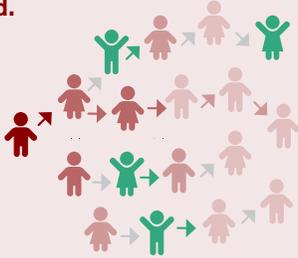


What is Herd Immunity?

HERD IMMUNITY, or community immunity, is achieved when enough of the population is vaccinated to keep a disease from spreading and potentially harming its most vulnerable members. It is recommended that 93-95% of a population is immunized to be protected via herd immunity. Unfortunately, some school districts in Idaho have immunization rates as low as 33.3%.^{vii}

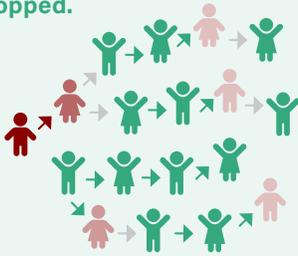
No Herd Immunity

Low immunization rates = less protection of community, outbreaks spread.



Herd Immunity

High immunization rates = wider protection of community, outbreaks are stopped.



IT'S TIME TO TAKE ACTION AND PROTECT OUR COMMUNITIES.

HOW DOES THIS AFFECT US?

Without strong immunization standards, preventable disease can and will reemerge in Idaho. This would expose our children to deadly diseases such as...

Whooping coughⁱⁱⁱ



More than **100,000 cases** in the U.S. since 2014



Up to **20 babies** in the U.S. die each year

Measles^{iv}



One of the **most contagious** diseases known to humans^v



Can cause irreparable damage to **immune system** and potential long-term **brain damage**^{vi}

Influenza



More than **100 deaths** in Idaho during 2017-18 flu season



Over **79,000 deaths** in the U.S. during last year's flu season

WE CANNOT ACCEPT THIS. HERE'S WHAT YOU CAN DO:

- Contact** your state representative to vocalize your support for pro-vaccine legislation or oppose efforts to loosen current immunization requirements
- Emphasize** the safety and effectiveness of vaccines in your conversations with friends, family and colleagues to help clarify common misconceptions
- Educate** your community on the importance of vaccinations and receiving them on time
- Amplify** local campaigns and clinics by volunteering and spreading the word via social media
- Support** local public health measures and legislation to lower the exemption rates across the state
- Join** our coalition of parents standing up for the facts by visiting our website at GetImmunizedIdaho.org

IDAHOANS OVERWHELMINGLY SUPPORT VACCINATIONS



Get involved at GetImmunizedIdaho.org

The Idaho Immunization Coalition (IIC) is a vital assembly of statewide stakeholders dedicated to promoting health and preventing serious illness through immunization protection of all Idahoans. IIC recently launched Get Immunized, Idaho to engage parents who believe in the benefits of vaccinating their children.

ⁱ Idaho Department of Health and Welfare

ⁱⁱ Idaho Department of Health and Welfare

ⁱⁱⁱ <https://www.vaccinateyourfamily.org/questions-about-vaccines/outbreaks-of-vaccine-preventable-diseases/>

^{iv} <https://www.vaccinateyourfamily.org/questions-about-vaccines/outbreaks-of-vaccine-preventable-diseases/>

^v <http://healthandwelfare.idaho.gov/Portals/0/Health/Epi/Flu/Idaho%20Influenza%20Surveillance%202017-2018%20final.pdf>

^{vi} <https://www.cdc.gov/flu/about/burden/2017-2018.htm>

^{vii} Idaho Department of Health and Welfare

^{viii} https://healthandwelfare.idaho.gov/Portals/0/Health/Idaho%20Immunizations/Schools/2018_2019_MultiYear_SIRStatewideSummary.pdf

^{ix} <https://www.cdc.gov/vaccines/imz-managers/coverage/schoolvaxview/data-reports/exemptions-dashboard/2017-18.html>

^x Edelman Intelligence Survey Data, November 2018

