



**BlueCross BlueShield
of Nebraska**

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CDC Launches Pre-teen Vaccine Campaign

On August 1, 2007, CDC's National Center for Immunization and Respiratory Diseases will launch a Pre-teen Vaccine Campaign aimed at promoting vaccination of pre-teens (11-12 year olds) to protect against serious, sometimes life-threatening diseases such as pertussis (whooping cough), meningitis, tetanus, diphtheria, and cervical cancer. The campaign also promotes the 11 to 12 year old medical check-up.

Target audiences include African-American, Caucasian and Hispanic parents of 11 and 12 year olds and healthcare providers (pediatricians, family physicians, and nurses) who regularly see pre-teens. Campaign materials include flyers, posters, banner ads, and web content about pre-teen vaccines and the pre-teen medical check-up.

For more information about the campaign or to view educational materials, visit www.cdc.gov/vaccines/preteen/

NOTE: These recommendations will help your patients reduce the risk of illness and are intended as an educational reference. They do not replace the clinical judgment of the healthcare provider. Vaccinations, screenings and counseling recommendations may not be covered benefits under all Blue Cross and Blue Shield Nebraska plans. Members need to consult their benefit materials.