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Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13572
Folder ID Number: 13572-003

Folder Title:
Childhood Immunization Initiative 6/13/91 [OA 6034]

| Stack: | Row: | Section: | Shelf: | Position: |
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| G | 26 | 17 | 2 | 1 |

CHILDHOOD IMMUNIZATION INITIATIVE \ ROSE GARDEN
THURSDAY, JUNE 13, 1991 \ 9:15 A.M.

SECRETARY SULLIVAN, SENATORS HATCH, SPECTER,
CHAFEE, BUMPERS, [KENNEDY], CONGRESSMEN WHITTEN AND
LENT, ASSISTANT SECRETARY JAMES MASON, SURGEON GENERAL
NOVELLO, CENTERS FOR DISEASE CONTROL DIRECTOR BILL
ROPER; STATE AND LOCAL HEALTH OFFICIALS, ... AND
ESPECIALLY FOR YOU KIDS HERE IN THE AUDIENCE: I'LL
TRY TO BE BRIEF. HONEST -- THIS'LL ONLY HURT A LITTLE.

\\

-- 2 --

WHEN WE ANNOUNCED OUR NATIONAL EDUCATION GOALS, THE
VERY FIRST WAS THAT "BY THE YEAR 2000, ALL CHILDREN IN
AMERICA WILL START SCHOOL READY TO LEARN."

THAT'S ONE REASON WE PUT SUCH EMPHASIS ON OUR
HEALTHY START INITIATIVE. EVERY CHILD DESERVES A
CHANCE -- AND IN THE 1990'S NO CHILD IN AMERICA SHOULD
BE AT RISK TO DEADLY DISEASES LIKE DIPHTHERIA, POLIO,
OR MEASLES.

A DECADE AGO WE HOPED TO ERADICATE THESE THREATS -- AND THANKS TO THOSE OF YOU HERE TODAY, AND MANY OTHERS, WE MADE REMARKABLE PROGRESS.

ON BEHALF OF A GRATEFUL NATION, LET ME THANK YOU FOR ALL YOU'VE DONE -- AND URGE YOU TO GET ON WITH THE JOB AT HAND. BECAUSE DESPITE OUR SUCCESSES, 1990 BROUGHT THE LARGEST NUMBER OF MEASLES CASES SINCE 1977 -- A 50 PERCENT INCREASE OVER 1989.

THAT'S WHY I COMMEND SECRETARY SULLIVAN, DR. MASON, SURGEON GENERAL NOVELLO, CDC DIRECTOR ROPER AND OTHERS, FOR FORMING THEIR HHS "SWAT TEAM" TO VISIT SIX MAJOR CITIES, AND WORK WITH STATE AND LOCAL HEALTH OFFICIALS. THEY WANT TO LEARN WHY KIDS AREN'T GETTING IMMUNIZED -- AND THEY WANT TO GET EVERY COMMUNITY MOBILIZED.

WE NEED TO FIND OUT WHAT WORKS -- AND MAKE SURE THE WORD SPREADS, SO THE DISEASE DOESN'T.

BY GETTING TO KIDS AT AN EARLIER AGE -- BY EDUCATING PARENTS AND FINDING CREATIVE WAYS TO GET THEM INTO CLINICS -- WE CAN SEE THAT NO CHILD IS LEFT VULNERABLE WITHOUT A VACCINE FOR PREVENTABLE CHILDHOOD DISEASES.

MY BUDGET FOR 1992 CALLS FOR AN ADDITIONAL \$40 MILLION FOR THE CDC IMMUNIZATION PROGRAM -- TARGETTED ESPECIALLY TO COMMUNITIES WHERE THE NEED IS GREATEST. OVERALL, FEDERAL FUNDING FOR IMMUNIZATIONS HAS MORE THAN DOUBLED SINCE 1988.

BUT A PROBLEM LIKE THIS ONE WON'T BE SOLVED BY SIMPLE DIRECTIVES FROM WASHINGTON. YOU MUST ASSAULT IT FROM ALL ANGLES AND LEVELS -- WITH PUBLIC HEALTH EFFORTS, WITH CREATIVE PARTNERSHIPS BETWEEN THE NON-PROFITS AND THE PRIVATE SECTOR, WITH CONSCIENTIOUS ACTION ON THE PART OF PARENTS, TEACHERS, AND CITIZENS.

WE HAVE PLENTY OF VACCINES. BUT WE MUST DO THE HARD WORK OF LOGISTICS, PLANNING AND COORDINATION TO GET THE MEDICINE TO KIDS WHO NEED IT -- ESPECIALLY IN URBAN NEIGHBORHOODS.

LET ME THANK ALL OF YOU HERE TODAY -- AND ESPECIALLY APPLAUD THE EFFORTS OF THE JUNIOR LEAGUES, THE CHILDREN'S ACTION NETWORK, AND THE MANY OTHER ORGANIZATIONS AND INDIVIDUALS WHO HAVE BEEN COMMITTED TO CHILDHOOD IMMUNIZATION PROGRAMS FOR YEARS.

YOUR REMARKABLE WORK TO BUILD AWARENESS WILL GET RESULTS, I'M CERTAIN.

THROUGHOUT OUR HEALTH POLICY PROGRAMS, WE'RE PUTTING NEW EMPHASIS ON PREVENTION. AMERICA IS A HUMANE AND CARING SOCIETY, THAT CANNOT CONDONE UNNECESSARY SUFFERING. WHAT'S MORE, TO REMAIN A VITAL SOCIETY, WE CANNOT AFFORD TO WASTE HUMAN RESOURCES.

DISEASE PREVENTION REPRESENTS OUR BEST OPPORTUNITY TO REDUCE THE EVER-INCREASING PORTION OF OUR RESOURCES THAT WE NOW SPEND TO TREAT PREVENTABLE ILLNESS.

FOR THE SAKE OF CHILDREN WHO NEED PROTECTION FROM CHILDHOOD DISEASES, WE NEED TO TRY CREATIVE IDEAS LIKE "ONE-STOP SHOPPING" FOR HEALTH CARE, AND ESCORTED REFERRAL FOR "EXPRESS LANE" IMMUNIZATION AT NEARBY CLINICS.

