



ShotByShot Round up

stories of vaccine preventable diseases

Summer 2022



DASH'S STORY

"[The doctor] told me, 'Your son is very sick. He has the kind of meningitis where you're here one day and not here the next.'"

TINA, DASH'S MOTHER



Find Dash's Story at
SHOTBYSHOT.ORG
CA Immunization Coalition

For NIAM, Use a Story Infographic

Public health observances are great opportunities to generate awareness for vaccine-preventable diseases. August is **National Immunization Awareness Month** (NIAM). Take this opportunity to share information with your community on social media. ShotByShot's [infographics](#) are perfect for sharing on your social media channel. Whether you are reaching out on behalf of [infants and toddlers](#), [preteens](#), or teens like [Dash](#) (seen here), [adults](#), or [pregnant women](#), you can find a story or infographic to help you with your awareness. Downloads are free and easy!

COVID-19 Stories & PSAs in Spanish!

ShotByShot is pleased to announce that our COVID-19 story collection, as of summer 2022, contains 13 COVID-19 stories and PSAs either in Spanish language or subtitled in Spanish. For example, [Testimonio de Nata sobre la vacuna contra el COVID-19](#) (.30—in English with Spanish subtitles) Speaks on behalf of Latinx youth. Nata acknowledges that some in this community have been fearful to get vaccinated. He encourages vaccination to protect the community. Or watch [Testimonio de la Dra. Rodriguez de Bittner sobre la vacuna contra el COVID-19](#) (1:41—in Spanish, no subtitles; [English](#) version also available.) a pharmacist who focuses on communicating with the Latinx community about the importance of getting vaccinated. To peruse all the Spanish language COVID stories, visit ShotByShot's [story gallery](#) and select sort options: disease "COVID-19" and language "Spanish" to search our storybank.



Nata's Story

“
My first thought
was, **'the end'**.”



Watch David's Story
about HPV cancer at
ShotByShot.org




CA Immunization Coalition
Kentucky Public Health, Immunization Branch

New HPV Oral Cancer Stories

During the Spring we launched two new HPV oral cancer stories: [David's Story](#), where he expressed fear of having to tell his mom about his diagnosis. But ultimately David wants to let others know about the importance of preventing HPV cancer after his experience. [Steve's Story](#) starts with the shock he experiences after a lump under his chin turned out to be HPV oral cancer. Steve discusses the difficulty of his treatment and shares a message on the importance on HPV vaccination. Both stories were contributed by the Kentucky Public Health, Immunization Branch.

SBS COVID-19 Stories Featured in CIC Webinar

In case you missed it, the California Immunization Coalition (CIC) held a [webinar](#) featuring ShotByShot's collection of COVID-19 stories and PSAs, which has grown to more than 40 over the past year due to the partnerships we have forged with local and state health departments and key national organizations. The collaboration has been wonderful—and has enabled stories to be seen and shared more. ShotByShot's lead Tammy Pilisuk was joined by Salt Lake County Health Department's Communication Director, Nicholas Rupp. "ShotByShot helped amplify our stories' social media presence," said Rupp.

New Stories, New
Partners COVID-
19 and Beyond



ShotByShot.org
stories of vaccine preventable diseases



Do you know someone with a VPD story?

If you or someone you know has a story to share, we would be honored to connect. Our process is personalized and easy—and can be accomplished via phone and email. We believe the power of a story can save a life! Please contact us at info@shotbyshot.org to learn how you can share a COVID-19, flu, chickenpox, shingles, pertussis, HPV, meningitis, or other vaccine-preventable disease story.

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