

New website informs Spanish-speaking Colo. parents about child vaccinations

Written by Holyoke Enterprise

A Spanish language version of the award-winning, Colorado-based childhood vaccine information website Immunize for Good (www.ImmunizeforGood.com) has been launched by the Colorado Children's Immunization Coalition with support from the Colorado Department of Public Health and Environment.

Vacúnalos Por Su Bien (VacunalosPorSuBien.com) now is available to help Spanish-speaking parents learn more about the vaccines recommended to keep their children healthy.

Vacúnalos Por Su Bien is the first comprehensive vaccine information website for Spanish-speaking parents in Colorado and one of just a few nationwide. As a go-to source for everything Spanish-speaking parents need to know about getting their child vaccinated, the website answers questions such as these:

—Why should I vaccinate my child?

—Are vaccines safe?

—How do vaccines work?

—Where can I get my child vaccinated?

—How can I make shots less stressful or painful for my child?

—What are my options for paying for vaccines?

The Spanish immunization site was modeled after the English site which launched in January

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2011 as a partnership between the department and the Colorado Children's Immunization Coalition. The site has received nearly 100,000 visits from users in 171 countries.

"This site has proven to be an essential resource for Colorado parents who are interested in learning more about the importance of vaccines in keeping children healthy," said Dr. Rachel Herlihy, interim deputy director, Division of Disease Control and Environmental Epidemiology. "We are excited this information now is available to address Spanish-speaking parents' needs and concerns in a thoughtful and culturally sensitive manner."

Stephanie Wasserman, executive director of the Colorado Children's Immunization Coalition, added, "Research shows there is a need for vaccination-related outreach and awareness among Spanish-speaking parents. We are pleased to announce there is now somewhere these parents can go to get the facts and learn why immunization is one of the smartest, safest choices they can make for their kids' health."

Vacúnalos Por Su Bien features original design and photography by marketing firm Rabble + Rouser and is supported by billboards and radio advertisements throughout metro Denver.

Jesus Fuentes, with the firm Ideas Que Funcionan, handled the trans-creation of the site from English to Spanish to ensure it would connect with the Spanish-speaking population in Colorado, which is primarily of Mexican descent. Colorado parents also will be able to receive Vacúnalos Por Su Bien print materials from their provider.

As a statewide 501(c)3 nonprofit, the Colorado Children's Immunization Coalition promotes improved access, delivery and demand for children's vaccinations to keep Colorado healthy. More information is available at childrensimmunization.org.

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