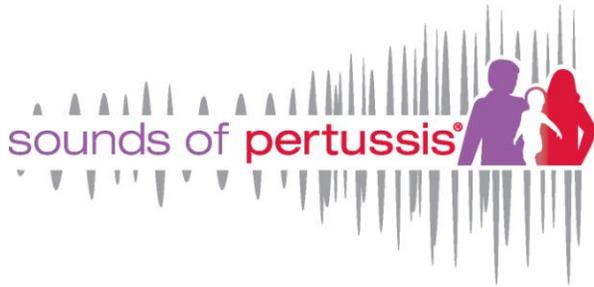


## The Sounds of Pertussis® Campaign 2013 Backgrounder

*“No matter how busy my career gets, my family and their health are always my number one priority. That’s why I not only made sure I was vaccinated against pertussis, also known as whooping cough, to help protect myself and to help stop the spread of the disease to my children – but I asked my friends and family to join me in getting an adult vaccine.”*

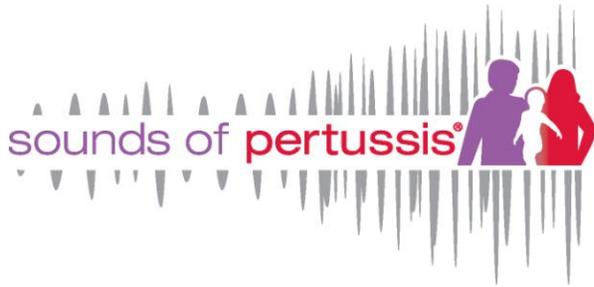
– Sarah Michelle Gellar, National Sounds of Pertussis® Campaign Ambassador, Mother of two and Actress

- The Sounds of Pertussis® Campaign is a national education campaign from March of Dimes and Sanofi Pasteur to help raise awareness about the potential dangers of pertussis, also known as whooping cough, and the importance of adult tetanus, diphtheria and acellular pertussis (Tdap) vaccination. Started in 2009, the Campaign continues to help educate parents, grandparents, caregivers and others in close contact with infants about the importance of getting vaccinated with an adult Tdap vaccine to help protect themselves and to help stop the spread of the disease to infants.
  - Pertussis is a highly contagious and often serious disease, especially in young children.<sup>1,2</sup> In adolescents and adults it usually presents as a severe cough that may last for weeks and even months.<sup>1,2</sup>
  - Researchers found that when it could be determined how an infant caught pertussis, family members were responsible for spreading the disease to the baby in up to 80 percent of cases.<sup>3,4</sup> More specifically, parents were responsible up to 50 percent of the time.<sup>3,4</sup>
  - According to the U.S. Centers for Disease Control and Prevention (CDC), America is experiencing one of the largest outbreaks of reported pertussis cases in approximately 50 years with more than 41,000 reported cases and 18 deaths in 2012.<sup>5,6</sup>
  - The CDC recommends adults and adolescents, especially those in contact with an infant, receive a single dose of Tdap vaccine. For the most recent recommendations, please visit: <http://www.cdc.gov/vaccines/schedules/easy-to-read/index.html>.<sup>7</sup>
- This year actress Sarah Michelle Gellar, her mother, Rosellen Gellar and leading Grandparent Expert, Dr. Arthur Kornhaber, join March of Dimes and Sanofi Pasteur on the Sounds of Pertussis Campaign.
  - Sarah, as the mother to two young children, and her mother Rosellen, are urging adults to make sure they are vaccinated against pertussis to help protect themselves and to help stop the spread of the disease to infants. They want to help others understand that infants are particularly vulnerable to pertussis because they don’t begin receiving their own vaccinations until they are two months old and may not be protected until they have received at least three doses of an infant DTaP (diphtheria, tetanus and acellular pertussis) vaccine.<sup>4,8</sup>
  - Dr. Kornhaber is a psychiatrist and expert in the area of Grandparent Communication. Not only has he authored seven books on the topic, but he is also a grandparent and great-grandparent himself. Dr. Kornhaber is a key contributor to the Campaign’s newest online resource, *Grandparents’ Corner*.



- At [SoundsOfPertussis.com](https://SoundsOfPertussis.com) users can learn more about pertussis and the *Sounds of Pertussis* Campaign. The website contains information, resources and educational tools, including the new *Grandparents' Corner* and the *Breathing Room* Facebook app.
  - *Grandparents' Corner* is an online resource, developed in part by leading Grandparent Expert Dr. Kornhaber, that provides customized tools and resources to help grandparents learn more about pertussis and the important role they play in helping to protect their families. On the site, grandparents can read the *Grandparents' Guide to Pertussis* to learn how adult Tdap vaccination can help protect them and help stop the spread of pertussis to infants; find answers to some frequently asked questions about the transition from "parent" to "grandparent"; and print the *New Grandchild Birth Announcement* mailer to announce the new addition to their family and encourage family and friends to make sure they are up-to-date on their adult Tdap vaccination before meeting their grandchildren. Please visit [SoundsOfPertussis.com/GrandparentsCorner](https://SoundsOfPertussis.com/GrandparentsCorner) to learn more.
  - The *Breathing Room* Facebook app allows parents and grandparents to send a brief message to family and friends in their Facebook network asking them to make the pledge to be vaccinated against pertussis. It is intended to help track which members of a child's circle of care have been vaccinated against pertussis. Once family and friends in their Facebook network confirm their vaccination through the application, their Facebook profile picture is populated into the baby's virtual nursery. The goal is for adult caregivers to commit to being vaccinated and build their own *Breathing Rooms* to help stop the spread of the disease to the infants in their lives. Please visit [SoundsOfPertussis.com/BreathingRoom](https://SoundsOfPertussis.com/BreathingRoom) to start building your *Breathing Room*.

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