



**CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY LAUNCHES  
IMMUNIZATION CAMPAIGN**

***"Start Smart: Immunize" campaign will provide immunizations to Orange County children***

**IRVINE, Calif.** – Today the Children and Families Commission of Orange County approved a major campaign to educate Orange County families on the importance of child immunization. The campaign, called "Start Smart: Immunize," will be launched tomorrow at a health fair at McFadden Park in Placentia where over 300 children are expected to participate.

Partnering with the local chapter of the American Academy of Pediatrics, the Commission's campaign aims to inform parents about the benefits of immunization and where they can get their children fully immunized at no cost. The goal is to direct parents to take their children to participating public health clinics and pediatricians' offices for immunizations so they are ready to start school.

"One out of every four Orange County children under the age of two is not fully immunized," said Sally Snyder, Chair of the Children and Families Commission of Orange County. "Infants and young children are especially vulnerable to infectious diseases. When you add to that the possibility of new public health threats, like the possibility of a pandemic flu, it is important that every infant and toddler be protected through full immunization."

After the May 4<sup>th</sup> kick-off event, the Commission will co-sponsor health fairs with eight additional Orange County school districts to promote the importance of good health and up to date immunizations. Later in the month, the campaign will launch public service announcements on local radio, promote awareness through ads in daily and weekly community newspapers and at bus shelters throughout the county.

Recent advances in medical research and continuous reviews by the public health community have ensured the safety of immunizations, and all children should be fully immunized before they start school. The immunization campaign directs parents to dial "211" to access Orange County social services to find the nearest location of a participating clinic or pediatrician's office.

The Children and Families Commission of Orange County oversees the allocation of funds from Proposition 10 that adds a 50-cent sales tax on tobacco products sold in California to fund education, health and child development programs for children from the prenatal stage to age five and their families.

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