

FOR IMMEDIATE RELEASE

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Florida Chapter of AAP Launches PSA to Educate Florida's Families About Measles

Tallahassee, Florida – The Florida Chapter of American Academy of Pediatrics, Inc., (FCAAP) is proud to announce the release of a new public service announcement (PSA) video aimed at educating communities across the state about the seriousness of Measles and the importance of vaccination. In collaboration with healthcare professionals and linguistic experts, FCAAP recorded the PSA in English and translated it to include subtitles in both Spanish and Creole to ensure accessibility by the state's diverse population.

Measles is one of the most contagious infectious diseases known. It can cause serious health complications, especially in children younger than 5 years of age. Recent outbreaks in multiple states, including Florida, have highlighted the importance of proactive measures to stop the spread of this preventable disease. Recognizing the critical role of education in disease prevention, FCAAP's PSA is an effort to raise awareness and empower communities with accurate, science-based information about Measles and the MMR (Measles-Mumps-Rubella) vaccine.

Dr. Thresia Gambon, President of FCAAP, emphasized the importance of the initiative, stating, "As pediatricians, we are committed to protecting the health and well-being of all children in our state. Measles is a serious illness that can have devastating consequences. Vaccination remains the most effective way to prevent Measles from spreading. Through this PSA video, we aim to equip families with the knowledge they need to make informed decisions to protect their children's health."

The PSA covers essential information about Measles, including its symptoms, transmission, and the ages at which the MMR vaccine is most effective. By providing this information in multiple languages, FCAAP hopes to reach a broader audience and address the diverse linguistic needs of Florida's communities.

Paired with the PSA, FCAAP has also launched a public transit advertising campaign in three counties and has produced an educational video for pediatricians to help them recognize the symptoms of Measles, know when to test for it, and how to report positive cases.

FCAAP's PSA, including the versions with Spanish and Creole subtitles, can be accessed at <https://www.fcaap.org/go/measles2024playlist>. Additional resources for caregivers are available at <https://www.fcaap.org/posts/news/measles-outbreak/>.

About the Florida Chapter of American Academy of Pediatrics:

Through its almost 2,800 members, the Florida Chapter of American Academy of Pediatrics promotes the health and welfare of Florida's children and supports pediatricians and pediatric specialists as the best qualified providers of their health care.

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