Four Newsletter and Bulletin Sample Stories about Whooping Cough

(1) Insert for Newsletter [Protection for babies/cocooning emphasis]:

Keep Our Babies Safe—Vaccinate Against Whooping Cough

Whooping cough (also called pertussis) is on the rise in our community. It spreads easily and can cause violent coughing fits that can last up to 10 weeks or more. It can be quite severe, even deadly, especially in babies younger than 6 months of age, who are too young to be well protected by vaccines. We can help protect our babies by getting the Tdap vaccine, a shot that renews protection against whooping cough (and two other serious illnesses). By vaccinating preteens, teens, and adults — including pregnant women — in our community, we can surround our babies with protection. Talk to your doctor about getting the Tdap vaccine. And if you have babies or young children, be sure to get them vaccinated against whooping cough according to CDC’s recommended immunization schedule. To learn more about whooping cough and the vaccines to prevent it, visit www.cdc.gov/whoopingcough or speak with your health care professional.

(2) Insert for Newsletter [Protection for everyone emphasis]:

Protect Your Family—and Our Community—Against Whooping Cough

Whooping cough (also called pertussis) is common in the United States, and it is on the rise in our community. It spreads easily and can cause violent coughing fits that can last up to 10 weeks or more. In infants and young children, the disease can be quite severe, even deadly—especially in babies younger than 6 months of age. The DTaP vaccine for babies and young children, and the Tdap vaccine for preteens, teens, and adults — including pregnant women — help prevent this potentially life-threatening illness. Protect your family—and our faith community—against whooping cough. Talk to your doctor about getting yourself and your children vaccinated. To learn more about whooping cough and the vaccines to prevent it, visit www.cdc.gov/whoopingcough or speak with your health care professional.
(3) Insert for Bulletin [For areas affected by recent outbreaks/rising incidence]:

**NOTE:** To get local whooping cough data, call your city, county, or state health department.

**Whooping Cough is on the Rise**

**Protect Our Babies—Get Vaccinated**

Cases of whooping cough (also called pertussis) are on the rise in our community. [As of DATE, there have been ## cases of whooping cough in STATE/COUNTY.]

Whooping cough is a serious disease that can cause violent coughing fits lasting up to 10 weeks or more. It can be quite severe, even deadly, especially for babies under 6 months old, who are too young to be well protected by vaccines.

The disease starts out like a cold, and it spreads easily. Babies often catch whooping cough from parents, siblings, and other caregivers, who may not even know they are sick.

**Help protect the babies in our community against whooping cough.**

The Centers for Disease Control and Prevention (CDC) recommends that all preteens, teens, and adults – including pregnant women – get a vaccine called Tdap. By vaccinating adults and young people in our community, we can surround our babies with protection.

Babies and young children also need their own vaccines against whooping cough—called DTaP. Be sure to get your children vaccinated on time against whooping cough according to CDC’s recommended immunization schedule.

To learn more about whooping cough and the vaccines to prevent it, visit [www.cdc.gov/whoopingcough](http://www.cdc.gov/whoopingcough) or talk to your health care professional.
Protect Our Babies Against Whooping Cough—
Get Vaccinated

Did you know that whooping cough (also called pertussis) is still a problem in the United States? There were more than 48,000 cases reported in 2012, our last peak year.

Whooping cough is a serious disease that can cause violent coughing fits lasting up to 10 weeks or more. It can be quite severe, even deadly, for babies under 6 months old, who are too young to be well protected by vaccines.

The disease starts out like a cold, and it spreads easily. Babies often catch whooping cough from parents and other caregivers, who may not even know they are sick.

We can help protect the babies in our community against whooping cough.

The Centers for Disease Control and Prevention (CDC) recommends that all pre-teens, teens, and adults—including pregnant women—get a vaccine called Tdap. By vaccinating adults and young people in our community, we can surround our babies with protection.

Babies and young children also need their own vaccines against whooping cough—called DTaP. Be sure to get your children vaccinated against whooping cough according to CDC’s recommended immunization schedule.

To learn more about whooping cough and the vaccines to prevent it, visit www.cdc.gov/whoopingcough or talk to your health care professional.