving birth (even while breastfeeding)

Immune postpartum women who have not received a Tdap shot, before hospital discharge.

- To other family members and close contacts of infants anytime after delivery.

Think Pertussis

- Pertussis is often misdiagnosed. It starts with mild, cold-like respiratory symptoms.
- Typically, after 1-2 weeks, symptoms in adults progress to severe coughing attacks that may include:
 - Post-tussive vomiting
 - A high-pitched "whoop"
 - Sweating episodes, gagging, choking sensation
 - Complications, such as broken ribs or pneumonia
- Pertussis immunity wanes, so it is possible to get pertussis even with a history of vaccination or disease.

Dylan's Story

I caught pertussis in my 9th month of pregnancy. Two weeks after giving birth, my son Dylan died of pertussis that he caught from me. My doctor thought it was just a cold. — Mariah, Dylan's Mom (Watch her full story on www.Discipy2010.org)

For more information, visit www.preganancyshotsca.org

California Department of Public Health • Immunization Branch

WHOOPING COUGH is on the Rise in California Protect Your Baby

Babies Are Most At Risk
Whooping cough disease (also called pertussis) causes coughing fits so bad that it's hard to breathe.

Each year in California, hundreds of babies are hospitalized for whooping cough and some die.

Circle Your Baby with Protection
Whooping cough shots safely prevent the disease. But, your new baby is too young to get the shot.

To protect your baby, make sure that these people are up-to-date on their whooping cough shots:

- Anyone who lives with your baby; or
- Anyone who takes care of your baby.

Treat Whooping Cough Early
If you have not gotten your Tdap shot yet, get one before leaving the hospital with your new baby. It's safe to get a Tdap shot while breastfeeding.

Call your doctor or your baby's doctor if:

- You or your baby are sick.
- Early signs of whooping cough are mild, and like a cold but can get worse fast; or
- You or your baby are around someone with whooping cough or a bad cough.

For more personal stories, go to www.kalifornia.org

Talk with your doctor about getting a whooping cough shot.

California Department of Public Health
Division of Communicable Disease Control
Immunization Branch
www.GetImmunizedCA.org 888-887-9610 (1-1-20)

facebook

News Feed

Suzi Bouveron via Amanda Roth
Heartbreaking story.

Dylan's Story | Shot by Shot
shotbyshot.org

Mariah had a cough when Dylan was born. She did not know that her cough was due to pertussis (whooping cough).

3 hours ago · Like · Comment · Share

Jimmie Colon Sad story...another example that western medicine is not infalible.
about an hour ago · Like

Write a comment...



Provider Appreciation



A Hib Story
“I could have prevented this as a mother if I had just gotten his shots.”

-Matthew's Mom



Clinical Training



Jonathan's Story

“I thought it was just the regular flu. When my mom found me, I was unconscious.”

-Jonathan



Legislature Kit



Gavin's Story

“It was a terrifying thing to do as a parent, to go and tell your sons that their brother is dead.”

*-Natalie,
Gavin's Mom*

American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



Public Outreach

The Story of Emily
“Influenza can kill children. Learning from us, make sure that you do whatever you can do to protect your children from influenza.”

-Emily's Dad



GET VACCINATED...

It's National
Influenza
Vaccination
Week



www.flu.gov



Presentations



A Rotavirus Story
“I couldn’t leave my daughter to see my son.”

