

**ShotByShot.org**

Stories of vaccine-preventable diseases

**Amanda Roth, M.S.W., M.P.H.  
CDPH Immunization Branch**

# Outline

- Why Shot by Shot
- Project overview
- How Shot by Shot can work for you
- How you can get involved



# Jonathan's Story

Jonathan's Story



ShotByShot.org  
Stories of vaccine-preventable diseases

▶ 🔊 0:00 / 4:10 🔍 360p 📺 📌

# Why Shot by Shot?

We live in a time when there is more fear from theorized side effects from vaccines than from the diseases themselves.



From *Evan's Story*, as told by Lynn Bozof, Evan's mom and a founding member of the National Meningitis Association



# What is Shot by Shot?

Shot by Shot is a collection of videos and stories from people who have been touched by vaccine-preventable diseases. The collection forms an online storybank to be used for education, training, and awareness purposes.



# Storytelling Focus

We are not looking for immunization champions.



Amy Purdy, meningitis survivor

We just want people to share their stories.



# Using the Stories

- Different public campaigns
- Legislative hearings and visits
- Broadcasts
- Classroom education
- Media & press resource



Brendan O'Connor with sons

*-from London Evening Standard Article  
"Measles nearly killed my sons - father of  
three adult victims tells parents to give  
children MMR," 5.28.09*



# Shot by Shot & i choose

- **Similarities**
  - User-generated content
  - Adjustable pieces for different uses
- **Differences**
  - Tone – educational vs. promotional
  - Tell your story vs. immunization champions
  - Goal – educational, historical database vs. social norms



# Project Overview: Website

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://shotbyshot.org/>. The browser's address bar shows the URL, and the Favorites bar includes a link to 'Shot-by-Shot'. The website's header features the logo 'ShotByShot.org' with the tagline 'Stories of vaccine-preventable diseases'. A navigation menu includes links for Home, Story Gallery, Share Your Story, Get Involved, About Us, and Resources. The main content area has a large image of a young man with a backpack and a red folder, with the text 'Shot-by-Shot' and a description: 'People who have been touched by vaccine-preventable diseases have powerful stories to tell. Others need to hear the stories. (more...)'. Below this is a video player showing a woman speaking, with a play button overlay and a YouTube logo. To the right of the video is a 'Spotlight' section with the heading 'Tell Us Your Story' and the text: 'Have you or someone you know been touched by a vaccine-preventable disease? Your story will help others better understand the personal experience of the disease.' A purple button labeled 'Share Your Story' is positioned below the text. The Windows taskbar at the bottom shows several open applications: PC\_MonthlyAp10..., Letter to my netw..., Document1 - Mic..., Microsoft Excel n..., 4 Internet Explo..., and Microsoft PowerP..., along with the system clock showing 4:58 PM.

Shot-by-Shot - Windows Internet Explorer  
http://shotbyshot.org/

ShotByShot.org  
Stories of vaccine-preventable diseases

Home Story Gallery Share Your Story Get Involved About Us Resources

**Shot-by-Shot**  
People who have been touched by vaccine-preventable diseases have powerful stories to tell. Others need to hear the stories. [\(more...\)](#)

**Spotlight**  
**Tell Us Your Story**  
Have you or someone you know been touched by a vaccine-preventable disease?  
Your story will help others better understand the personal experience of the disease.  
[Share Your Story](#)

YouTube

0:00 / 0:00

PC\_MonthlyAp10... Letter to my netw... Document1 - Mic... Microsoft Excel n... 4 Internet Explo... Microsoft PowerP... 4:58 PM

# Story Gallery

**ShotByShot.org**  
Stories of vaccine-preventable diseases

Home | Story Galleries | About Us | Contact Us | Resources

## Story Gallery

**Cervical Cancer and HPV (Human papillomavirus)**

[Jenny's Story](#) [Carmen's Story](#) [Victoria's Story](#)

[Shawn's Story](#)

**Childhood Polio (paralytic)**

[J. Christopher's Story](#) [Nathan's Story](#)

**Hepatitis B**

[J. Michael's Story](#)

**HB (hemorrhagic influenza type B)**

[Lisa's Story](#) [Najera's Story](#)

**Influenza**

[Dr. Sergio Cuevas's Story](#) [Amber's Story](#) [Brooks's Story](#) [Lara's Story](#)

