



## NVIC Launches National Billboard Vaccine Education Campaign

March 13, 2013 07:35 AM Eastern Daylight Time

WASHINGTON--([BUSINESS WIRE](#))--During March and April 2013, the non-profit National Vaccine Information Center ([NVIC.org](#)) is conducting an educational billboard campaign in Arizona, Illinois, Oregon, Washington and Texas to encourage well informed vaccine decision-making. The NVIC billboard features a photo of a mother and child and asks "[Vaccination? Know the risks and failures](#)" followed by the NVIC.org website address.

The multi-state billboard campaign will reach cross-generational and diverse audiences through priority placement of free standing commercial billboards in Chicago, IL; Phoenix and Tucson, AZ; Portland, OR; Olympia, WA and Austin, TX. NVIC's billboard will be viewed by more than 10 million people traveling on major highways, bridges and near malls or other key locations in those metropolitan cities, such as the Phoenix Diamondbacks Stadium and the State Capitol building in Austin.

"Vaccines carry risks that can be greater for some individuals and vaccination does not guarantee you won't get the disease. This is true for pertussis, influenza and mumps vaccines, for example," said NVIC co-founder and president Barbara Loe Fisher. "It is critical that everyone becomes better educated about how to recognize the symptoms of complications for both infectious diseases and vaccines."

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NVIC has placed a similar ad in the April issue of *Midwest Health and Wellness Magazine*, which annually reaches an audience of four million consumers in Midwest spas, salons, doctors' offices and health food stores.

The National Vaccine Information Center (NVIC) is a 501C3 charity founded in 1982 and dedicated to preventing vaccine injuries and deaths through public education. NVIC advocates for informed consent protections in medical policies and public health laws, including vaccine laws. NVIC.org is the oldest and largest consumer-operated website on the Internet providing information on diseases and vaccines.

For more information about vaccine risks and failures and how to make an educated vaccination decision, go to [NVIC.org](#). To access the online NVIC Advocacy Portal, which provides information about legislation affecting state vaccine laws, go to [NVICAdvocacy.org](#).

### Contacts

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