

Help protect your baby
by helping to protect yourself.



Photo: John Bentham

"Imagine a cough barreling through your infant's body at up to 100 mph. Help protect yourself and your family by getting an adult pertussis booster vaccine now."

Jeff Gordon
Four-Time NASCAR Sprint Cup
Series Champion and Dad

March of Dimes and sanofi pasteur are working together on *Sounds of Pertussis* to help protect the health and wellness of adults and infants.



Visit SoundsOfPertussis.com.

The March of Dimes does not endorse specific products or brands.
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You'd think the
safest place
for your baby
is in your arms...

It can also be one of the most
dangerous.

Don't kiss your baby's good health good-bye.

Why all parents need to be vaccinated.

Pertussis, more commonly known as whooping cough, is a highly contagious bacterial disease that's potentially fatal to infants. And babies often catch pertussis from the people who love them most...their own parents. The scary fact is that researchers have found that up to 80% of babies caught the disease from family members. Unvaccinated adults and adolescents can contract and spread this serious disease, often without even realizing it. When you get vaccinated, not only are you helping to protect your own health, you're helping to protect your baby too.



You may have thought pertussis was a disease of the past. But it's much more common than you might think. In fact, there are an estimated 800,000 to 3.3 million whooping cough cases each year in the United States. While many childhood diseases have been nearly eliminated by vaccinations, pertussis is still a major problem. In recent years, the disease has made a significant comeback.

Pertussis is more common than you might think.

What is pertussis?

Pertussis is a contagious disease that creates sticky, thick mucus in the airways, which makes it hard to breathe, eat, and drink. Infants with pertussis can have trouble breathing and turn blue. Pertussis is also known as whooping cough because people with the disease often make a loud “whoop” sound as they struggle to breathe through their narrowed airways between coughing spasms. It can sometimes present as a mild cough which is often misdiagnosed as a common cold or bronchitis.



Is your baby this close to catching pertussis?

- Even if babies have already begun their pertussis vaccine series, they’re probably not protected until they’ve had at least 3 doses.
- Reports of pertussis have increased more than 100% during 2004–2007 compared to 2000–2003.
- The Centers for Disease Control and Prevention (CDC) estimates that only a small percentage of actual cases are reported.

It can be easily spread.

Pertussis can be spread through a sneeze or a cough and is transmitted through droplets from the nose and throat. Pertussis is highly contagious during the first weeks of infection. So a simple sneeze or cough, or even talking up close, could lead to exposure. This is why, when a source is identified, it is often found that babies have contracted the disease from parents, caregivers, or other loved ones.

The Symptoms:

The symptoms of pertussis typically start 7–10 days after exposure. There are 3 stages of the disease in adults and they are contagious during stages 1 and 2. When symptoms are mild, the disease is often misdiagnosed, but it can still be spread to babies.

Stage 1

Usually lasts 1–2 weeks.

When a person first contracts pertussis, symptoms can be very mild and may resemble a common cold or bronchitis. Most people do not even know they have pertussis and usually go undiagnosed.

These mild symptoms can include:

- sneezing
- runny nose
- low-grade fever
- mild, occasional coughing

Stage 2

Usually lasts 1–6 weeks.

After 1–2 weeks, some people develop a more serious version of pertussis, which can cause severe coughing episodes and even hospitalization. Severe coughing episodes can cause:

- vomiting
- cracked ribs
- a hernia

Stage 3

Usually lasts 2–3 weeks.

In this stage, coughing spasms gradually decrease in intensity and usually disappear after 2–3 weeks.



Startling Statistics:

- In 2004–2005, 66 deaths from pertussis were reported.
- 90% of reported pertussis deaths are among babies under 4 months of age.
- 72% of babies under 6 months of age reported to have pertussis are hospitalized.
- One in 10 children reported to have pertussis also has pneumonia.
- One in 50 children reported to have pertussis will have seizures or convulsions.
- Pertussis affects the brain in 1 out of 250 reported cases.

Silence the Sounds of Pertussis.

Close the window of vulnerability.

While most infants are given routine diphtheria, tetanus, and acellular pertussis (DTaP) immunizations, they do not begin this primary series until they are 2 months of age and are probably not protected until they've had at least 3 doses. During this time, they may be vulnerable to pertussis. Even if you've been vaccinated for pertussis when you were younger, your protection may have worn off, leaving you vulnerable as well. Symptoms in an adult or adolescent can be very mild and may resemble a common cold or bronchitis. Many cases often go undiagnosed, increasing the risk that someone—even you—could unknowingly expose your baby to pertussis.



When
you're not
protected,
your
infant's not
protected.

The Pertussis Booster

You may have received pertussis-containing vaccines as a child, but this vaccination may lose its ability to protect after 5–10 years. That's why the CDC recommends a pertussis booster, also called tetanus, diphtheria, and acellular pertussis (Tdap) vaccine, for everyone 11–64 years of age. That's why it's so important that anyone who is around young infants gets the adult pertussis vaccine right away.

What is tetanus?

Tetanus, also known as lockjaw, is not contagious, but it can be extremely dangerous to you. Tetanus bacteria are widely present in soil and people sometimes can get infected through a puncture wound (such as a rusty nail), skin lacerations, piercing, and even tattooing. Tetanus toxins can spread throughout the body, causing painful muscle spasms—sometimes strong enough to break bones. Tetanus is serious, and can even be fatal.

What is diphtheria?

Diphtheria may start out as a sore throat, fever, and chills, but as the disease progresses toxins can cause serious complications such as heart failure or paralysis.



Take the Extra Step

Make sure all your baby's loved ones are protected against pertussis.

- Grandparents
- Relatives
- Caregivers
- Siblings

They all should be vaccinated.
Spread the news,
not pertussis.

The Pertussis Vaccine

Discuss these questions with your health-care provider and use this reminder for your next vaccination appointment.

- Do I need the adult pertussis booster?
- If I was vaccinated as a child, why is it important to be vaccinated as an adult?
- Who else should get vaccinated to help protect my baby from pertussis?
- Are there any other steps I should take to protect my baby from pertussis?

Researchers have found that
up to 80% of babies caught pertussis
(whooping cough)
from family members.

**Make an appointment with
your health-care provider
to get yourself a
pertussis vaccination.**

Appointment Date:

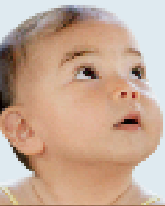
Time:

**Visit SoundsOfPertussis.com
for more information**

Hey,

Can you help protect me from whooping cough by helping to protect yourself?

Ask your health-care provider about the adult pertussis vaccine.

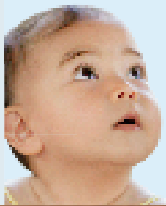


Love,

Hey,

Can you help protect me from whooping cough by helping to protect yourself?

Ask your health-care provider about the adult pertussis vaccine.



Love,

Hey,

Can you help protect me from whooping cough by helping to protect yourself?

Ask your health-care provider about the adult pertussis vaccine.



Love,

Pertussis (whooping cough) is often spread to babies by the adults who are closest to them. Even though symptoms can be mild in adults, this disease can be potentially fatal to infants. Help protect the babies you care about by helping to protect yourself.

Appointment Date: _____ Time: _____

Visit SoundsOfPertussis.com for more information.
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