Children’s book characters “Ivy + Bean” join efforts to educate about vaccination


Ivy and Bean are the beloved characters from a popular children’s book series illustrated by famous artist Sophie Blackall, who also is a champion for global child health. Ms. Blackall has designed a special series of drawings featuring these entertaining friends, showing why it is a good idea to get vaccinated. Their bottom line: “Measles spreads easily. Get vaccinated—easy peasy!” The campaign is a positive, relatable way to convey support for childhood immunization generally, and measles vaccination more specifically.

In addition to tackling measles, the poster and related materials will show—in comic-book style—why all vaccinations help to protect us and make life easier. The program is sponsored by the Measles & Rubella Initiative in partnership with the AAP and Chronicle Books. The Measles & Rubella Initiative is a global partnership founded by the American Red Cross, Centers for Disease Control and Prevention, UN Foundation, UNICEF, and World Health Organization.

A poster signing event featuring Ms. Blackall will launch “Ivy + Bean vs. The Measles!” Children and parents will receive a signed copy of the “Easy Peasy” poster and take a picture with the artist. The event will take place at the AAP National Conference and Exhibition on Friday, October 10 at the Kids Kamp at Hilton Bayfront, Indigo Ballroom, from 5:30 to 8:00 pm.

The AAP will invite its member pediatricians to display the posters and supporting materials in their offices and in children’s hospitals across the country. Kids and parents will be able to enjoy the antics of Ivy and Bean, while being reminded why vaccinations are so important. A social media campaign will amplify the message.

Ms. Blackall and members of the American Red Cross, Centers for Disease Control and Prevention, UN Foundation and UNICEF will be available to the media to talk about the campaign and the importance of vaccinations for all children during the AAP national conference.

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Launched in 2001, the Measles & Rubella Initiative is a global partnership committed to ensuring no child dies from measles or is born with congenital rubella syndrome. It is led by the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and World Health Organization.