-Dad of two kids hospitalized with rotavirus

UC San Diego
HEALTH SYSTEM

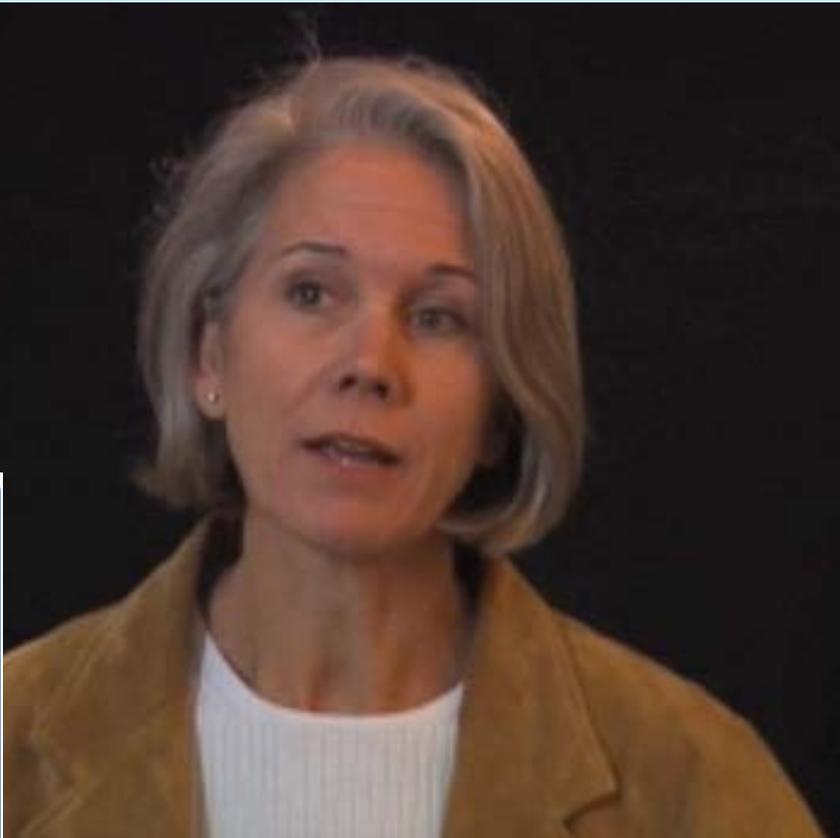


Web Content

Suzi's Story

“As soon as you hear cancer, even if it has ‘pre’ in front of it or people try to tell you it’s going to be okay, you really worry.”

-Suzi



January 3-9

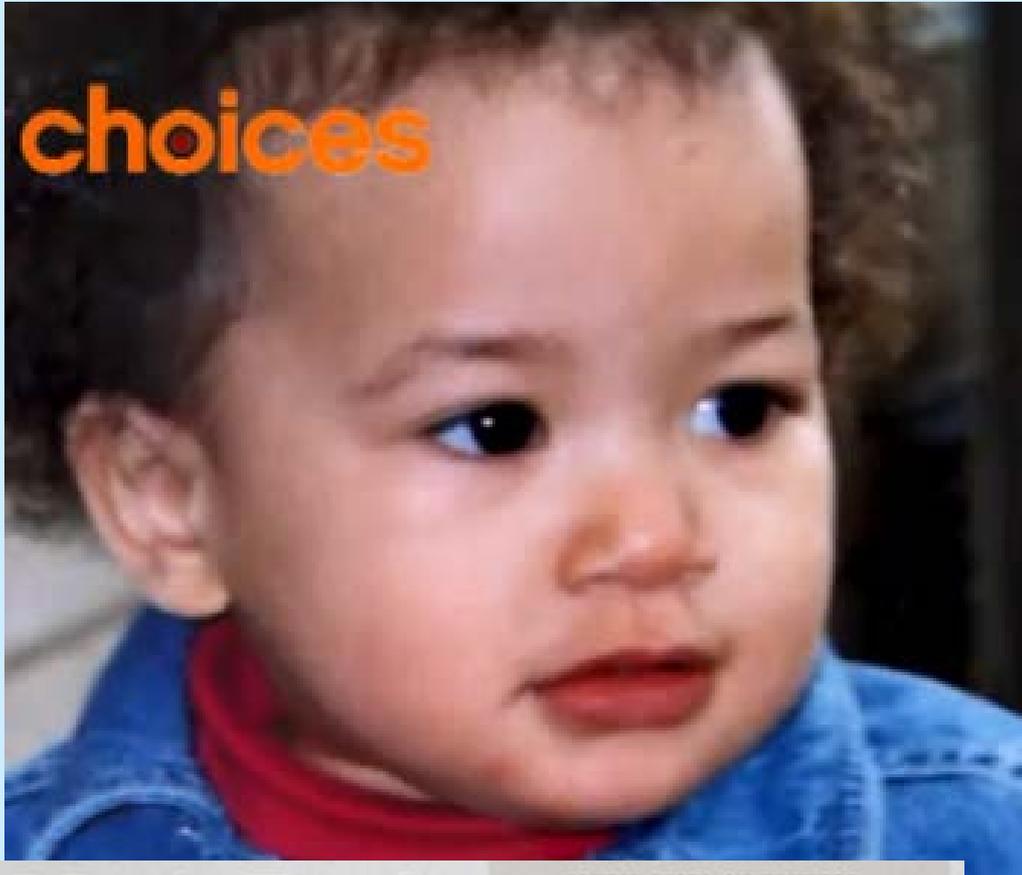
Video of the Week
HPV Vaccination
Prevents Cervical
Cancer



January is cervical cancer prevention month. Watch the personal accounts of five women who have struggled with human papillomavirus (HPV) and cervical cancer, from California Immunization Coalition's award-winning website Shot by Shot, a repository of stories about people with vaccine-preventable diseases.