[Diana's Story](#) [James's Story](#)

**Measles (contagious disease)**

[Natalia's Story](#) [Sam's Story](#) [Sara's Story](#) [David's Story](#)

[Liam's Story](#) [Liam's Story](#) [Liam's Story](#) [Liam's Story](#)

**Stories by Disease**

- [Cervical Cancer and HPV](#)
- [Cholera](#)
- [Diphtheria](#)
- [Hepatitis A](#)
- [Hepatitis B](#)
- [Hepatitis C](#)
- [Hepatitis E](#)
- [Influenza](#)
- [Measles](#)
- [Meningitis](#)
- [Polio](#)
- [Scarlet Fever](#)
- [Shingles](#)
- [Tuberculosis](#)
- [Whooping Cough](#)
- [Zika](#)



# Story Gallery

Meningitis (meningococcal disease)



Rachelle's :



Amy's St



Sherry's S

close or Esc Key

Rachelle's story

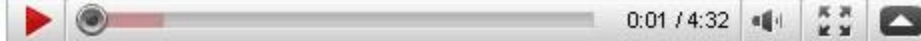
Rachelle's Story



**ShotByShot.org**

Stories of vaccine-preventable diseases

YouTube



# Share Your Story



[Home](#) [Story Gallery](#) [Share Your Story](#) [Get Involved](#) [About Us](#) [Resources](#)

## Share Your Story

Have you or someone you love been touched by a vaccine-preventable disease? It's easy to share a story with Shot by Shot. Our tools can help guide you through the process. Best of all, our team can help you edit or shorten your video so you don't have to worry about any goofs when the video is on.

### Get help to create your story:

- [Tell your own story \(download kit\)](#)
- [Interview someone else \(download kit\)](#)
- [Invite someone to videotape your story \(download kit\)](#)
- [Write or audio record your story \(download kit\)](#)
- [Consent and Release Agreement and On-Camera Identification \(download\)](#)

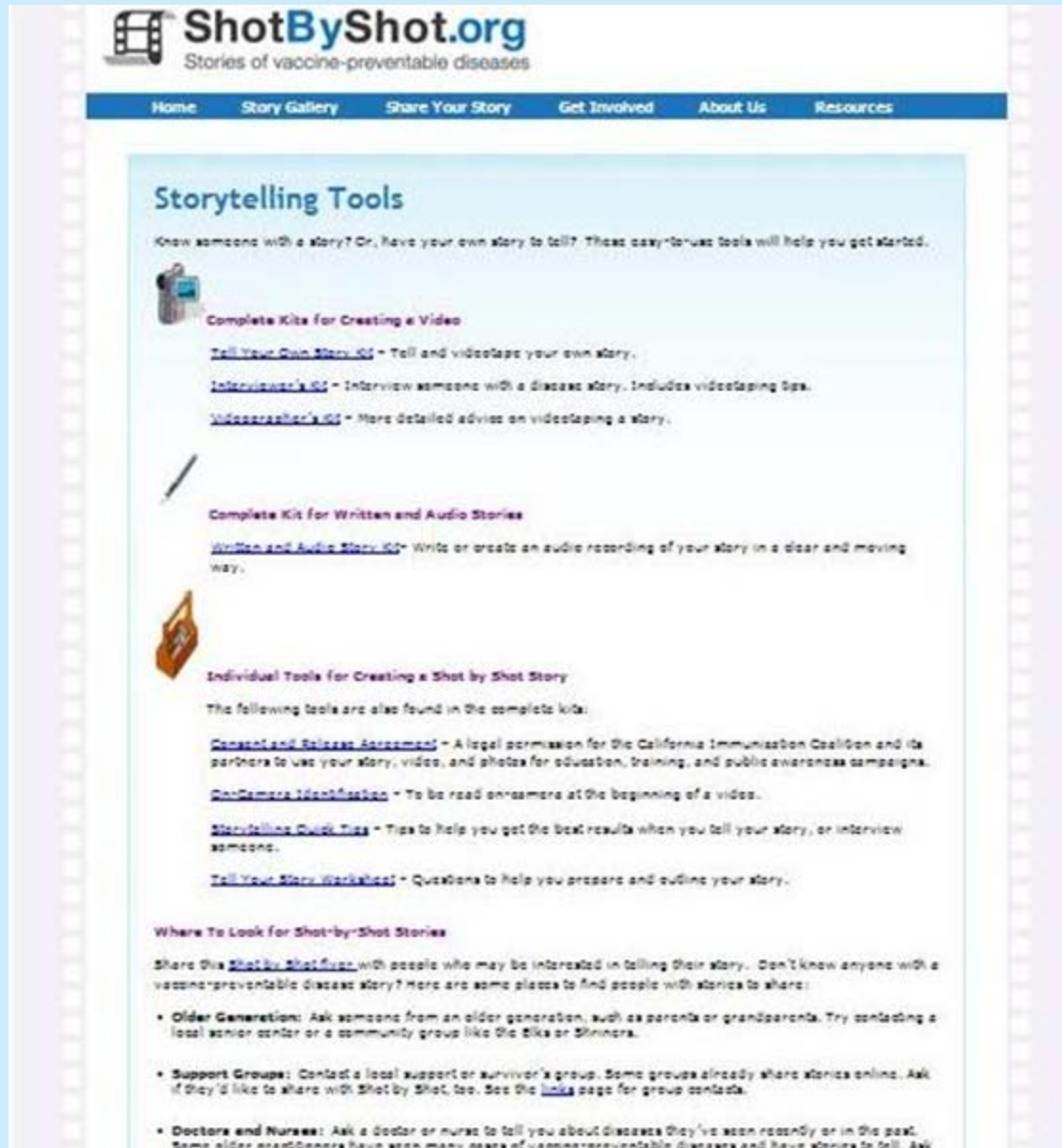
Ready to submit your story? There are a couple ways to submit:



