

Keeps It That Way

CDC's Childhood Vaccination Communication Effort

Overview

Keeping up to date with vaccines is one of the best ways to protect children from serious diseases. Routine childhood vaccination in the United States has been very successful in preventing illness and death. Serious diseases such as diphtheria, mumps, and rubella, once common at young ages, are now practically unheard of. **Let's keep it that way.**

The American Academy of Pediatrics (AAP) recommends children keep up to date on their childhood vaccinations and well-child visits. This helps children stay healthy for school, childcare, and beyond.

The Centers for Disease Control and Prevention (CDC) created the **"Keeps It That Way"** communication effort to raise awareness about vaccine-preventable diseases. It invites parents to learn more about the diseases and the protection vaccines can provide to children's health. This effort is informed by feedback from parents and caregivers of young children representative of the general public, including those living in rural areas.

"Keeps It That Way" creatively educates about the diseases, provides information on symptoms and complications, and encourages parents and caregivers to talk to their child's healthcare provider and keep their child up to date on all recommended vaccines. This effort will reach parents and caregivers through jurisdictional and partner promotion, traditional media, social media, and digital paid media.*

* Digital paid media geography, July – September 2024: Arizona, Colorado, District of Columbia, Georgia, Hawaii, Idaho, Illinois, Kansas, Minnesota, Montana, Ohio, Oklahoma, Oregon, Utah, West Virginia, Wisconsin, Wyoming.



She thinks
"Pertussis"
is something you play
in music class.

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Pertussis isn't a drum, it's a very contagious bacterial infection of the lungs. Also known as whooping cough, pertussis can cause pneumonia, seizures, and brain damage. Childhood vaccinations continue to help protect kids from pertussis. Let's keep it that way.

Talk to your child's healthcare provider about keeping up to date with childhood vaccinations.



He thinks
"Varicella"
is a magic spell that
makes things go poof.

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Varicella, also called chickenpox, isn't a word for wizards. It's a contagious virus that can cause:

- Skin infections
- Pneumonia
- Encephalitis (swelling of the brain)

Talk to your child's healthcare provider about recommended vaccines.



She thinks
"Polio"
is a roly poly bug.

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He thinks
"Measles"
is a cartoon character.

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He thinks
"Diphtheria"
is the name of a dinosaur.

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Sample Social Media and Downloadable Posters

Customizable, unbranded materials are available for partners and jurisdictions. Email ISDChildhoodVax@cdc.gov.

Learn more about
"Keeps It That Way."