BY ENCOURAGING ALL HEALTH CARE PROFESSIONALS NEVER TO MISS A CHANCE TO GIVE A SHOT WE'LL HAVE A FIGHTING CHANCE TO GET AHEAD OF THESE DISEASES.

**ALONG WITH ALL WHO SERVE IN HEALTH CARE, TODAY I CALL ON EVERY PARENT, EVERYWHERE IN AMERICA: DON'T TAKE A CHANCE. THE FACILITIES ARE THERE, THE VACCINES ARE AVAILABLE. CALL YOUR LOCAL PUBLIC HEALTH OFFICE OR YOUR OWN PHYSICIAN. PLEASE -- MAKE SURE YOUR CHILD IS IMMUNIZED. \ **

A DEADLY PLAGUE CALLED POLIO THREATENED MY GENERATION -- DARKENED THE FUN OF SUMMERS, CRIPPLED AND KILLED KIDS.

BUT AMERICAN INGENUITY STOPPED THAT KILLER. AND WHILE SOME SAY EACH GENERATION REPEATS THE MISTAKES OF THE LAST, NO GENERATION IN AMERICA SHOULD SUFFER THE PLAGUES OF THE PAST.

AMERICAN DECENCY DEMANDS THAT WE NOT LET COMPLACENCY LEAD TO CONTAGION -- AND NEVER LET APATHY LEAD TO EPIDEMIC. WITH THE EFFORTS OF PEOPLE LIKE YOU, WE CAN TURN THIS TIDE FOREVER.

GOD BLESS YOU ALL.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 06/12/91 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
(06/11 6:30 p.m. draft)

| | ACTION FYI | | | ACTION | FYI |
|----------------|--------------------------|-------------------------------------|------------------|--------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| SCOWCROFT | <input type="checkbox"/> | <input type="checkbox"/> | PORTER | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DARMAN | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGICH | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | SMITH | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>ROGERS</u> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>SNOW</u> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| FITZWATER | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>FIRESTONE</u> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| GRAY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| HOLIDAY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

THE WHITE HOUSE

WASHINGTON

June 11, 1991

91 JUN 11 PM 6:53

MEMORANDUM FOR THE PRESIDENT

THROUGH: TONY SNOW *TS*
FROM: MARK LANGE *ML*
SUBJECT: IMMUNIZATION INITIATIVE

On Thursday, June 13, at 9:15 a.m. in the Rose Garden, you will announce an initiative by Secretary Sullivan to increase immunization for preschoolers.

The audience of 200 will include federal and state health officials and some recently immunized children. The remarks are 5 minutes on cards.

(Lange/Simon)
June 11, 1991
6:30 P.M.
[SHOT.TS2]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
9:15 A.M.

Senators Hatch, Specter, Chafee, Bumpers, Kennedy; Congressmen
[[Secretary Sullivan, Assistant Secretary James Mason, Surgeon *Whitten & Kent*
General Novello, Centers for Disease Control Director Bill Roper;
state and local health officials, experts from the Centers for
Disease Control, industry leaders... and especially for you kids
here in the audience:

I'll try to be brief. Honest -- this'll only hurt a little.

\\]]

[You know, *]* when we announced our National Education Goals,
the very first was that "By the year 2000, all children in
America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start
initiative. Every child deserves a chance -- and in the 1990's
no child in America should be at risk to deadly diseases like
diphtheria, polio, ^{or} and measles.

A decade ago we hoped to eradicate these threats -- and
thanks to those of you here today, and many others, we made
remarkable progress.

On behalf of a grateful nation, let me thank you for all
you've done -- and urge you to get on with the job at hand.

Because despite our successes, 1990 brought the largest number of measles cases since 1977 -- a 50 percent increase over 1989.

That's why I commend Secretary Sullivan, ^{Dr. Johnson} Surgeon General Novello, CDC Director Roper and others, for forming their HHS "SWAT Team" to visit six major cities, and work with state and local health officials. They want to ^{learn why} help get kids ^{arent getting} immunized -- and they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids ^{at an earlier age} sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine ^{for preventable childhood diseases.}

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. ^{-- targeted especially to communities where the need is greatest.} Overall, federal funding for immunizations has more than doubled since 1988.

But a problem like this one won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the part of parents, teachers, and citizens.

We have plenty of vaccines. But we must do the hard work of logistics, planning and coordination to get the medicine to kids who need it -- especially in urban neighborhoods.

Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, the Children's Action Network,

POST-POIUS INSERT,
PER REMARKS, ³ BELOW:
(M.F.)

and the many other organizations and individuals who have been committed to childhood immunization programs for years. Your remarkable work to build awareness will get results, I'm certain.

Throughout our health policy programs, we're putting new emphasis on prevention. America is a humane and caring society, that cannot condone unnecessary suffering. What's more, to remain a vital society, we cannot afford to waste human resources. Disease prevention represents our best opportunity to reduce the ever-increasing portion of our resources that we now spend to treat preventable illness.

For the sake of children who need protection from childhood diseases, we ^{need to} ~~are~~ trying creative ideas like "one-stop shopping" for health care, and escorted referral for "express lane" immunization at nearby clinics. By encouraging all health care professionals never to miss a chance to give a shot we'll have a fighting chance to get ahead of these diseases.

Along with all who serve in health care, today I call on every parent ^{everywhere} in America: don't take a chance. ^{Please, please} Make sure your child is immunized. ^{The facilities are there, the vaccines are available.} ^{Call your local public health office or your own physician.}

A deadly plague called polio threatened my generation -- darkened the fun of summers, crippled and killed kids.

But American ingenuity stopped that killer. And while some say each generation repeats the mistakes of the last, no generation in America should suffer the plagues of the past.

