



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

“Vaccination” is a campaign to help address vaccine concerns 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**. The project centers on a **broadcast documentary** but includes **short, simple video tools for health professionals and school officials to use when explaining these issues in order to create vaccine confidence**.

A significant percentage of Americans still remain hesitant about the vaccine. Only about half of adults under age 65 said they were “absolutely certain” or “very likely” to get the Covid vaccine.

NBC News, February 2021

About 1 in 15 US parents (6.1%) is hesitant about routine childhood vaccines, and more than 1 in 4 (26%) are unsure about flu vaccines.

Pediatrics, June 2020

"...routine childhood immunization... [will] prevent 322 million illnesses and 21 million hospitalizations over the course of their lifetimes and avert 732,000 premature deaths from vaccine-preventable illnesses."

U.S. Center for Disease Control

THE GOAL

“Vaccination” will explain all elements of vaccines including their history, how they are created, tested and what they contain. The program will highlight 1) Accurate / Honest **Science based information**, 2) Clear / **Concise explanations** and 3) **Heartfelt stories**.

DISTRIBUTION/Underwriter Partners

Presbyterian Healthcare Services, STHealth, LLC, The City of Albuquerque and SafeTeen New Mexico. With additional support from: New Mexico Hospital Association, American Society of Health-System Pharmacists, Melanie and Todd Watkins, Rear Admiral Pamela Schweitzer, USPHS (ret) and Mr. Paul Schweitzer, The Rotary Club of Albuquerque, 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, The Immunization Practices Advisory Council and New Mexico Pediatric Society.

The program has been created by Emmy © Award winning producer/director Chris Schueler.

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www.ChristopherProductions.org