

“Don’t Miss One”

Script for 60-second radio ad by the Texas Department of State Health Services

November 5, 2008

LITTLE GIRL: Mom and dad, Vaccines protect babies against very serious diseases. Like...

LITTLE BOY: *Dip-histeria*

LITTLE GIRL: Diphtheria makes it hard for babies to breathe. The 4th DTaP vaccine at 15-18 months protects babies against it.

LITTLE BOY: And Tetra-nose...

LITTLE GIRL: That’s tetanus. Tetanus hurts the baby’s muscles and nerves.

LITTLE BOY: Then there’s pertooosis!

LITTLE GIRL: He means pertussis or whooping cough. That’s a cough that slowly gets worse. And it can cause brain damage and even death.

LITTLE BOY: Vaccines are safe and save lives.

LITTLE GIRL: So, parents vaccinate your babies at 2 months, 4 months, 6 months, 12 months...and don’t forget the 4th DTaP at 15 to 18 months. Vaccines are like hugs.

LITTLE BOY: You don’t want to miss one.

LITTLE GIRL: For more information, call 1-800-252-9152 or log on to immunizetexas.com