**UPLOAD**



# Storytelling Tools




**ShotByShot.org**  
Stories of vaccine-preventable diseases


Home Story Gallery Share Your Story Get Involved About Us Resources

## Storytelling Tools


Know someone with a story? Or, have your own story to tell? These easy-to-use tools will help you get started.

 **Complete Kits for Creating a Video**

- [Tell Your Own Story Kit](#) - Tell and videotape your own story.
- [Interviewer's Kit](#) - Interview someone with a disease story. Includes videotaping tips.
- [Videographer's Kit](#) - More detailed advice on videotaping a story.

 **Complete Kit for Written and Audio Stories**

- [Written and Audio Story Kit](#) - Write or create an audio recording of your story in a clear and moving way.

 **Individual Tools for Creating a Shot by Shot Story**

The following tools are also found in the complete kits:

- [Consent and Release Agreement](#) - A legal permission for the California Immunization Coalition and its partners to use your story, video, and photos for education, training, and public awareness campaigns.
- [On-Camera Identification](#) - To be read on-camera at the beginning of a video.
- [Storytelling Quick Tips](#) - Tips to help you get the best results when you tell your story, or interview someone.
- [Tell Your Story Worksheets](#) - Questions to help you prepare and outline your story.

**Where To Look for Shot-by-Shot Stories**

Share the [Shot by Shot logo](#) with people who may be interested in telling their story. Don't know anyone with a vaccine-preventable disease story? Here are some places to find people with stories to share:

- Elder Generations:** Ask someone from an older generation, such as parents or grandparents. Try contacting a local senior center or a community group like the Elks or Shriners.
- Support Groups:** Contact a local support or survivor's group. Some groups already share stories online. Ask if they'd like to share with Shot by Shot, too. See the [links](#) page for group contacts.
- Doctors and Nurses:** Ask a doctor or nurse to tell you about diseases they've seen recently or in the past. Some older practitioners have seen many cases of vaccine-preventable diseases and have stories to tell. Ask



# Storytelling Kits

 **ShotByShot.org**  
Stories of vaccine-preventable diseases



Interviewer Kit  
(Easy Start Version)



CALIFORNIA  
IMMUNIZATION  
COALITION



# Outreach Flyer



## Do You Have A Story To Share?

We want to hear from you, if you or someone you know has had one of these diseases:

- Cervical Cancer
- Diphtheria
- Haemophilus Influenzae type b (Hib)
- Hepatitis
- Influenza (Flu)
- Japanese Encephalitis
- Measles
- Meningococcal Disease
- Mumps
- Pertussis (Whooping Cough)
- Pneumococcal Disease
- Polio
- Rotavirus
- Rubella
- Tetanus
- Varicella (Chickenpox)
- Yellow Fever
- Zoster (Shingles)

Your story is important. It will help others understand these diseases that still cause a lot of suffering and death in the world.

