

Monroe motivated sequence design

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The Centers for Disease Control and Prevention state that measles is the most deadly of all childhood illnesses. We need to know our facts and be knowledgeable on the signs, risks, and potentials of getting this vaccine.

Establish a Need: According to an article in the Washington Post, a survey performed showing 83% of Americans feel the measles vaccination is safe.

The other 9% are Americans between the age of 18 and 29 are most likely to state that vaccinations are unsafe. That 9% is in the age group that hasn't seen or witnessed the effects of the measles due to vaccinations

requirements in the past. Additional education must be taught in regards to the effects of not having this shot. We need to establish a guideline for those that do not wish to be vaccinated. By not educating yourself and others you are speculating on the chances of contracting the virus. Provide Satisfaction:

Referencing the website for The Centers For Disease Control and Prevention, in the decade prior to the measles vaccine in 1963, an average of 549, 000 measles cases and 495 measles deaths were reported. They speculate that 3-4 million measles cases occurred each year. After the implementation of the vaccine, cases declined dramatically in the US. Over the decade of 1989-1991 the epidemic came to the surface again when over 55, 000 cases and 123 deaths were reported. It is stated this was caused by unventilated preschool age children who were not vaccinated.

Thus in turn created the need for a second dose to be recommended. In 2000, the measles were considered "eliminated" from the United States. Now we are seeing the 1 OFF due to religious or health concerns with the vaccine. In addition, there are concerns with the importations of the virus from

travelers coming in and out of the country. There is a reason this vaccine is available to the public and there should be a law restricting those who do not wish to have the vaccination. Visualization (either utopia or tragic):

As we have seen throughout the decades this vaccination works and has proven result. When it is not administered we see the death rate increase. No one wants to see a child or a loved one suffer physical and mentally from the measles, if prevention is possible. Why risk your life or someone you love based on a uneducated decision. These cases have been reported and documented recent by the Disneyland outbreak. And how quickly this virus spread has multiplied. This could be you or someone that is unventilated that could cause the spread of this ease leading to death in some cases!

Call to Action - concrete, do-able, practical actions: In conclusion, It is our own responsibility to take care of ourselves and the ones we love in life. We need to educate ourselves and look at the real statistics related to the measles vaccination. If we take the time to learn more about the virus its causes, risks, and effects, we can create a more thought out opinion to getting this vaccination. We all do not like the saying " could of, would of, should of", don't let that be you.