

RESEARCH QUESTIONS:

BRIEF APPROVAL FROM LYNN: FRI 4 MAR 2011

RESEARCH TO SALLY : 10 MAR 2011

RESEARCH READY FOR LYNN : 11 MAR 2011

RESEARCH APPROVAL FROM LYNN: 14 MAR 2011

DEADLINE FOR INSERT RESEARCH: 4 MAR 2011

SCRIPT COMPLETE BY: 17 MAR 2011

PROGRAMME NUMBER: 709

TRANSMISSION DATE: MON 4 APRIL 2011

RESEARCHER: TRACEY

PROGRAMME TITLE: VACCINATION UPDATE

CRAWLER: WE TELL YOU WHY LITTLE ONE NEEDS HIS INOCULATIONS

TOPIC: THE LATEST NEWS ON VACCINATIONS AND WHY THEY ARE IMPORTANT

GOAL OF PROGRAMME: To give the truth about vaccines and to encourage mothers to vaccinate.

PRACTICAL KNOWLEDGE: A better understanding of how vaccines work, their history and where they are heading in the future.

EMOTIONAL VALUE: I feel I can trust vaccines now that I am armed with the right information.

NEXT STEP SKILL: I will check up on my child's vaccination status.

PROMO IDEAS: CLIP FROM GABON FOOTAGE

((SUPERS: Professor Shabir A. Madhi / Paediatrician with a special interest in vaccinology

** / UNICEF Africa spokesperson (awaiting Leanne D from Pampers to get back to me....)

Basetsana Kumalo / UNICEF Pampers spokesperson

Hazel Lourie / Well-baby clinic sister))

TO SCRIPT: reflect on the history of vaccines....

SEG 1 – longer segment - VACCINATION UPDATE – why they are so important and not to be feared, we expose the myths and tell mums they are quick, mostly painless and a good thing to do:

SHABIR,

UNICEF:

SHABIR

- In South Africa, in particular, why is it so important to vaccinate our children? (...we need to get an understanding of the diversity – privileged kids whose parents can afford to give excellent nutrition and medical care, against many kids who are from a disadvantaged background...its responsibility of ALL parents to inoculate as the ones

who have a great immune defense, and are not vaccinated, might well be carriers of disease.....)

- How easily accessible are the vaccinations to all South African mums?
- What is the government's stance on vaccinations?
- Is there a difference between government and private hospital immunizations?
- What inoculations are government compulsory?

- How can parents be assured that there is nothing to fear - are all vaccinations safe for our babies? (*...fundamental message is that there's less risk in vaccinating than in not...*)
- What risks are actually associated with vaccinating a baby?
- What are the risks involved in not vaccinating your child?
- Why do some parents not vaccinate?
- What are some of the myths around vaccinations? (*...dispel the myths at same time as you list them...*)
- We still have many parents very fearful of the MMR vaccination in particular – please outline the story around why there is a link between MMR vaccines and Autism....

UNICEF

- How does SA compare to the rest of Africa in terms of acceptance as well as access to vaccinations?
- What are the challenges you face?
- Why should all mums vaccinate their babies? (*...vaccines have saved lives and even wiped out certain diseases....give stats where possible, eg. In 2006 Tetanus was killing a baby every 3 mins! – dirty blades cutting the cord, etc. Now in 2011, that's dropped to 1 baby every 9 minutes – still horrendous but moving in the right direction...*)
- What is UNICEF doing in and around Africa?

SEG 2 – VACCINATION IN AFRICA – INSERT – a look at the amazing health advances that vaccinations have enabled and a look at the current work in Gabon:

SHABIR,

UNICEF,

BASI:

SHABIR

- How long have we been vaccinating our children?
- What was the first vaccine developed and used?
- What have vaccines achieved since then?

BASI

- Tell us about the campaign you're presently involved in with UNICEF and Pampers...

ROLL INSERT

Fundamentally we'll just top and tail the insert, but I'll script a couple of questions for the studio guests that relate to and tie the insert back in to the show.

**SEG 3 – VACCINATIONS – THE FUTURE – new vaccines on the horizon:
SHABIR:**

- How exactly do vaccines work?
- Do vaccines guarantee immunity? (...*brief discussion that child can still get the disease, but it will be mild...*)
- What's new on the vaccine market for babies and young children? (...*what are the latest vaccines, and how do they work – eg. The H1N1; and then also mention the cervical cancer vaccines for girls around age 9, coz mums with littlies will keep this in mind for later...*)
- What's the status on the potential HIV vaccine? (...*Testing of potential HIV vaccines on humans is currently under way in several countries, including South Africa, and the chances are good that we that we will eventually have a vaccine for at least some strains of HIV. What complicates the creation of an HIV vaccine is the ability of the vaccine to copy itself right into the DNA of the infected cell...*)
- When might mums be able to opt for an HIV vaccination?
- And, what's the status on the research into cancer vaccination for children?
- What other amazing possibilities are in the pipeline?

