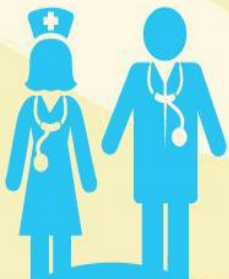


# Pertussis Prevention –

A Campaign to Improve Tdap Vaccination Rates  
In Jackson, La Crosse, and Monroe Counties

**Prevent Whooping Cough. Get Your Tdap Shot.**



[www.cdc.gov/pertussis](http://www.cdc.gov/pertussis)

# Tdap Campaign

## **Target Population:**

All adults in need of Tdap vaccination, with emphasis on pregnant women and underserved, uninsured adults

## **Purpose:**

Improve Tdap vaccination rates and decrease incidence of pertussis;

Community and educational partnership building



## Duration:

September 9 – October 7, 2013 – (4 weeks)

## Location of Activities:

Billboards & Tdap Clinics in Jackson, La Crosse, and Monroe Counties (WI)

Radio and other media content to cover multi-county region in western WI and eastern MN



# Project Partners:

Coulee Region Immunization Coalition

Jackson, La Crosse, and Monroe  
County Health Departments

Viterbo University School of Nursing

University of Wisconsin School of Medicine  
and Public Health



## **Funding Source:**

University of Wisconsin School of Medicine and  
Public Health

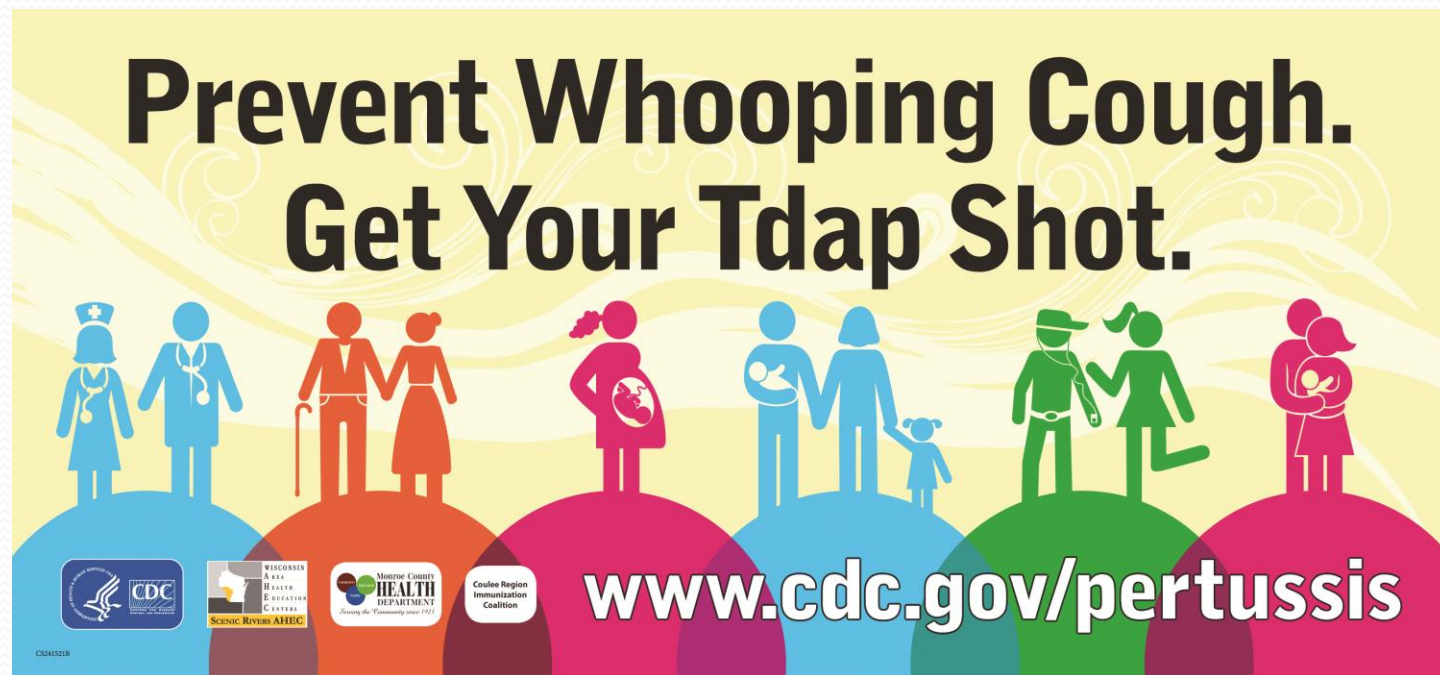
Scenic Rivers Area Health Education Center

## **Funding Amount:**

\$5280 (billboards \$3,880, radio ads \$1,400)

# Media Content:

- **Billboards:** 2 billboards each in Jackson & Monroe Counties, 1 in La Crosse County.