### What is Shot by Shot: Stories of Vaccine-Preventable Diseases?

Shot by Shot is a collection of videos of people telling their stories about vaccine-preventable diseases.

Get interviewed, videotape yourself, or interview someone you know. Our guides make it easy. Your video story will become part of an online storybank for education and public awareness.

Visit [www.shotbyshot.org](http://www.shotbyshot.org) to see completed stories.

### Others need to hear your story. Please contact me if you or someone you know has a story to share.

Click here to type in contact name and phone number or location.

 **ShotByShot.org**  
Stories of vaccine-preventable diseases



# Sharon's Story



“It was during a time when they used to come out and nail a “QUARANTINE” sign to the door and everybody saw that sign.”

*-Sharon,  
polio survivor*



# Resources

## Disease Information

Vaccines have been so successful that we don't see the diseases they prevent every day. As a result, they may not seem as scary as they used to. But, vaccine-preventable diseases still cause a lot of suffering and death worldwide. An infected person can travel to the United States, and we can travel anywhere in the world. There are still documented [cases of vaccine-preventable diseases in California](#) each year. By immunizing, together, we will make sure these diseases do not become everyday events again.

**Chickenpox** (*also called varicella*) was one of the most common childhood diseases. Before the vaccine, there were about 4 million cases a year in the United States. The chickenpox virus usually causes mild illness with a fever and an itchy rash. It also can lead to severe skin infections, scars, and serious problems. About 1 child in 500 who gets chickenpox is hospitalized (about 1 in 50 adults).

**Diphtheria** causes a thick covering in the back of the throat that makes it hard to breathe or swallow. About 1 in 10 people with diphtheria die from breathing problems, paralysis, or heart failure. Before the vaccine, about 150,000 people a year got diphtheria in the United States.

**Haemophilus influenzae type b (Hib)** is a bacteria that can cause serious problems including meningitis, brain damage, deafness, pneumonia, infections of the blood, joints, bone, and heart covering, and death. As recently as the mid-1980s, it struck 1 out of 200 children under age 5 years old.

**Hepatitis A** is a serious liver disease that is usually spread by close personal contact or by eating contaminated food or water. Hepatitis A can cause mild, "flu-like" illness,

