

SUMMER CAMPAIGN AGAINST DIPHTHERIA

The Ministry of Health is to launch this week-end a summer campaign for the immunisation of children against diphtheria.

So far nearly 3,000,000 children have been protected under the Scheme. The Ministry wants at least 4,000,000 more.

The main points of the campaign will be:-

- (1) Diphtheria kills 3,000 children in an average year; 4,000 hospital beds are occupied by diphtheria cases on an average day; the bill for treatment is about £2,000,000 a year; every doctor and nurse is needed for vital war purposes.
- (2) The slogan will be "Diphtheria is deadly: Immunisation is safe and simple: Protect your Child".
- (3) At present more schoolchildren than children under five are being protected - although diphtheria is the second most fatal disease between the ages of two and five. Parents are therefore advised: "The younger the better - as soon as possible after the first birthday".
- (4) Summer-time is the best time to have your children immunised. The diphtheria epidemic season starts in October, and protection takes about three months to develop.

Local authorities are to run special local campaigns through the schools, health visitors, welfare centres, films posters and leaflets. Some Councils, including Portsmouth, are using mobile immunisation vans.