# Radio Ads and Public Service Announcements

Magic 105 and Kicks 106 –

La Crosse Radio Group matched our  
campaign dollars with additional ads!  
**THANKS!!**

9 different ads/PSA's – here' a sample:

# Radio Ads/PSA's

**Todd A. Mahr, M.D.**

Pediatric Allergy/Immunology  
Gundersen Health System





# Radio Ads/PSA's

**Robyn A. Borge, MD**

Family Medicine

Gundersen Health System

La Crosse County Medical Advisor



# Radio Ads/PSA's

**Anna Wittry**

Viterbo University –Nursing Student



# Radio Ads/PSA's

**Matt Bobel**

University of Wisconsin School of Medicine and  
Public Health

Medical Student



# Radio Ads/PSA's

**Matt Bobel**

University of Wisconsin School of Medicine and  
Public Health

Medical Student



# Radio Ads/PSA's

**Christine Berth, RN, BSN**

Public Health Nurse

La Crosse County Health Department



# Media Releases – Sept 6 2013

## LA CROSSE Tribune



UW-L FOOTBALL PREVIEW, D1

## EAGLES ARE ON THE BRINK

\$1.00 ♣ Saving the region since 1804

FRIDAY, September 6, 2013

>> lacrossetribune.com

## New whooping cough campaign aims to avoid another epidemic

By **MIKE TIGHE**  
mtighe@lacrossetribune.com

The Coulee Region Immunization Coalition aims to thwart whooping cough in the wake of a U.S. epidemic last year in which Wisconsin led the nation in reported cases.

The coalition will launch an educational campaign Monday

to urge people to make sure their vaccines are up to date, said Christine Berth, a public health nurse with the La Crosse County Health Department.

Whooping cough, or pertussis, is a highly contagious illness caused by bacteria and spread by sneezing and coughing. It gets its

See **COUGH, A7**

### WHOOPIING COUGH SYMPTOMS

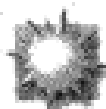
**Early stage, one to two weeks.**  
Symptoms can last for 1 to 2 weeks and usually include:

- Runny nose
- Low-grade fever (generally mild)
- Mild, occasional cough

- Apnea — a pause in breathing (in infants)
- Stage two, from one to six weeks, or up to 10
- Fits of many rapid coughs followed by a high-pitched "whoop"
- Vomiting

- Exhaustion after coughing fits
- Stage three, convalescence
- Lasts two to three weeks and may include coughing symptoms. Patients are susceptible to other respiratory diseases.

WUHS/CCDH



**87/61**  
FORECAST A8

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# Media Releases – Sept 18 2013

## Health

CONTACT US:  
608.791.6227

# C

NEWS ABOUT YOUR WELL-BEING

[crosssetribune.com](http://crosssetribune.com)

WEDNESDAY, SEPTEMBER 18, 2013

## Free whooping cough vaccines offered for uninsured

Public health departments in La Crosse, Jackson, Monroe and Trempealeau counties will offer free whooping cough booster vaccines to uninsured adults.

The DTaP vaccination series is recommended for all babies and children, while teens and adults should receive a one-time Tdap vaccination booster, according to the federal Centers for Disease Control and Prevention.

In addition, the CDC recommends women who are pregnant

receive the Tdap vaccine during each pregnancy.

Only 8 percent of adults nationally have had their boosters, according to the CDC.

If you are an adult and do not have insurance that covers vaccines, call 608-785-5902 for information about getting your free booster at the La Crosse, Jackson, Monroe or Trempealeau county health departments.

Here are the special extended-

hour clinics scheduled for this month:

**La Crosse County Health Department:** 308 N. Fourth St. N.; 7:30 a.m. to 7 p.m. Sept. 24-25. Appointments preferred at 608-785-9723, but walk-ins welcomed.

**Jackson County Health Department:** 410 Hwy. 54 W., Black River Falls; 3 to 6 p.m. Sept. 25. Appointments preferred at 715-284-4300, ext. 452, but walk-ins welcome.

**Monroe County Health Department:** Barnstad's European Village, 701 E. Clifton St., Tomah; 9 to 10:30 a.m. and 3:30 to 5 p.m. Sept. 20; Monroe County Health Department, 14901 Hwy. R, Tomah; 8:30 a.m. to 4 p.m. Sept. 26. Appointments at 608-259-8600 welcomed.

**Trempealeau County Health Department:** 36245 Main St., Whitehall; 9 a.m. to 6 p.m. Sept. 24 and 25, by appointment only at 795-538-1311, ext. 210.

# Other Print Media

Numerous county/city/village newspapers in the region featured our media release content.



# Jeff Gordon – Sounds of Pertussis

- [Video](#)

News8000 – WKBT La Crosse

Aired this video during the campaign as a public service - THANKS WKBT!!

# Expanded Access Free Tdap Clinics

- Special extended-hours Tdap vaccination clinics in September for un-insured adults; vaccines free-of-charge:
  - Buffalo
  - Crawford
  - Jackson
  - La Crosse
  - Monroe
  - Trempealeau

# Outcomes & Evaluation

## Tdap Vaccination Rates:

Vax rate data for adult Tdap will be collected from WIR for Jackson, La Crosse, and Monroe Counties for September and October 2013, and compared to same time-frame of 2010-2012

## Pertussis Disease Incidence:

Disease incidence for Jackson, La Crosse and Monroe Counties will be compared for 2010 - 2013