# Resources

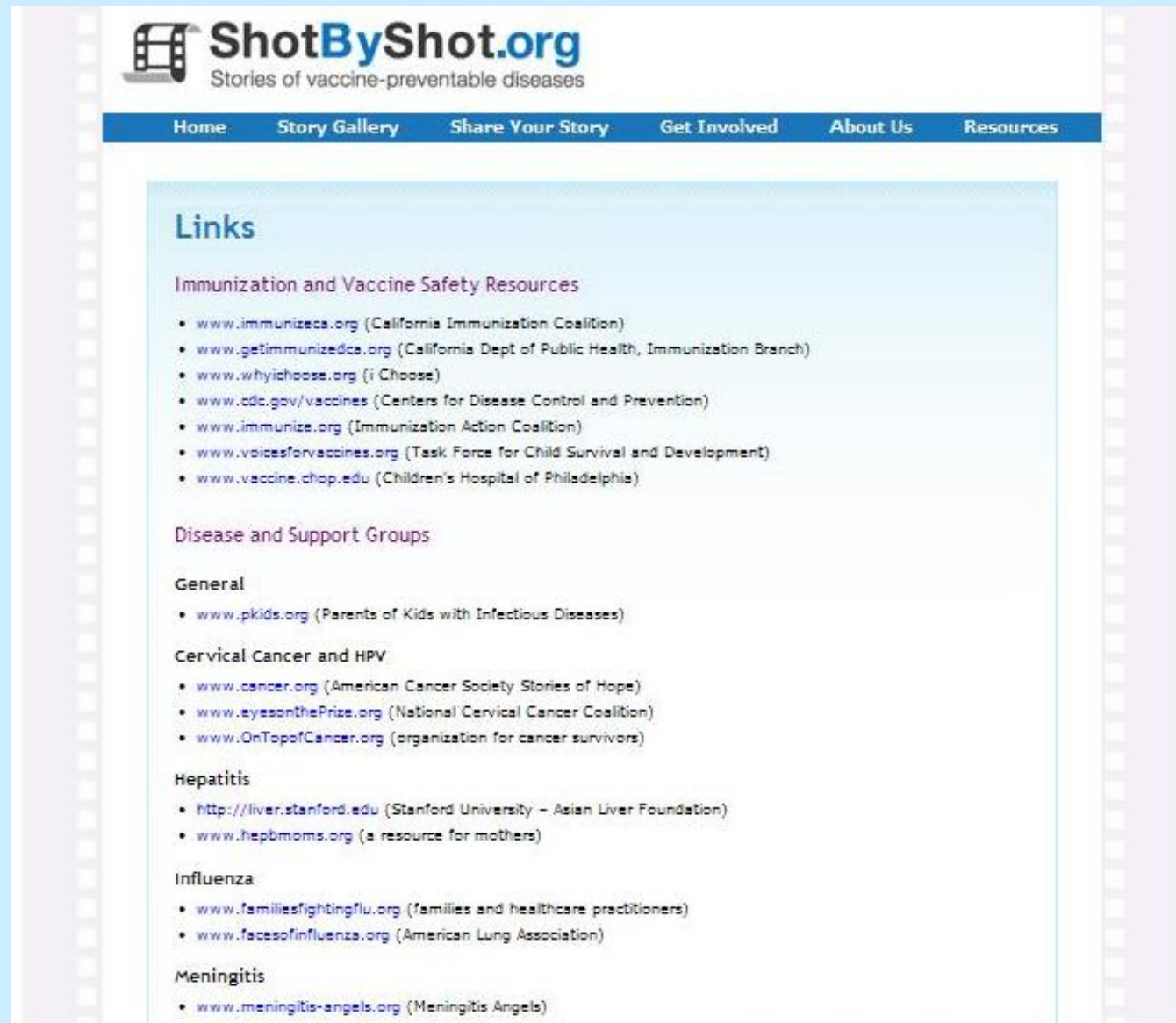
## Disease Outbreaks

IMMUNIZATION BRANCH • CALIFORNIA DEPARTMENT OF PUBLIC HEALTH  
850 MARINA BAY PKWY • RICHMOND, CA 94804 • (510) 620-3737

### Reported Vaccine-Preventable Disease Cases<sup>1</sup>, California 1981–2006

Year	Measles	Rubella	CRS <sup>2</sup>	Mumps	Pertussis	Tetanus	Diphtheria	Polio	Hepatitis A	Hepatitis B	HIB <sup>3</sup>
1981	330	530	6	472	184	9	0	0	5,864	3,876	
1982	842	1413	2	484	115	12	0	1	4,400	3,816	
1983	176	293	7	360	118	13	1	0	4,688	4,402	
1984	326	194	3	415	159	7	1	1	7,187	5,221	
1985	265	138	0	422	242	3	0	1	7,421	5,969	
1986	497	242	3	336	310	3	1	1	8,270	5,061	
1987	813	140	3	395	217	6	0	1	7,230	4,372	
1988	797	83	1	482	284	3	0	0	6,043	3,267	
1989	3,061	162	1	541	336	10	1	0	7,022	2,875	
1990	12,586	542	19	571	469	7	0	0	6,414	2,943	449
1991	1,937	251	12	480	259	5	4	1	5,016	2,615	125
1992	61	48	3	311	521	7	0	1	5,000	2,836	78
1993	96	41	3	285	619	5	0	0	5,651	1,876	31
1994	61	28	2	270	603	7	1	0	6,641	1,959	18
1995	109	21	4	212	543	5	0	0	6,773	1,723	13
1996	46	55	0	185	780	7	0	1	6,653	1,710	6
1997	24	14	3	151	478	11	0	1	6,429	1,657	12
1998	10	3	2	110	1,085	8	0	0	4,178	1,445	12
1999	17	5	2	95	1,144	16	0	0	3,439	1,234	7
2000	19	9	1	89	631	6	1	1	2,992	1,087	5
2001	40	1	0	48	706	15	0	0	1,848	854	6
2002	5	3	0	70	1,120	8	1	0	1,452	614	7
2003	5	0	0	59	1,255	5	0	0	1,140	663	4
2004	6	0	0	55	1,109	6	0	0	885	506	5
2005	4	1	1	47	2,182	7	0	0	671	412	5