[Watch videos](#)
[Learn more](#)

Social Media



Rachel's Story

“I kind of thought that if everyone else had done it [vaccinated], I perhaps didn't need to. And that complacency cost us so much as a family.”

*-Rachel,
Lola May's Mom*

Muck Rack

JOURNALISTS ON TWITTER

ESTABLISHED IN 2009

BadAstronomer Heartbreaking video stories of people who have lost their child to vaccine-preventable disease: <http://shotbyshot.org/>

Monday, June 20th by Phil Plait, Blogger, Discover Magazine



Stories in Action

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Search

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ShotByShot.org
Stories of vaccine-preventable diseases

Wall
ShotByShot.org · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

ShotByShot.org
There are some new videos up on Shot by Shot: Jonathan G's Story (pertussis), Courteney's Story (meningitis), Cervical Cancer Vaccination (not your normal disease story, but a great teen video that many of you will be interested in seeing).
239 Impressions · 0% Feedback
Like · Comment · Share · October 6 at 3:26pm
View 1 share
Write a comment...

ShotByShot.org
At first, Alana's parents were relieved that it was just the flu. Share her story to help others realize that the flu is not just a cold.
The Story of Alana | Shot by Shot
www.shotbyshot.org
Alana's sudden case of influenza turned out to be much more serious than her family originally thought. (Courtesy of Families Fighting Flu)
244 Impressions · 0.41% Feedback
Like · Comment · Share · October 4 at 2:32pm
Nurses Who Vaccinate likes this.
View 1 share

Hidden Posts
Info
Photos
Discussions
EDIT
About
Shot by Shot: Stories of Vaccine-Preventable Diseases is a collection of st...
More
136 like this
4 talking about this
Likes See All
Stop the Australian Vaccination Network
Don't Wait Vaccinate
ZDoggMD

facebook.com/shotbyshot.org

ShotByShot.org
Stories of vaccine-preventable diseases

Home Story Gallery Share A Story Use A Story About Us Resources

Stories In Action

See how others have been using Shot by Shot stories in their communities.

Include a Story Page on Your Website

The San Francisco Department of Health incorporated a [story page](#) into their adult immunization website. The stories brought to life the text content on their site.

Feature a "Video of the Week" on Your Homepage

The Immunization Action Coalition (IAC) featured a Shot by Shot cervical cancer video on their homepage in January 2011 to call attention to Cervical Health Awareness Month. Their rotating [Videos of the Week](#) are a great way to keep web content fresh.

Include a Widget on Your Home Page

The [Immunization Action Coalition](#) included a [Shot by Shot project widget](#) on their website. Use this to make vaccine-preventable disease stories a click away, right from your own site.

Stories in Action



Story CD

 **ShotByShot.org**
Stories of vaccine-preventable diseases

Home Story Gallery Share A Story Use A Story About Us Resources

Terms of Use

The stories presented on the Shot by Shot ("SBS") website are collected from a variety of individual contributors who have granted their permission to include their story in the SBS story contributions are property of the California Immunization Coalition ("CIC") or, in some cases, with the permission of a partner organization that retains the rights to the story's use. SBS stories also have been collected from videos and stories posted publicly on YouTube™ and other video web sites. To learn about the terms of use for SBS videos, audio, and written stories ("SBS S") please read below. Individuals or organizations wishing to use SBS Stories are required to fill out the online "Terms of Use" agreement form below. Violations of the Terms of Use are subject to action from the California Immunization Coalition.

To request permission to use a video, written, or audio story from the Shot by Shot stories ("SBS Story"):

