



Australian Government
Department of Health

CHIEF MEDICAL OFFICER

7 August 2017

Dear Child Care Service Provider

Childhood Immunisation Education Campaign

The Australian Government has launched the 'Get the facts about immunisation' education campaign to encourage parents and carers to get their children vaccinated.

We know immunisation saves lives. Immunisation is a safe and effective way of giving protection against diseases such as whooping cough and measles, which can cause serious illness, including death.

We also know that parents trust child care services. Your role in contributing to the sharing of quality information is important. This is why I am writing to you about the new campaign.

While Australia's national childhood immunisation rates are high at 93 per cent for five year old children, there are still many thousands of children who are not fully vaccinated. When people aren't vaccinated there is a risk to themselves and to others, especially children too young to have had that vaccine or unable to be vaccinated for medical reasons.

In addition to addressing pockets of low coverage, it is important for children to receive their childhood vaccinations on time. Parents who skip or delay vaccinations put their children and those around them at risk of contracting serious diseases.

Protecting children, staff and communities from vaccine preventable diseases is important and childcare centres can play an important role. We seek your assistance in providing parents with evidence-based information about immunisation to support them in their parenting role.

Enclosed is a promotional poster for your service, which encourages parents to 'Get the facts about immunisation'. I would be grateful if you could display the poster and further promote the messages within your childcare centre community.

You can find more information about the campaign at www.immunisationfacts.gov.au. I encourage you to visit the website and explore the facts and information contained within it, including the campaign's video resources.