# Resources



**ShotByShot.org**  
Stories of vaccine-preventable diseases

Home Story Gallery Share Your Story Get Involved About Us Resources

## Links

### Immunization and Vaccine Safety Resources

- [www.immunizeca.org](http://www.immunizeca.org) (California Immunization Coalition)
- [www.getimmunizedca.org](http://www.getimmunizedca.org) (California Dept of Public Health, Immunization Branch)
- [www.whychoose.org](http://www.whychoose.org) (i Choose)
- [www.cdc.gov/vaccines](http://www.cdc.gov/vaccines) (Centers for Disease Control and Prevention)
- [www.immunize.org](http://www.immunize.org) (Immunization Action Coalition)
- [www.voicesforvaccines.org](http://www.voicesforvaccines.org) (Task Force for Child Survival and Development)
- [www.vaccine.chop.edu](http://www.vaccine.chop.edu) (Children's Hospital of Philadelphia)

### Disease and Support Groups

#### General

- [www.pkids.org](http://www.pkids.org) (Parents of Kids with Infectious Diseases)

#### Cervical Cancer and HPV

- [www.cancer.org](http://www.cancer.org) (American Cancer Society Stories of Hope)
- [www.eyesonthePrize.org](http://www.eyesonthePrize.org) (National Cervical Cancer Coalition)
- [www.OnTopofCancer.org](http://www.OnTopofCancer.org) (organization for cancer survivors)

#### Hepatitis

- <http://liver.stanford.edu> (Stanford University – Asian Liver Foundation)
- [www.hepbmoms.org](http://www.hepbmoms.org) (a resource for mothers)

#### Influenza

- [www.familiesfightingflu.org](http://www.familiesfightingflu.org) (families and healthcare practitioners)
- [www.facesofinfluenza.org](http://www.facesofinfluenza.org) (American Lung Association)

#### Meningitis

- [www.meningitis-angels.org](http://www.meningitis-angels.org) (Meningitis Angels)



# Kaela's Story



“Who would have thought that a 12-year-old cheerleader who was out with her friends the night before having ice cream would then be sent from school and be brain dead 24 hours later? That doesn’t happen in reality, as far as we all think.”

*-Danielle,  
Kaela's Mom*



# Partner Relations

The screenshot shows a Microsoft Internet Explorer browser window displaying the Immunization Action Coalition website. The browser's address bar shows the URL <http://www.immunize.org/>. The website header includes navigation links for [immunize.org](#), [vaccineinformation.org](#), [hepprograms.org](#), and [izcoalitions.org](#), along with a search bar. The main heading is "Immunization Action Coalition" with the subtitle "Vaccination Information for Healthcare Professionals". Below this, there are links for "Subscribe", "Support IAC", "Shop IAC", "Photos", "Videos", "Press Room", "About Us", and "Contact Us". A secondary navigation bar lists "Needle Tips", "Vaccinate Adults", "Vaccinate Women", "IAC Express", "Ask Experts", "Unprotected People", "Print Materials", "Resources", and "VIS".

The main content area is divided into several sections:

- News and Information:** Includes links for "IAC Express" (Weekly email immunization information for health professionals), "What's New at IAC" (Chronological listing of new and revised IAC materials), "New Releases" (Vaccine licensures, recommendations, and resources), and "Vaccines in the News" (Media coverage about vaccines and vaccine-preventable diseases).
- Shop IAC:** Features a thumbnail for "New 2009 Laminated Child & Teen Immunization Schedule" with a description of updates and a "GO" button.
- H1N1 Flu (Swine Flu):** A large section with a photo of a woman receiving a nasal spray. It includes links to "IAC's H1N1 Influenza Website" (collection of guidance documents, journal articles, partner resources, and media coverage), "CDC's H1N1 Influenza Website" (ongoing updates on U.S. human cases of H1N1 influenza infection, guidance documents, emergency use authorization, reports, travel notices, and more), "CDC's Guidance Documents for Health Professionals" (information on screening, specimen collection, face mask and respirator use, antiviral recommendations, patient care, and more), "What's New on CDC's H1N1 Influenza Site" (chronological listing of new and updated H1N1 guidances and resources; updated material includes description of changes), and "May 5th: Revised Guidance on School & Childcare Closures".
- Video of the Week:** Titled "Pertussis Makes a Comeback", it features a video thumbnail of Jennifer Lopez and text describing her participation in a national whooping cough education campaign with the March of Dimes to educate new parents and their families about pertussis, a highly contagious and potentially deadly disease for infants. The 60-second PSAs are available in both English and Spanish.
- Don't Miss This!:** Includes two articles: "The Problem with Dr. Bob's Alternative Vaccine Schedule" by Paul Offit, MD, and Charlotte Moser (with a "View HTML version" link), and "Adhering to Vaccine Schedule Is Best Way to Protect Children from Disease" by Margaret C. Fisher and Joseph A. Bocchini Jr.
- Vaccine Concerns:** A list of topics including "Vaccine concerns home", "Adjuvants", "Alternative medicine", "Autism", and "MMR".