WHEN FINISHED, COPY ARIZE — FAX 245-2207

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

#

THE PRESIDENT HAS SEEN
6-13-91

THE WHITE HOUSE
WASHINGTON

91 JUN 11 PM 6:54

June 11, 1991

MEMORANDUM FOR THE PRESIDENT
THROUGH: TONY SNOW *TS*
FROM: MARK LANGE *ML*
SUBJECT: IMMUNIZATION INITIATIVE

OK
w/changes

On Thursday, June 13, at 9:15 a.m. in the Rose Garden, you will announce an initiative by Secretary Sullivan to increase immunization for preschoolers.

The audience of 200 will include federal and state health officials and some recently immunized children. The remarks are 5 minutes on cards.

(Lange/Simon)
June 11, 1991
6:30 P.M.
[SHOT.TS2]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
9:15 A.M.

[[Secretary Sullivan, Assistant Secretary James Mason, Surgeon
General Novello, Centers for Disease Control Director Bill Roper;
state and local health officials, experts from the Centers for
Disease Control, industry leaders... and especially for you kids
here in the audience:

I'll try to be brief. Honest -- this'll only hurt a little.

\\]]

You know, when we announced our National Education Goals,
the very first was that "By the year 2000, all children in
America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start
initiative. Every child deserves a chance -- and in the 1990's
no child in America should be at risk to deadly diseases like
diphtheria, polio, and measles.

A decade ago we hoped to eradicate these threats -- and
thanks to those of you here today, and many others, we made
remarkable progress.

On behalf of a grateful nation, let me thank you for all
you've done -- and urge you to get on with the job at hand.

Because despite our successes, 1990 brought the largest number of measles cases since 1977 -- a 50 percent increase over 1989.

That's why I commend Secretary Sullivan, Surgeon General Novello, CDC Director Roper and others, for forming their HHS "SWAT Team" to visit six major cities, and work with state and local health officials. They want to help get kids immunized --- and they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. Overall, federal funding for immunizations has more than doubled since 1988.

But a problem like this one won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the part of parents, teachers, and citizens.

We have plenty of vaccines. But we must do the hard work of logistics, planning and coordination to get the medicine to kids who need it -- especially in urban neighborhoods.

Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, the Children's Action Network,

and the many other organizations and individuals who have been committed to childhood immunization programs for years. Your remarkable work to build awareness will get results, I'm certain.

Throughout our health policy programs, we're putting new emphasis on prevention. America is a humane and caring society, that cannot condone unnecessary suffering. What's more, to remain a vital society, we cannot afford to waste human resources. Disease prevention represents our best opportunity to reduce the ever-increasing portion of our resources that we now spend to treat preventable illness.

For the sake of children who need protection from childhood diseases, we're trying creative ideas like "one-stop shopping" for health care, and escorted referral for "express lane" immunization at nearby clinics. By encouraging all health care professionals never to miss a chance to give a shot we'll have a fighting chance to get ahead of these diseases.

Along with all who serve in health care, today I call on every parent in America: don't take a chance. Make sure your child is immunized. \\
\\

A deadly plague called polio threatened my generation -- darkened the fun of summers, crippled and killed kids.

But American ingenuity stopped that killer. And while some say each generation repeats the mistakes of the last, no generation in America should suffer the plagues of the past.

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

#



91 JUN 12 P5:26

Office of the Secretary
Washington, D.C.

To: Mark Lange
From: Shannon Callaway@ASPA@OS.DC

Date: 6-12-91
Page 1 of 4


Recipient's Fax Number : 94566218
Sender's Fax Number :
Voice Contact : (202) 619-3059

FAXED FROM THE OS NETWORK
If you experience technical difficulties, please call:
Roger Bouharb (202) 619-3059
or
George Fortwengler (202) 245-6148

To: Mark Lange

From: Shannon Callaway@ASPA@OS.DC

6-12-91 5:22pm p. 2

To:  easygate@asmb.lab.svcs[Mark Lange/fax:94566218]
From: Shannon Callaway@ASPA@OS.DC
Subject:
Date: Thursday, June 6, 1991 at 4:25:04 pm EDT
Attach: immun.txt
Certify: Y

-----[Message Follows]-----
Per Alixe Glenn.

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
-- ROSE GARDEN EVENT June 13, 1991

POST-POLIO
COMMENTS PER HHS

Two months ago I announced the greatest Education Initiative our country has seen. The highest priority was given to ensuring that, "by the year 2000, all children in America will start school ready to learn." That's one reason that we put such emphasis on our Healthy Start initiative. Every child deserves a chance -- and in the 1990's no child in America should be at risk to deadly diseases like diphtheria, polio, or measles.

✓

One of the fundamental tenets of effective, quality education is preparing our students to enter school as healthy human beings -- people who can focus on learning the state capitols instead of being preoccupied with sickness and disease.

X

As part of our strategy to send healthy children into the classroom, Secretary Sullivan, Surgeon General Novello, and CDC Director Roper -- along with others -- have formed an HHS "SWAT Team" to visit six major cities. Their mission is to examine the reasons why many of our nation's children lack proper immunization.

✓

This team will focus attention on new ways to expand the immunization programs -- to make sure the word spreads, and the disease doesn't. By getting to kids at an earlier age -- by educating parents and finding effective ways to get them into clinics -- we can see that no child is left vulnerable to preventable childhood disease.

✓

My budget for 1992 calls for an additional \$40 million for CDC immunization programs. This funding is targeted to efforts to improve and expand immunization services, particularly in communities where current programs are deficient. Such federal funding for immunization has more than doubled since 1988.

✓

But this problem can't be solved by simple directives from Washington. We must assault it from all angles and levels -- incorporating public health efforts, encouraging creative partnerships between non-profit organizations and the private sector, with parents and teachers.

?

Ten years ago we thought this country had conquered (measeles) Now, we've realized that more than technology is necessary to win this battle. We must mobilize the nation to make our children our highest priority.

(said P.I.)

Let's put new emphasis on prevention. We can't be hesitant to try creative ideas like "one-stop shopping" for health care, or accepted referral for "express lane" immunization at local clinics

We need to encourage every health care professional to make sure that each child has receive proper inoculation.

