## Introduction and Credentials

I'm Dr. Michael Norm. I've been a pediatrician for over 50 years. And the past president of the African-American Wallace project, I am also the founder of The Ethical Institute at San Diego American University.

Certainly the board of directors of UCSF Benioff Children's Hospital and Research Center here in the San Francisco Bay area. In 2013 I was the 114th president on the National Medical Association.

## Queenie Gets Her Shots and Community Reach

I'm honored to be a partner with the Northern California Coalition of the National Council of Negro Women as a proud contributor to the production of Queenie Gets Her Shots.

Queen gets her shots is the children's coloring book and educational tool designed to address vaccine hesitancy that almost every child has with shots, but specifically vaccine, hesitency among children of color and women communities of What started as a community education effort has grown into something truly powerful.

More than 9,000 copies of Queenie have already been distributed, not only across Northern California, but throughout communities across the United States.

## Combating Misinformation with Trusted Sources

That tells us something important. Families want information, and they want it in ways that help protect their children. Now let's talk honestly. In today's world, we're constantly bombarded with anti-vaccine rhetoric and misinformation.

It's everywhere, online, on social media, sometimes even within our communities. But we cannot allow hype, fear, or misinformation to outweigh science and experience.

Childhood vaccinations remain one of the most important tools we have to protect our children, especially children of color who have historically faced greater health disparities.

I encourage everyone watching to seek out trusted sources of information.

## A Personal Message on Protection and Immunization

Organizations like Good Health WINS and the African American Wellness Project are doing tremendous work to provide current, accurate, and science-based information about the safety and efficacy of the vaccines.

These networks exist to help our communities make informed choices and protect our health and our future. I also want to speak to you as not only a physician with more than 50 years of medical experience, but as something even more personal.

father or grandfather. When you hold a child in your arms, you understand that love means protection. The greatest way we can show love for our families is by doing everything we could to keep them healthy.

Immunizations against vaccine preventable diseases are proven, safe and effective.

## Closing Support for Community Health Initiatives

They help ensure that our children, our grandchildren and our communities have the opportunity to grow, thrive and live full, healthy lives. That's why I'm proud to be a partner the National Council of Negro Women and the Good

Health Women's Initiative and life-saving work they're doing in communities across the country.

Their message is simple, powerful, and true.