SEG 4 – YOUR BABY'S IMMUNITY PROGRAMME:

SHABIR,

HAZEL:

HAZEL

- When and what does baby need to have? (...*no detail necessary, just a broad chat on baby needs to visit clinic at birth, 6 weeks, 3 mnths, and so on...*)
- Is the schedule the same in private as well as government hospitals?

SHABIR

- Are all vaccinations free in government hospitals?
- Is it imperative they have all of those?
- There are some recommended additional vaccines – what are they, and why would you recommend them to a mum? (...*eg. For Rotovirus; flu; pneumococcal vaccine; etc...*)
- Is there anything else new mums should know wrt vaccinations?

HAZEL

- How are the immunizations administered to baby? (...*some are bitter-tasting drops – uncomfortable for baby; some are injections – is sore for baby...*)
- How can mum prepare baby for their jabs? (...*mums do get quite anxious about this so be empathetic to this – it empowers mums to give baby some pain relief, or have daddy hold baby while being injected, or using Emla patches...*)
- If mum is late with a set of vaccinations, how should she catch up?

SHABIR

- Can getting more than one vaccination at once overload a child's immune system?

- Can you vaccinate if baby is a bit sick?
- So, when should mum not vaccinate baby?
- Do vaccinations have side effects?
- What are the signs or side effects mums should be concerned about?

HAZEL

- How can mum help handle the side effect symptoms?

SEG 5 – Q&A:

SHABIR,

HAZEL,

UNICEF:

- Some parents choose not to vaccinate, saying their child wouldn't "die from the disease that they have to vaccinate them against" – what's your comment, UNICEF?
- Shabir, are vaccines safe for our babies?
- Hazel, what are your top tips to having baby vaccinated?

BRIEFING: This show will look at the vital importance of mums vaccinating their babies and children. There has been a lot of misinformation about vaccinations but the truth is vaccines have saved lives and even wiped out certain diseases. We get the latest news on vaccines, reflect on the history of vaccines and focus on vaccines in Africa and the UNICEF programme. We then focus in on the programme of vaccines for a child and what is available for babies today.

INSERT BRIEFING: GABON AND UNICEF – insert on the UNICEF programme to inoculate children against tetanus. Tracey to chat to Pampers to get a better idea of an angle so she can flesh out a full insert brief to give to the team leaving next month.

GUESTS: Top vaccine specialist who can talk about how they work, why they are important, the history and future of vaccines. For segment two we can focus on the UNICEF campaign as well, with a spokesperson.

INSERT BRIEFING – GABON ITINERARY

Program prepared by the Ministry of Health-UNICEF
Pampers Media visit to Gabon
7th to 11th March

	Location	Description of activities and times	Participants
Monday 07.03. 11	Libreville Airport	Afternoon/Evening Arrival of UNICEF SA and Pampers delegation in Gabon.	UNICEF (Omar Admin+ 3 chauffeurs)
Tuesday 08.03. 11	Libreville UNICEF Gabon Ministry of Health Hopital NKembo PNUD	08h30-09h30 : Briefing Overview of UNICEF - Gabon, programs and planning of the visit. Presentation of the members of the delegation Pampers and their activities. 09h45-13h30 -Courtesy visit with the Minister of Health -Meeting with SG of Health -Meeting with DGS and interview -Meet with DRS L.O + interview -Meet DRS Estuary + interview 13h30 – 14h30 : Lunch Break 15h00-16h00 : Meeting with Director of EPI + Interview 16h30-17h30 : Security Briefing (Konaté /Eric Moussirou)	UNICEF Ministry Health/Communications DRS L.O + P EPI UN Departement Security
Wednesday 09.03. 11	Libreville – Kango – Bifoun – Libreville	08h00 : Depart Libreville -Visit the Health Center Kango (immunisation activities Neonatal tetanus) -Visit the Health Center Bifoun -Visit to a village clinic 17h00 : Return Libreville	Ministry Health/Communications DRS Estuaire Progr EPI
Thursday 10.03. 11	Libreville	08h30 – 14h00 : -Visit the Melen Hospital - Visit health center-Glass - Visit health center-Louis	Ministry Health/Communications DRS L.O + P EPI
Friday 11.03. 11	Libreville	08h30 – 12h00 : Visit health center-Cap Esterias 12h00 – 13h00 :	Ministry Health/Communications DRS L.O + P

		De-briefing at UNICEF offices Free after noon and departing at night	EPI Magement UNICEF
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