Our nation has in its stockpile vaccines to combate the illnesses that threaten to rob our children of their health. The science -- the technology -- is there to prevent these childhood maladies.

Now your challenge is to bring these vaccines to the children of this nation. In Desert Storm we proved that American skill and effective planning can lead us to victory. Now we need to focus that same determination on the health of this country's youth. We must ensure that our children have the healthiest, happiest childhood we can give them.

God bless you all.

####



FACSIMILE

**PLEASE NOTIFY OR HAND-CARRY
THIS TRANSMISSION TO THE
FOLLOWING PERSON AS SOON AS
POSSIBLE:**

91 JUN 12 9:50

Name: MARK LANGE

Address: _____

Telephone: 456-6218

Number of pages being transmitted (including this one) 5

FROM: Alixé Glen

FAX NUMBER: (202) 245-5673
OFFICE NUMBER: (202) 245-1850

SUGGESTED REMARKS FOR
LOUIS W. SULLIVAN, M.D.
SECRETARY OF HEALTH AND HUMAN SERVICES
AT THE
WHITE HOUSE IMMUNIZATION EVENT
WASHINGTON, D.C.
THURSDAY, JUNE 13, 1991
DRAFT FOR THE SECRETARY'S REVIEW SHOSKY

THE SECRETARY WILL INTRODUCE THE PRESIDENT.

Thank you and good morning.

As Secretary of Health and Human Services, and as a physician, I am very concerned that our immunization efforts reach all of our children, both in the pre-school years and at the time of entering grade school. Immunizations are among the most vital and cost-effective medical interventions available, saving countless lives and preventing considerable illness and suffering. Vaccinations are a cornerstone of our national efforts to improve the health status of our citizens.

Because of our past national efforts to immunize our children, we have achieved tremendous reductions in diphtheria, measles, mumps, pertussis, polio, rubella, congenital rubella syndrome and tetanus. This success has been achieved because the vast majority of parents have immunized their children, and often because the entire community -- neighbors, educators, clergy, physicians and other health professionals -- have made immunization a high priority.

We have much to be proud of -- millions of healthy, energetic children ready for school and better prepared for life. But we still have a long way to go. In some pockets of our inner cities and rural areas, less than 50 percent of our children have been immunized. As a nation, we cannot be satisfied until all of our children are properly vaccinated.

But we have to work harder, making the process of immunization more easily accessible. I am concerned that we must act now to avoid slippage. For example, the reported incidence of measles, once thought to be a contagion on the verge of extinction in this country, is now increasing. In 1990, more than 27,600 cases were diagnosed, and 89 children lost their life to this completely preventable disease. Unless we act now, this shocking news may forecast more serious problems in our immunization efforts.

I am proud of the leadership efforts by the Assistant Secretary for Health, James Mason, our Surgeon General, Antonia Novello, and many of our health professionals who have sounded the alarm and have worked to mobilize our national response. Their efforts deserve our assistance and commitment.

I know that they have a strong supporter in President Bush. In our personal conversations, and in cabinet meetings, the President and I have discussed the need to enhance our current immunization efforts. We have asked for an additional \$40 million for our national immunization program in the next fiscal year, an almost 20 percent increase. Immunization is a top priority of this Administration, and I am please that we could come to the White House today to discuss this vital public health concern.

Ladies and gentlemen, the President of the United States.

###

MASTER

Alix
245-1850

Document No. 24442355

WHITE HOUSE STAFFING MEMORANDUM

91 JUN 11 4:50

DATE: 6/10/91 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TUESDAY, JUNE 11

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN

SUBJECT: THURSDAY, JUNE 13, 1991

| | ACTION FYI | | | ACTION FYI | |
|----------------|-------------------------------------|-------------------------------------|-------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| SCOWCROFT | <input type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
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| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | SMITH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMAYER | <input type="checkbox"/> | <input type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGERS | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | SNOW | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| FITZWATER | <input type="checkbox"/> | <input checked="" type="checkbox"/> | FIRESTONE | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| GRAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |
| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:

Please provide comments on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office by 4:00 TUESDAY, JUNE 11. Thank you.

RESPONSE:

See comments. Thanks.
Aly Williamson
6-11-91

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Lange/Simon)
June 7, 1991
11:30 P.M.
[SHOT.TS]

91 JUN -7 PM 11:50

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
[TIME]

Should be spelled out in the first reference & Centers for Disease Control.

[[Secretary Sullivan, Assistant Secretary Mason, Surgeon

General Novello, Bill Roper; state and local health officials,

experts from the CDC... *Should reflect the fact that the President is welcoming the leaders in the Nation's efforts to*
...and especially for you kids here in the audience: I'll immunize *children.*

try to be brief -- because a long speech is about as much fun as a long needle. \\
\\

Honest -- this'll only hurt a little. \\
\\]]

You know, when we announced our National Education Goals, the very first was that "By the year 2000, all children in America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start initiative. Every child deserves a chance -- and in the 1990's no child in America should be at risk to deadly diseases like

diphtheria, polio, and measles. *A decade ago we hoped to eradicate these threats. and thanks to those of you here today, we made remarkable progress. On behalf of the nation, I want to thank you to get on with the job at hand. Because, despite our success, 1990...*

~~These threats -- which seemed on the verge of eradication a decade ago -- have enjoyed a cruel and recent resurgence. 1990 brought the largest number of measles cases since 1977 -- and the number of cases has jumped 50 percent since 1989.~~

That's why Secretary Sullivan, Surgeon General Novello, CDC and Dr. Mason Director Roper, and others have formed an HHS "SWAT Team" -- or

maybe it's "Shot Team" -- to visit six major cities. They want

Included in the group of cities are some rural areas.

(HHS)
(HHS)

VERY IMPORTANT
The only threat is from measles - not diphtheria or polio. Absolutely no resurgence from polio or diphtheria.
(HHS)

Should read as an announcement - can we name the cities?
(HHS)

do not like any references that give the image of needles

(HHS) The team is going to work up state and local officials to find workable solutions. There are some barriers & we know them.

to know why ^{some} kids aren't getting immunized. And they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. Overall, federal funding for immunizations has more than doubled since 1988.

