

NOTE: Most schools also use a school or PTA database of parent email addresses. Weekly information is disseminated in this method. Perhaps not as often-used as the automated phone recordings, nonetheless effective in its own right.

2. SCHOOL/PARENT EMAIL LISTSERV (VIA PTA) SCRIPT

Hello **Parents** and Guardians:

We have been asked by the [school district or school administration/leadership] to distribute the following announcement from the California Department of Public Health.

Whooping cough (also called pertussis) has become an epidemic in the state of California. As of August 5, 2010, there have been seven confirmed pediatric deaths and hundreds of hospitalizations from whooping cough. It is highly contagious, yet it can be stopped.

Prevent the spread of whooping cough. Contact your doctor about getting the pertussis vaccines, including the booster shot for older children and adults, for you and your family.

We are reaching out to parents of school-age children because summer and early fall have been typical outbreak months. Whooping cough can spread very quickly in the classroom once students return to school.

You and your family members can be contagious and unknowingly spread the disease to babies and pre-schoolers -- who are at high-risk for serious pertussis complications, and even death.

Please take steps to protect you and your loved ones from the vaccine-preventable pertussis.

Be aware. Know the signs. Treat it early. Get vaccinated. Call your doctor.

For more information, visit the CDPH website:

<http://www.cdph.ca.gov/programs/immunize/Pages/Default.aspx>