Dear PSA Director:

Most people know that there are vaccines recommended for infants and young children, but it is important to realize that vaccines are recommended across a lifetime. Vaccines play an important part in helping to maintain health and wellness for people of all ages, not just for children. In the US, vaccination has helped to reduce or eliminate certain diseases that were once common.

Maintaining high levels of vaccination coverage among children as well as other age groups is important to keep many diseases at bay. In fact, the CDC recommends vaccines to help prevent more than 15 diseases and has vaccination schedules that cover children, preteens, teens, and adults.

This [:60 animated/:30 audio] PSA from HealthyWomen, the nation’s leading non-profit health information source for women, and Merck, helps illustrate and inform [viewers/listeners] of the importance of vaccines for people of all ages, and it encourages [viewers/listeners] to talk to a health care professional to learn more.

By staying informed and learning about recommended vaccines, your [viewers/listeners] can learn how to help protect themselves and their loved ones from certain infectious diseases. We ask that you join us in helping to increase awareness about vaccination for people of all ages by airing the enclosed PSA spot.

Thank you for your consideration.

Sincerely,



Elizabeth Battaglino, R.N.

President and CEO, HealthyWomen