But a problem won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the parts of parents, teachers, citizens.

We have plenty of vaccines. But ~~you have to~~ ^{we must} do the hard work of logistics, planning and coordination if ~~you want~~ to get the medicine to kids who need it -- especially in urban neighborhoods. ~~We've celebrated that kind of effort in Desert Storm -- now let's put it to work to stop disease.~~

Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, and the Children's Action Network. You're doing remarkable work to build awareness -- and to get results.

(HHS) Junior League + CAA have both recently announced public awareness campaign, but there are other orgs. + indi. that have worked for years on these programs.

Now let's put new emphasis on prevention -- and try creative ideas like "one-stop shopping" for health care, and escorted

and all the other many organizations and individuals who have been committed to child-hood immunization programs for years.

referral for "express lane" immunization at nearby clinics. By encouraging all health care professionals never to miss a chance to give a shot -- we'll have a fighting chance to get ahead of these diseases.

You know, a deadly plague called polio threatened my generation -- darkened the fun of summers, crippled and killed kids.

But American ingenuity stopped that killer. And while ~~every~~ ^{Some say} ~~every~~ ^{each} generation ~~may~~ ^{may} repeat ^s the mistakes of the last, no generation in America should suffer the plagues of the past.

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

#

you need a call to prevention - Call on every ~~parent~~ parent to make sure their child is immunized. ^{also} See HHS possible insert (next page).

Take credit for what we have done & ask for continued support.

add

[Prevention is an absolute necessity, both because we are a humane & caring society and because, if we are to remain a vital society we cannot afford to waste human resources. Disease prevention comprises perhaps our best opportunity to reduce the ever-increasing portion of our resources that we now spend to treat preventable illness and functional impairments.]

THE WHITE HOUSE

WASHINGTON

June 11, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: TONY SNOW *TS*
FROM: MARK LANGE *ML*
SUBJECT: IMMUNIZATION INITIATIVE

On Thursday, June 13, at 9:15 a.m. in the Rose Garden, you will announce an initiative by Secretary Sullivan to increase immunization for preschoolers.

The audience of 200 will include federal and state health officials and some recently immunized children. The remarks are 5 minutes on cards.

(Lange/Simon)
June 11, 1991
6:30 P.M.
[SHOT.TS2]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
9:15 A.M.

[[Secretary Sullivan, Assistant Secretary James Mason, Surgeon General Novello, Centers for Disease Control Director Bill Roper; state and local health officials, experts from the Centers for Disease Control, industry leaders... and especially for you kids here in the audience:

I'll try to be brief. Honest -- this'll only hurt a little.

\\]]

You know, when we announced our National Education Goals, the very first was that "By the year 2000, all children in America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start initiative. Every child deserves a chance -- and in the 1990's no child in America should be at risk to deadly diseases like diphtheria, polio, and measles.

A decade ago we hoped to eradicate these threats -- and thanks to those of you here today, and many others, we made remarkable progress.

On behalf of a grateful nation, let me thank you for all you've done -- and urge you to get on with the job at hand.

Because despite our successes, 1990 brought the largest number of measles cases since 1977 -- a 50 percent increase over 1989.

That's why I commend Secretary Sullivan, Surgeon General Novello, CDC Director Roper and others, for forming their HHS "SWAT Team" to visit six major cities, and work with state and local health officials. They want to help get kids immunized -- and they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. Overall, federal funding for immunizations has more than doubled since 1988.

But a problem like this one won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the part of parents, teachers, and citizens.

We have plenty of vaccines. But we must do the hard work of logistics, planning and coordination to get the medicine to kids who need it -- especially in urban neighborhoods.

Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, the Children's Action Network,

and the many other organizations and individuals who have been committed to childhood immunization programs for years. Your remarkable work to build awareness will get results, I'm certain.

Throughout our health policy programs, we're putting new emphasis on prevention. America is a humane and caring society, that cannot condone unnecessary suffering. What's more, to remain a vital society, we cannot afford to waste human resources. Disease prevention represents our best opportunity to reduce the ever-increasing portion of our resources that we now spend to treat preventable illness.

For the sake of children who need protection from childhood diseases, we're trying creative ideas like "one-stop shopping" for health care, and escorted referral for "express lane" immunization at nearby clinics. By encouraging all health care professionals never to miss a chance to give a shot we'll have a fighting chance to get ahead of these diseases.

Along with all who serve in health care, today I call on every parent in America: don't take a chance. Make sure your child is immunized. \\
\\

A deadly plague called polio threatened my generation -- darkened the fun of summers, crippled and killed kids.

But American ingenuity stopped that killer. And while some say each generation repeats the mistakes of the last, no generation in America should suffer the plagues of the past.

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

#

THE WHITE HOUSE

WASHINGTON

91 JUN 11 P5:39
June 11, 1991

MEMORANDUM FOR TONY SNOW
DEPUTY ASSISTANT TO THE PRESIDENT FOR
COMMUNICATIONS

FROM: JAY S. BYBEE *JBY*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks -- Childhood Immunization
Initiative

Counsel's office has reviewed the above-referenced matter. We have no legal objections.

Thank you for the opportunity to comment on this matter.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/10/91 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TUESDAY, JUNE 11

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
 THE ROSE GARDEN

SUBJECT: THURSDAY, JUNE 13, 1991

| | ACTION FYI | | | ACTION FYI | |
|----------------|-------------------------------------|-------------------------------------|-------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| SCOWCROFT | <input type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input checked="" type="checkbox"/> | <input type="checkbox"/> | ROGICH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | SMITH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMAYER | <input type="checkbox"/> | <input type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGERS | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | SNOW | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| FITZWATER | <input type="checkbox"/> | <input checked="" type="checkbox"/> | FIRESTONE | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| GRAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |
| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:

Please provide comments on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office by 4:00 TUESDAY, JUNE 11. Thank you.