The browser's status bar at the bottom shows the current page URL as <http://www.prnewswire.com/mnr/pertussis/36734/> and the system clock as 5:40 PM.

# Next Steps

- Spread the word
  - Collect more stories
  - Help people to use the stories
- Develop our partner relations



## Ryan's Story

“A vaccine-preventable disease took away my right to ever be called mom again, my right to ever be a parent at a wedding, to ever hold a grand child.”

*-Frankie,  
Ryan's mom*

# Sharon's Story



“I had two very quiet parents. I don't ever recall, once I went back to school, any talk about the polio again.”

*-Sharon,  
polio survivor*



Amanda Roth

[Amanda.Roth@cdph.ca.gov](mailto:Amanda.Roth@cdph.ca.gov)

[Info@ShotbyShot.org](mailto:Info@ShotbyShot.org)





# Upload Function



**ShotByShot.org**

Stories of vaccine-preventable diseases

[Home](#)

[Story Gallery](#)

[Share Your Story](#)

[Get Involved](#)

[About Us](#)

[Resources](#)

## Upload Your Story

Submit your YouTube Video Story for the Shot by Shot Gallery

Name required

Email required

City required

State required

### CONSENT AND RELEASE AGREEMENT & ASSIGNMENT OF COPYRIGHT (The "CARA")

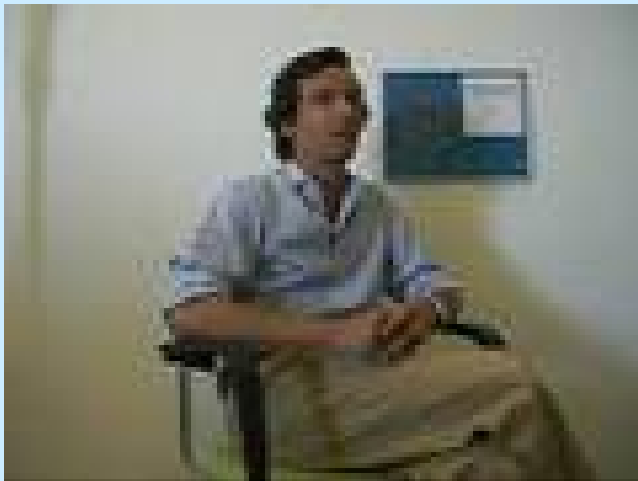
Thank you for sharing your story of Vaccine-Preventable Diseases, or assisting others in sharing their story by providing video, audio, writing or other technical assistance (hereinafter such stories are referred to as "THE STORY") for use by the California Immunization Coalition, a non-profit 501(c)(3) organization with offices in Sacramento, California, ("CIC")'s ShotByShot: Stories of Vaccine-Preventable Diseases project ("ShotByShot") and for permitting the CIC to add THE STORY to its collection.

- I agree to all terms within the "CARA."

Enter the YouTube url of your video required

# Project Overview: Storytelling Kits

- Tell Your Own Story Kit
- Interviewer Kit
- Videographer Kit
- Written & Audio Storytelling Kit



Luis's story about shingles



# Challenges

- Working fast enough to meet demand, while still being thoughtful
- Video quality vs. quantity
- Multiple requests to same survivors
- Legal issues
- Video cameras
  - People's comfort and access to technology

