



Senator the Hon. Arthur Sinodinos AO
SENATOR FOR NEW SOUTH WALES

MEDIA RELEASE

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Kingsford Smith benefits from Coalition campaign encouraging parents to ‘Get the Facts about Immunisation’

Senator the Hon. Arthur Sinodinos AO says the Turnbull Government has launched a new ‘Get the Facts about Immunisation’ campaign to encourage Australian parents and carers to get their kids vaccinated.

“We know parents want evidence-based information to support decision making about childhood vaccinations, so we’re making it easier to get the facts about immunisation,” Senator Sinodinos said.

“While immunisation rates in Australia are high – with over 93 per cent of five-year-old children are fully vaccinated – there are some areas where the immunisation rate is still too low.”

“Some areas in Kingsford Smith have immunisation rates as low as 83 per cent. These areas of low coverage pose risks to the community, especially to people who can’t be vaccinated, like newborns and those with medical reasons.”

Federal Health Minister Greg Hunt said this new \$5.5 million campaign will reach parents in these areas of Kingsford Smith through child care services and online communication channels, such as social media.

“Research has shown that when people are fully informed about the benefits of vaccination, they are more likely to vaccinate,” Minister Hunt said.

This includes important facts such as:

- Vaccines strengthen your child’s immune system.
- All childhood diseases we vaccinate against can cause serious illness, including death.
- All vaccines available in Australia have been thoroughly tested for safety and effectiveness and are continually monitored.
- Immunisation is a safe and effective way of giving protection against diseases such as whooping cough and measles.

You can find out more information about the campaign by visiting www.immunisationfacts.gov.au.

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