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

91 JUN -7 PM 11:50

(Lange/Simon)
June 7, 1991
11:30 P.M.
[SHOT.TS]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
[TIME]

[[Secretary Sullivan, Assistant Secretary Mason, Surgeon General Novello, Bill Roper; state and local health officials, experts from the CDC...

...and especially for you kids here in the audience: I'll try to be brief -- because a long speech is about as much fun as a long needle. \\

Honest -- this'll only hurt a little. \\]]

You know, when we announced our National Education Goals, the very first was that "By the year 2000, all children in America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start initiative. Every child deserves a chance -- and in the 1990's no child in America should be at risk to deadly diseases like diphtheria, polio, and measles.

These threats -- which seemed on the verge of eradication a decade ago -- have enjoyed a cruel and recent resurgence. 1990 brought the largest number of measles cases since 1977 -- and the number of cases has jumped 50 percent since 1989.

That's why Secretary Sullivan, Surgeon General Novello, CDC Director Roper and others have formed an HHS "SWAT Team" -- or maybe it's "Shot Team" -- to visit six major cities. They want

to know why kids aren't getting immunized. And they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. Overall, federal funding for immunizations has more than doubled since 1988.

But a problem won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the parts of parents, teachers, citizens.

We have plenty of vaccines. But you have to do the hard work of logistics, planning and coordination if you want to get the medicine to kids who need it -- especially in urban neighborhoods. We've celebrated that kind of effort in Desert Storm -- now let's put it to work to stop disease. \\

Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, and the Children's Action Network. You're doing remarkable work to build awareness -- and to get results.

Now let's put new emphasis on prevention -- and try creative ideas like "one-stop shopping" for health care, and escorted

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American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM
91 JUN 11 10:12

DATE: 6/10/91 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TUESDAY, JUNE 11

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN

SUBJECT: THURSDAY, JUNE 13, 1991

| | ACTION FYI | | | ACTION FYI | |
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| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| SCOWCROFT | <input type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input checked="" type="checkbox"/> | <input type="checkbox"/> | ROGICH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | SMITH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMAYER | <input type="checkbox"/> | <input type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGERS | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | SNOW | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
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| GRAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |
| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:

Please provide comments on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office by 4:00 TUESDAY, JUNE 11. Thank you.

RESPONSE: No comment

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

91 JUN -7 PM11:50

(Lange/Simon)
June 7, 1991
11:30 P.M.
[SHOT.TS]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
[TIME]

[[Secretary Sullivan, Assistant Secretary Mason, Surgeon
General Novello, Bill Roper; state and local health officials,
experts from the CDC...

...and especially for you kids here in the audience: I'll
try to be brief -- because a long speech is about as much fun as
a long needle. \\

Honest -- this'll only hurt a little. \\]]

You know, when we announced our National Education Goals,
the very first was that "By the year 2000, all children in
America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start
initiative. Every child deserves a chance -- and in the 1990's
no child in America should be at risk to deadly diseases like
diphtheria, polio, and measles.

These threats -- which seemed on the verge of eradication a
decade ago -- have enjoyed a cruel and recent resurgence. 1990
brought the largest number of measles cases since 1977 -- and the
number of cases has jumped 50 percent since 1989.

That's why Secretary Sullivan, Surgeon General Novello, CDC
Director Roper and others have formed an HHS "SWAT Team" -- or
maybe it's "Shot Team" -- to visit six major cities. They want

to know why kids aren't getting immunized. And they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. Overall, federal funding for immunizations has more than doubled since 1988.

But a problem won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the parts of parents, teachers, citizens.

We have plenty of vaccines. But you have to do the hard work of logistics, planning and coordination if you want to get the medicine to kids who need it -- especially in urban neighborhoods. We've celebrated that kind of effort in Desert Storm -- now let's put it to work to stop disease. \\

Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, and the Children's Action Network. You're doing remarkable work to build awareness -- and to get results.

Now let's put new emphasis on prevention -- and try creative ideas like "one-stop shopping" for health care, and escorted

referral for "express lane" immunization at nearby clinics. By encouraging all health care professionals never to miss a chance to give a shot -- we'll have a fighting chance to get ahead of these diseases.

You know, a deadly plague called polio threatened my generation --- darkened the fun of summers, crippled and killed kids.

But American ingenuity stopped that killer. And while every generation may repeat the mistakes of the last, no generation in America should suffer the plagues of the past.

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/10/91 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TUESDAY, JUNE 11

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN

SUBJECT: THURSDAY, JUNE 13, 1991

| | ACTION FYI | | | ACTION FYI | |
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| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE <i>N/C</i> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| SCOWCROFT | <input type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input checked="" type="checkbox"/> | <input type="checkbox"/> | ROGICH <i>N/C</i> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | SMITH <i>N/C</i> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMAYER | <input type="checkbox"/> | <input type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGERS | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
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| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:

Please provide comments on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office by 4:00 TUESDAY, JUNE 11. Thank you.

RESPONSE:

MASTER

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

91 JUN -7 PM11:50

(Lange/Simon)
June 7, 1991
11:30 P.M.
[SHOT.TS]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
[TIME]

[[Secretary Sullivan, Assistant Secretary Mason, Surgeon
General Novello, Bill Roper; state and local health officials,
experts from the CDC...

...and especially for you kids here in the audience: I'll
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a long needle. \\

Honest -- this'll only hurt a little. \\]]

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America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start
initiative. Every child deserves a chance -- and in the 1990's
no child in America should be at risk to deadly diseases like
diphtheria, polio, and measles.

These threats -- which seemed on the verge of eradication a
decade ago -- have enjoyed a cruel and recent resurgence. 1990
brought the largest number of measles cases since 1977 -- and the
number of cases has jumped 50 percent since 1989.

That's why Secretary Sullivan, Surgeon General Novello, CDC
Director Roper and others have formed an HHS "SWAT Team" -- or
maybe it's "Shot Team" -- to visit six major cities. They want

Porter to know why ^{some} kids aren't getting immunized. And they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. Overall, federal funding for immunizations has more than doubled since 1988.

