



ShotByShot Round up

stories of vaccine preventable diseases

Winter | 2020

ShotByShot celebrates 10 year anniversary!



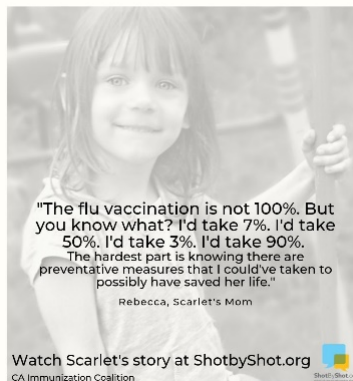
It's hard for us to believe that we launched ShotByShot.org 10 years ago with handful of personal stories and a vision to put a real face on vaccine-preventable diseases. From our humble beginnings, we have become a nationally recognized resource with over 200 stories—and our gallery continues to grow. We owe a huge debt of gratitude to our ShotByShot community, all those who have contributed stories and those who use the stories to educate patients, students, families, and communities about the value of preventing vaccine-preventable diseases. During 2020 we hope to give you more ways to celebrate ShotByShot as well as some highlights of our history where we have touched hearts and minds, thanks to you!

New flu story PSAs and infographics

We refreshed our partnership with the American Lung Association's MyShot campaign, by launching three flu PSAs this past December: [Mike's Story](#), [Alice and Gayle's Story](#), and [Brian's Story](#). All of these target adults 50+ who have chronic conditions. These are part of a wealth of flu stories available to you for educational purposes at [ShotByShot.org](#). In addition, we enlarged our collection of flu-related infographics. [Scarlet's Story infographic](#) went viral on Facebook with over 100,000 views. If you're on social media, we encourage you to explore and use our growing collection of [infographics](#)!



Alice and Gayle's Flu Story PSA



"The flu vaccination is not 100%. But you know what? I'd take 7%. I'd take 50%. I'd take 3%. I'd take 90%. The hardest part is knowing there are preventative measures that I could've taken to possibly have saved her life."
Rebecca, Scarlet's Mom

Watch Scarlet's story at [ShotbyShot.org](#)
CA Immunization Coalition

New HPV stories launched for January observance



We are so excited to launch two new cervical cancer survivor stories, just in time for January's *National Cervical Cancer Awareness Month*. [Lily's Story](#) (video) shares the experience of what it's like to get an HPV cancer diagnosis at the tender age of 27 and her motivation to talk to parents and younger girls. [Melissa's Story](#) (written) shares the journey of a young mom of 2 boys who through her personal experience with cervical cancer becomes an outspoken advocate for the HPV vaccine. Our contributors want their stories heard. Read and view them, then share!

We want to hear from you!

Have you got an anecdote for ShotByShot? We'd love to know what our stories have meant to you and your work. Have an idea or a story lead? Contact us at info@shotbyshot.org.



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