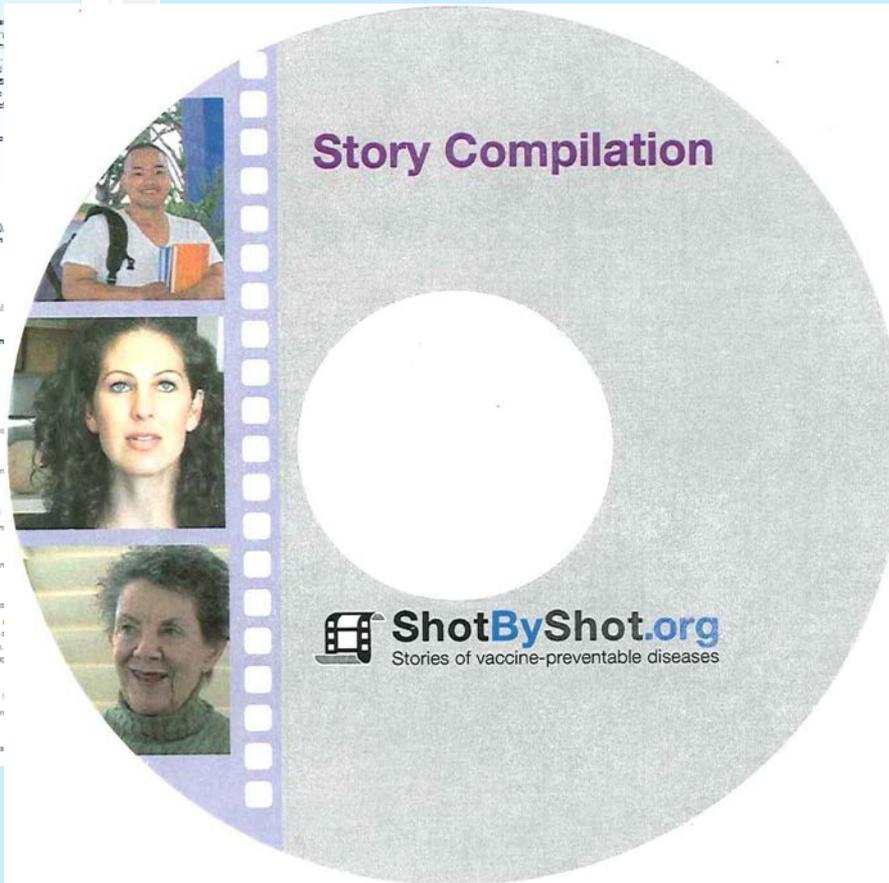
Please list the name(s) of the SBS Story (or Stories) you would like to use.

Please describe the planned date(s) of use and how you will use a SBS Story (Stories), training medical assistants, Toddler Immunization Month event for the public, post on organization's website (include url).

In order to process your request, you must agree that Shot by Shot Stories will be used in accordance with the [Terms of Use](#) of the California Immunization Coalition.

Check the 9 boxes below to confirm your agreement ("I/We" refers to both myself and listed organization):

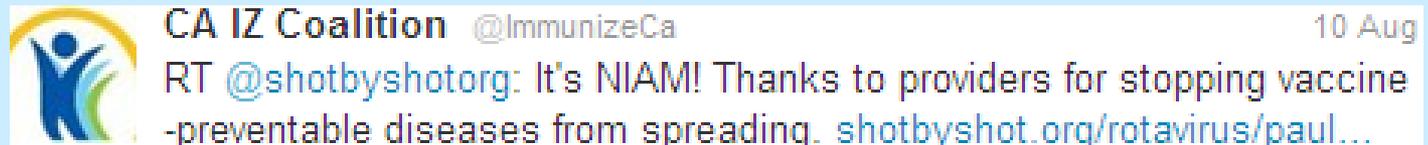
- I/We will not edit or alter any SBS Story.
- I/We will not sell or make a profit from using any SBS Story.
- I/We will not transfer copies of any SBS Story to any individual or entity without the express, written permission of CIC.
- I/We will use SBS Stories only for educational or information purposes (e.g., in a classroom, community outreach event, professional conference, media report, or personal or family use).
- I/We understand and agree that any permission I/We receive from SBS may be revoked by SBS, without notice sent to me via the email address provided below. Immediately upon SBS's revocation of such a permission I will stop all uses of any SBS Stories, including without limitation, removing them from websites.
- I am authorized to enter into this agreement on behalf of the below listed organization (if any), and both I and the organization will be bound by this agreement.
- I/We understand and agree that CIC and SBS do not vouch for or guarantee the accuracy of the information statements made in the SBS Story, nor that they may be used without violating copyright, trade secret, privacy (or rights of third parties). I/We assume all risk for any use we make of said SBS Story (Stories), and waive all damages and causes of action that I/We may come to have against CIC and/or SBS, including without limitation, indemnity. I/We understand that it is our responsibility to verify that such stories may be used without violating any rights of third parties.
- I/We agree that, no lawsuit may be filed or heard relating to this agreement, concerning the subject matter I seeking to enforce the terms thereof, except before the State and Federal Courts located in Sacramento, California hereby submit to the personal jurisdiction of such Courts.
- I/We understand that by checking this box and submitting the form electronically, a binding legal contract is