Porter But a problem won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the parts of parents, teachers, citizens.

We have plenty of vaccines. But ~~you have to~~ ^{we must} do the hard work of logistics, planning and coordination ~~if you want~~ to get the medicine to kids who need it -- especially in urban neighborhoods. ~~[We've celebrated that kind of effort in Desert Storm -- now let's put it to work to stop disease.]~~

Porter Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, and the Children's Action Network. You're doing remarkable work to build awareness -- and to get results.

Now let's put new emphasis on prevention -- and try creative ideas like "one-stop shopping" for health care, and escorted

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God bless you all.

#

Potter

THE WHITE HOUSE

WASHINGTON

91 JUN 11 09:46
June 10, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: Childhood Immunization Initiative

We have reviewed the attached remarks and have noted several suggestions on the draft.

Please let us know if you have any questions or if we may help in any other way.

cc: Phillip D. Brady

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/10/91 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TUESDAY, JUNE 11

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
 THE ROSE GARDEN
 THURSDAY, JUNE 13, 1991

SUBJECT: _____

| | ACTION FYI | | | ACTION | FYI |
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| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
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| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | SMITH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
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| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGERS | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | SNOW | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| FITZWATER | <input type="checkbox"/> | <input checked="" type="checkbox"/> | FIRESTONE | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
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| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:

Please provide comments on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office by 4:00 TUESDAY, JUNE 11. Thank you.

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

91 JUN -7 PM11:50

(Lange/Simon)
June 7, 1991
11:30 P.M.
[SHOT.TS]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
[TIME]

[[Secretary Sullivan, Assistant Secretary Mason, Surgeon
General Novello, Bill Roper; state and local health officials,
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a long needle. \\

Honest -- this'll only hurt a little. \\]]

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initiative. Every child deserves a chance -- and in the 1990's
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decade ago -- have enjoyed a cruel and recent resurgence. 1990
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number of cases has jumped 50 percent since 1989.

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We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

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But a problem won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the parts of parents, teachers, citizens.

We have plenty of vaccines. But ^{WE MUST} ~~you have to~~ do the hard work of logistics, planning and coordination ~~if you want~~ to get the medicine to kids who need it -- especially in urban neighborhoods. [~~We've celebrated that kind of effort in Desert Storm -- now let's put it to work to stop disease.~~ \]

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American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

· # ·

WHITE HOUSE STAFFING MEMORANDUM

91 JUN 11 P4:14

DATE: 6/10/91 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TUESDAY, JUNE 11

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
 THE ROSE GARDEN
 THURSDAY, JUNE 13, 1991

SUBJECT: _____

| | ACTION FYI | | | ACTION | FYI |
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| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
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REMARKS:

Please provide comments on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office by 4:00 TUESDAY, JUNE 11. Thank you.

ok SP

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

91 JUN -7 PM11:50

(Lange/Simon)
June 7, 1991
11:30 P.M.
[SHOT.TS]

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE
THE ROSE GARDEN
THURSDAY, JUNE 13, 1991
[TIME]

[[Secretary Sullivan, Assistant Secretary Mason, Surgeon
General Novello, Bill Roper; state and local health officials,
experts from the CDC...

...and especially for you kids here in the audience: I'll
try to be brief -- because a long speech is about as much fun as
a long needle. \\

Honest -- this'll only hurt a little. \\]]

You know, when we announced our National Education Goals,
the very first was that "By the year 2000, all children in
America will start school ready to learn."

That's one reason we put such emphasis on our Healthy Start
initiative. Every child deserves a chance -- and in the 1990's
no child in America should be at risk to deadly diseases like
diphtheria, polio, and measles.

These threats -- which seemed on the verge of eradication a
decade ago -- have enjoyed a cruel and recent resurgence. 1990
brought the largest number of measles cases since 1977 -- and the
number of cases has jumped 50 percent since 1989.

That's why Secretary Sullivan, Surgeon General Novello, CDC
Director Roper and others have formed an HHS "SWAT Team" -- or
maybe it's "Shot Team" -- to visit six major cities. They want

to know why kids aren't getting immunized. And they want to get every community mobilized.

We need to find out what works -- and make sure the word spreads, so the disease doesn't. By getting to kids sooner -- by educating parents and finding creative ways to get them into clinics -- we can see that no child is left vulnerable without a vaccine.

My budget for 1992 calls for an additional \$40 million for the CDC immunization program. Overall, federal funding for immunizations has more than doubled since 1988.

But a problem won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the parts of parents, teachers, citizens.

We have plenty of vaccines. But you have to do the hard work of logistics, planning and coordination if you want to get the medicine to kids who need it -- especially in urban neighborhoods. We've celebrated that kind of effort in Desert Storm -- now let's put it to work to stop disease. \\

Let me thank all of you here today -- and especially applaud the efforts of the Junior Leagues, and the Children's Action Network. You're doing remarkable work to build awareness -- and to get results.

Now let's put new emphasis on prevention -- and try creative ideas like "one-stop shopping" for health care, and escorted

referral for "express lane" immunization at nearby clinics. By encouraging all health care professionals never to miss a chance to give a shot -- we'll have a fighting chance to get ahead of these diseases.

You know, a deadly plague called polio threatened my generation -- darkened the fun of summers, crippled and killed kids.

But American ingenuity stopped that killer. And while every generation may repeat the mistakes of the last, no generation in America should suffer the plagues of the past.

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. With the efforts of people like you, we can turn this tide forever.

God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

91 JUN 11 P3:16

DATE: 6/10/91 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TUESDAY, JUNE 11

PRESIDENTIAL REMARKS: CHILDHOOD IMMUNIZATION INITIATIVE

THE ROSE GARDEN

SUBJECT: THURSDAY, JUNE 13, 1991

| | ACTION FYI | | | ACTION FYI | |
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| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
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PH *DS*

PHILLIP D. BRADY
Assistant to the President
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Ext. 2702

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But a problem won't be solved by simple directives from Washington. You must assault it from all angles and levels -- with public health efforts, with creative partnerships between the non-profits and the private sector, with conscientious action on the parts of parents, teachers, citizens.

