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The Immunization Partnership Launches “Ask. Learn. Protect.” Initiative to Help Parents Navigate Vaccine Confusion

HOUSTON (April 9, 2026) — As shifting federal guidance and ongoing legal challenges create confusion for families about childhood vaccines, The Immunization Partnership (TIP) today announced the launch of a new initiative designed to help parents get clear, trusted answers at a critical moment.

The initiative, “**Ask. Learn. Protect.**”, launches today with a dedicated resource hub — <https://immunizeusa.org/ask-learn-protect/> — where parents can go now to get clear guidance, prepare questions and take the first step toward informed conversations with their child’s doctor.

“Parents are hearing mixed messages right now, and that uncertainty is real,” said Rekha Lakshmanan, executive director of The Immunization Partnership. “Ask. Learn. Protect. is about helping parents cut through that confusion and focus on what hasn’t changed — getting answers from a trusted healthcare provider and making informed decisions to protect their child.”

A Simple Three-Step Approach

The “Ask. Learn. Protect.” initiative is built around three key steps:

- **Ask** questions about your child’s vaccines
- **Learn** from a trusted healthcare provider
- **Protect** your child with recommended immunizations

The approach reflects a shifting landscape in which parents may need to take a more active role in seeking clear, credible guidance about vaccination. The website serves as a central destination for parents looking for clear, actionable information ahead of their child’s next well visit.

The site includes:

- A **downloadable parent conversation card**, available in both **English and Spanish**, designed to guide discussions during pediatric visits

- The **American Academy of Pediatrics (AAP) recommended vaccine-by-age table** and direct links to both the AAP and American Academy of Family Physicians immunization schedules
- Practical prompts that encourage proactive, informed conversations with healthcare providers

“We want parents to feel prepared before they walk into the exam room,” Lakshmanan said. “When parents come in ready to ask questions and have a real conversation, it leads to better understanding and ultimately better protection for their children.”

Addressing Confusion with Clarity

“Ask. Learn. Protect.” comes at a time of heightened uncertainty following changes to federal vaccine guidance earlier this year — decisions that were subsequently placed on hold by a federal judge. As the issue continues to move through the courts, many parents are left with more questions than answers.

Confusion creates delay, and delay creates risk in Texas schools and communities, showing up in real ways such as missed vaccinations – or outbreaks such as measles or whooping cough.

“Ask. Learn. Protect.” cuts through that uncertainty by reinforcing what has not changed: guidance from trusted medical authorities like the AAP and AAFP remains the gold standard for keeping children healthy. By encouraging parents to take an active role — asking questions, learning from their child’s doctor and making informed decisions — “Ask. Learn. Protect.” helps families stay grounded in credible, evidence-based care.

About The Immunization Partnership

The Immunization Partnership is a statewide nonprofit organization dedicated to protecting community health by advancing immunization education, advocacy and access. TIP works with healthcare providers, policymakers, schools and families to ensure Texans have the information and resources they need to make informed decisions about vaccines.

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