



Working together to reframe
"MEDICAL FREEDOM"

#WETHEPEOPLEVAX

A group of immunization coalitions and health organizations across the nation joined together to raise awareness that vaccinating ourselves and our families is **patriotic**.



WHAT IS **PATRIOTIC** ABOUT **VACCINATIONS?**

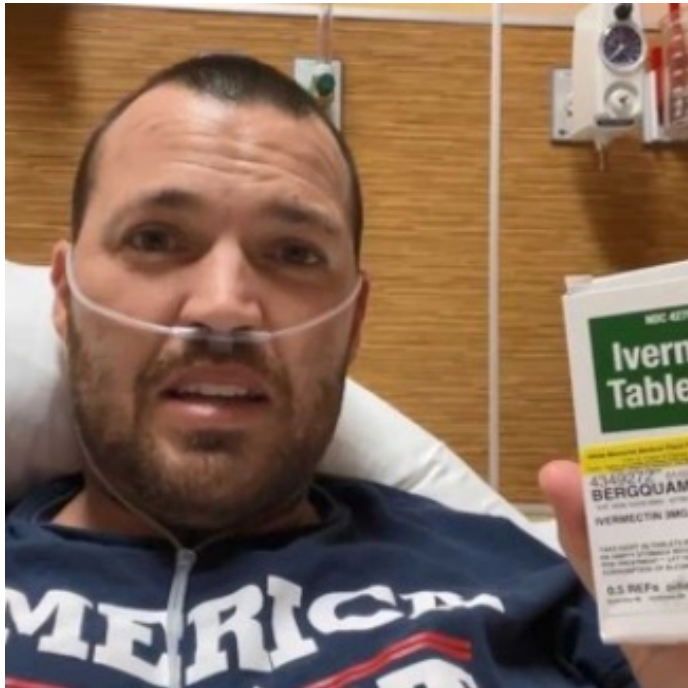
America's founding is in part due to the success of immunizations.

George Washington ensured his troops were healthy enough to fight the British by having each soldier in the Continental Army inoculated against smallpox.



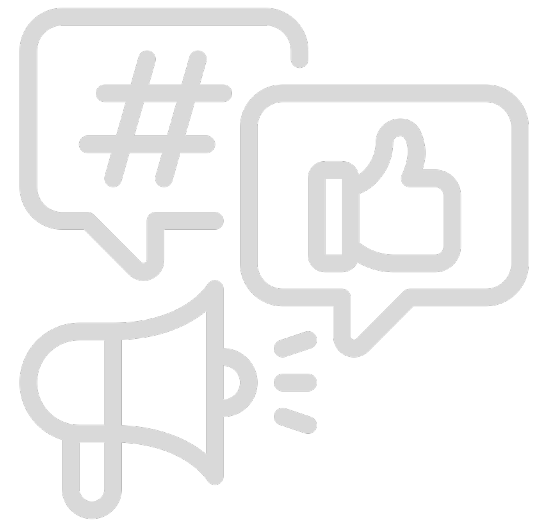
WHY IS THIS IMPORTANT?

We all deserve **freedom and liberty** — freedom from getting sick and the liberty to work and live in healthy environments free from vaccine-preventable diseases.



OUR PLAN OF **ATTACK**

We produce easy-to-use social media campaigns designed to be shared around certain times of the year with one coordinated message. **#WeThePeopleVax**



PRESIDENTS DAY CAMPAIGN

John Adams, Thomas Jefferson, and George Washington all supported immunizations. Benedict Arnold did not.

#DontBeLikeBen #WeThePeopleVax #HappyPresidentsDay



SHAMELESS PLUG



www.wethepeplevax.org