We have plenty of vaccines. But you have to do the hard work of logistics, planning and coordination if you want to get the medicine to kids who need it -- especially in urban neighborhoods. We've celebrated that kind of effort in Desert Storm -- now let's put it to work to stop disease. \\

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God bless you all.

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

June 13, 1991

REMARKS BY THE PRESIDENT
ON CHILDHOOD IMMUNIZATION

The Rose Garden

9:26 A.M. EDT

THE PRESIDENT: Let me just say at the outset of these remarks how proud I am of our Secretary, who is taking the lead in matters like immunization, the subject at hand today, and so many others. Going across this country, the message of hope, recognizing our shortcomings, but also outlining programs that are essential to the health of this nation.

I'm delighted to see Chairman Whitten here, long interested in the health of our children, and Congressman Norm Lent and three Senators whose passion is this kind of caring for others. And I'm talking about Senator Bumpers, Senator Hatch and Senator Chaffee, all with us here today.

And I also want to just second the motion as to what Lou said about Assistant Secretary Mason and Surgeon General Novello, and, of course, our old associate here who now heads the Center for Disease Control, Bill Roper. Welcome back, Bill. Glad to have you here.

And let me also salute, because this is vital to success of a program like this, the state and local health officials. And I'd be remiss if I didn't signal out this dressy bunch of kids here in the front row. They look great and there's a certain symbolism of having them with us today. And thank you -- their teachers and their families -- for bringing them our way. To them I say I'll try to be brief. (Laughter.) As with immunization, this will only hurt a little. (Laughter.)

When we announced our national education goals, the very first was that by the year 2000 all children in America will start school ready to learn. And that's one reason we put such emphasis on our Healthy Start Initiative. Every child deserves a chance. And in the 1990s, no child in America should be at risk to deadly diseases like diptheria and polio or the one that Lou was stressing here today, measles.

A decade ago, we hoped to eradicate these threats. And thanks to those of you here today and many others across our country, we have made remarkable progress. And on behalf of a grateful nation then, let me thank all of you and others like you for what you have done by being in the leadership role in these important questions.

I urge you to get on now with the job at hand because, despite our successes, 1990 brought the largest number of measles cases since 1977 -- 1977 -- a 50-percent increase over '89. And that's why I, again, commend the Secretary of HHS Dr. Sullivan, and Dr. Mason, Surgeon General Novello and Mr. Roper and others for performing their HHS SWAT team to visit six major cities -- Lou gave you the names -- work with state and local officials -- some of you here today.

And they want to learn why kids aren't getting immunized. And they want to get every community mobilized. And out of this testing they'll come forward with ideas that I hope will help this nation's health.

MORE

We've got to find out what works and make sure the word spreads so that the disease does not. By getting to kids at an earlier age, by educating parents and finding creative ways to get them into the clinics, we can see that no child is left vulnerable without a vaccine for preventable childhood diseases.

My budget for '92 calls for an additional \$40 million for the CDC immunization program, targeted especially to communities where the need is the greatest. Overall, federal funding for immunizations has more than doubled since '88. But a problem like this one won't be solved by directives out of the White House, or out of HHS, or out of NIH, or wherever. We've got to assault it from all angles and levels with public health efforts with creative partnerships between the nonprofits and the private sector with conscientious action on the part of parents, teachers and citizens.

And we have plenty of vaccines. But we must do the hard work of logistics, of planning, of coordination to get the medicine to kids who need it, especially in the urban neighborhoods.

So let me thank all of you here today, singling out a few points of light in this effort -- the Junior Leagues, the Children's Action Network, and many other organizations and individuals who have been committed to childhood immunization programs for years. You've been doing the Lord's work for years, long before we've got the proper focus on it here at the federal government. Your remarkable work to build awareness will get results. And I'm certain of that.

Throughout our health policy programs, we're putting new emphasis on prevention. America's a humane and caring society that cannot condone unnecessary suffering. And what's more, to remain a vital society, we can't afford to waste human resources either. Disease prevention represents our best opportunity to reduce the ever-increasing portion of our resources that we now spend to treat preventable illnesses.

For the sake of children who need protection from childhood diseases, we need to try creative ideas like "One-Stop Shopping" for health care, and escorted referral for "express lane" immunization at clinics. By encouraging all health care professionals never to miss a chance to give a shot, we'll have a fighting chance to get ahead of these diseases.

Along with all who serve in health care, today I call on every parent everywhere in America: Don't take a chance. The facilities are there. The vaccines are available. Call your local public health official or your own physician. Please, make sure your child is immunized.

A deadly plague called polio threatened my generation -- darkened the fun of summers and crippled and killed kids. But American ingenuity, fantastic research, stopped that killer. And while some say each generation repeats the mistakes of the last, no generation in America should suffer the plagues of the past.

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. So with the efforts of people like you, with the help from these five congressmen and many members of Congress and many others -- Chairman Whitten, Norm Lent, Senator Bumpers, Senator Hatch and Senator Chafee -- the help of these leads -- Who else did I miss? Where is Arlen? Now, Senator Specter has done something he normally doesn't do, he's blended in with the crowd back there. (Laughter.) But you should be sitting up here so I could finger you. But stand up, because I want these other -- or you could come up with us. But Senator Specter has been a leader in this whole quest for helping kids.

So it's a cooperative effort. And I'm going to approach it that way as we -- I hope our department is. I know Lou Sullivan is. And it's not just the members of Congress, nor the President of the United States. It's all of you. Many of you have been out front

long before we have. But I thank you. I salute you. And now let's go out and get the job done. And thanks for coming to the White House on this beautiful day.

And, Arlen, if you all would come up, let me just get a quick picture with our health professionals here.

Thank you all very, very much. (Applause.)

Q Mr. President, who will submit your health package to Congress? Who will submit it, sir?

THE PRESIDENT: -- piece by piece. You're hearing a very important part of it right now.

END

9:37 A.M. EDT