

28 April 2022

## Medical mums and dads urge next generation of parents to immunise their children

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### World Immunisation Week (24-30 April 2022)

To mark World Immunisation Week a social media campaign is asking parents and caregivers across the North Brisbane and Moreton Bay region to keep immunising their children against historically serious and life-threatening diseases.

Medical Mums is a Brisbane North PHN initiative that for the past six years has been encouraging parents and caregivers to immunise their children in North Brisbane and Moreton Bay region where some areas have been lagging in immunisation rates.

Medical Mums campaign has produced a series of videos that feature medical professionals who are also real-life parents—'medical mums and dads'—who attest to the fact that childhood immunisation works to protect against diseases such as measles, mumps, and diphtheria.

Launched during Immunisation Week (24-30 April), the videos are being released on traditional social media channels as well as increasingly popular channels such as TikTok and Snapchat to extend the reach of the message to parents and caregivers of all ages.

Since its inception in 2016, the Medical Mums campaign has seen increased childhood immunisation rates across the North Brisbane and Moreton Bay region.

Brisbane's inner-city area, for instance, has seen the immunisation rates of five-year-olds rise from 88.5 per cent in 2016, to 94 per cent in 2021. The PHN hopes to increase this to the national target of 95 per cent in 2022.

Medical Mums' message this year is clear: keep up the good work parents—immunisation has and continues to help protect generations of children.

"If parents or caregivers have any concerns about immunising their infants and children, the best person to speak to is their GP," says Brisbane North PHN CEO Libby Dunstan.

"Many doctors and health nurses are parents too. Who better to talk to than a health professional?"

"Influenza can also be serious and life threatening for young children. Along with routine childhood immunisations, a yearly influenza immunisation is also recommended and free for children aged six months to four years old."

In the timeframe of the Medical Mums campaign, here are some statistical highlights:

- Indooroopilly-Sherwood area went from an average 91.19 per cent immunisation rate for all ages (0 to 5) in 2016 to 96.44 per cent on 31 December 2021.
- Children 1 to 5 years across North Brisbane and Moreton Bay have on average demonstrated an increase in immunisations. However, children aged two years continue to lag in achieving the 95 per cent national target.
- Impact of COVID-19 was shown across all age groups. In 2020 there were fluctuations in immunisation coverage with some areas experiencing larger disruption than others eg Bribie Island (in the 2 and 5 year cohort) and Moreton Bay North in general having the most obvious fluctuation. However, all areas have since made-up ground.
- Across the whole Brisbane North PHN region, the two-year-old cohort has consistently lower immunisation coverage than the national target of 95 per cent, in particular the Brisbane inner city region.
- In the last quarter of 2016, immunisation rate of five-year-olds in Brisbane inner city stood at 88.5 per cent but has increased to 94 per cent for the last quarter of 2021.

Source: <https://www.health.gov.au/resources/collections/childhood-immunisation-coverage-data-phn-and-sa3>

### ENDS ###

To watch the video visit:

45 sec – don't forget <https://youtu.be/qhsl2bQgGKs>

45 secs- good work <https://youtu.be/iEbsZgthVZs>

20 sec – don't forget <https://youtu.be/Z5LiwC1EEXc>

20 sec – good work <https://youtu.be/DHQUnqB6gys>

For more information on Medical Mums, please visit [www.medicalmums.com.au](http://www.medicalmums.com.au)

#### Editor's note:

For high quality images or for any further information, please contact the Brisbane North PHN Public Relations Officer Grania Kelly at [grania.kelly@brisbanenorthphn.org.au](mailto:grania.kelly@brisbanenorthphn.org.au) or on 07-3630 7330.

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## About Brisbane North PHN

Brisbane North PHN is one of 31 Primary Health Networks nationwide and supports clinicians and communities within North Brisbane, Moreton Bay and parts of the Somerset region. The PHN covers approximately 4,100 km<sup>2</sup> of urban, regional and rural areas, with a population of over one million.

The key objectives of the PHN are:

- increasing the efficiency and effectiveness of medical services for patients, particularly those at risk of poor health outcomes, and
- improving coordination of care to ensure patients receive the right care in the right place at the right time.

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