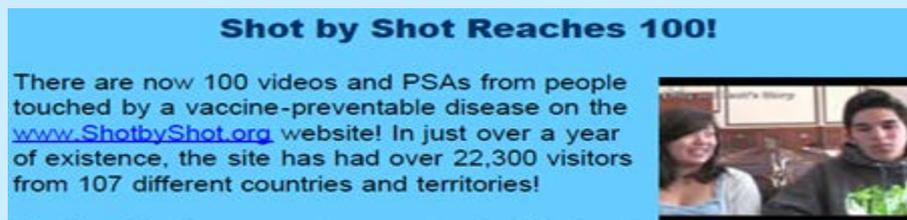
NIIW Use Ideas



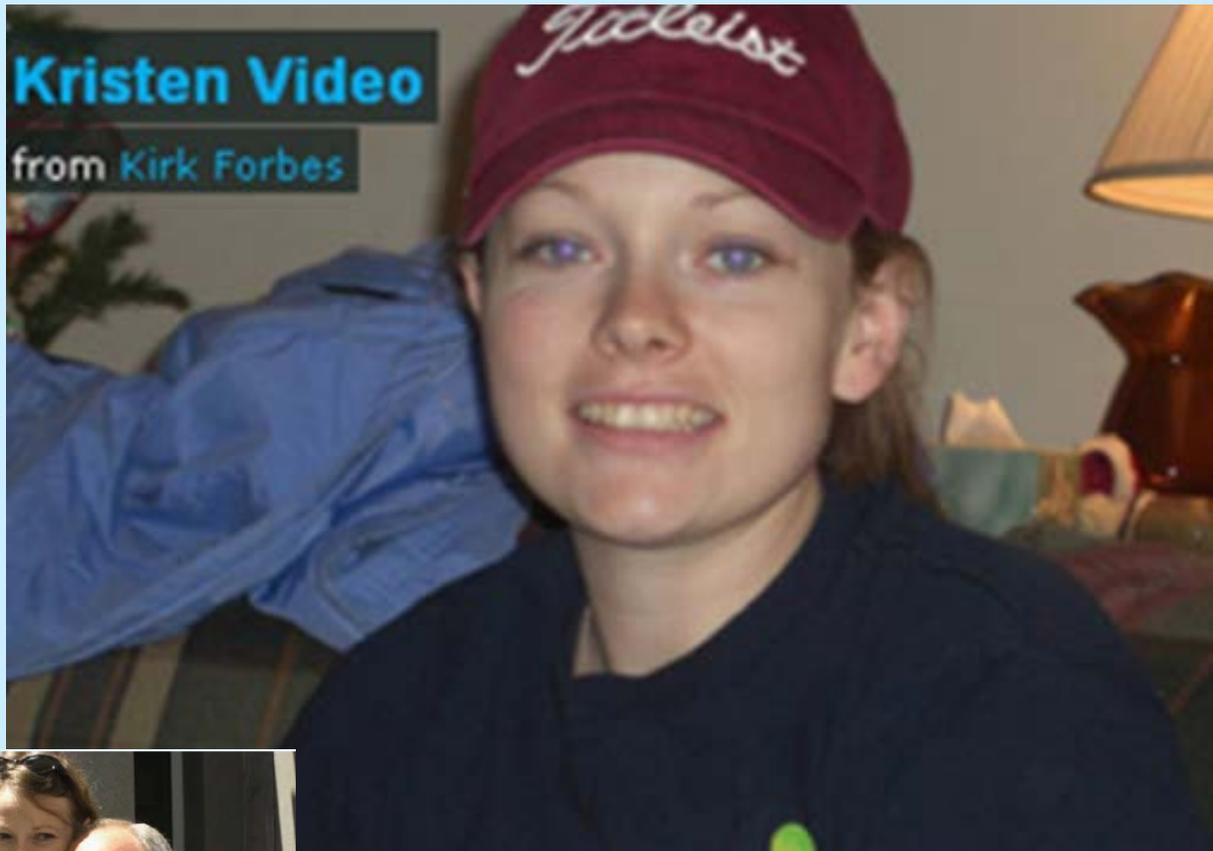
- Signature blocks in emails
- Videos at provider/hospital appreciations
- Links in social media messages



- Videos at health fairs/public events
- DVDs to give to WIC
- Thumbnails in newsletters



Gathering Stories



Kristen's Story

"You try to protect your children."

*-Kirk,
Kristen's Dad*



Share a Story? Use a Story?

We Want To Hear From You.

Amanda.Roth@cdph.ca.gov

Info@ShotbyShot.org

www.facebook.com/ShotbyShot.org

[Twitter - search for : shotbyshotorg](#)