



FACT SHEET

2009 “Immunize for Healthy Lives” Campaign

- The “Immunize for Healthy Lives” Campaign is an immunization education and awareness campaign created by Ronald McDonald House Charities in partnership with the American Academy of Pediatrics.
- This year, 2009, marks the fifth year the campaign has been conducted in the North Texas area.
- The local program is a partnership with Ronald McDonald House Charities of Greater North Texas and local McDonald’s restaurants.
- Local campaign partners in the North Texas area are McDonald’s restaurants and local health partners including four North Texas county health departments: Collin County, Dallas County, Denton County and Tarrant County and three local immunization organizations: Immunize Kids! Dallas Area Partnership, Immunization Collaboration of Tarrant County and Denton County Immunization Coalition.
- The campaign offers the only existing collaboration among the local partnering healthcare organizations focusing on immunizations.
- Campaign timeframe: August 1 – 31, 2009
- As part of the North Texas campaign, printed materials including informational trayliners (400,000+) will be made available to parents through more than 270 McDonald’s restaurant locations.
- The trayliners will promote each of the seven health partners’ back-to-school immunization efforts, the immunization schedule and provide contact information for the local healthcare partners.
- Each year, many children miss the first day of school because they do not have the immunizations needed to enter a particular grade. That’s why the local RMHC chapter and the seven healthcare organizations have partnered to remind parents to immunize their children on schedule as the best protection against vaccine preventable childhood diseases.