

For Immediate Release

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TerryWhite Chemmart and Immunisation Foundation of Australia Partner to Boost National Vaccination Awareness

TerryWhite Chemmart is proud to announce a five-year partnership with the Immunisation Foundation of Australia (IFA), solidifying a commitment to raise awareness about key vaccinations that protect children and vulnerable communities across Australia. This partnership will focus on critical vaccines, including those for Whooping Cough (Pertussis), RSV, MMR, and Influenza, aiming to educate Australians about the significance of staying up to date with immunisations.

In 2023 IFA introduced a national awareness day for Whooping Cough and again on November 8th TerryWhite Chemmart is proud to support and spotlight the dangers of this highly contagious disease and the crucial role of vaccination. As part of the initiative, TerryWhite Chemmart will engage its pharmacy network nationwide to spread essential information about Whooping Cough and encourage Australians to take preventive steps, like staying up to date with their vaccinations.

The collaboration builds on a successful two-years of TWC and the IFA working together to educate TWC's pharmacists and team members about the impact of Whooping Cough and similar diseases. Catherine Hughes, also the founder of Light for Riley, has provided life-saving insights and has been a prominent voice at TWC educational events such as the TerryWhite Chemmart Masterclass.

"Standing alongside the Immunisation Foundation of Australia in their vaccination awareness efforts is pivotal," said Brenton Hart, Chief Pharmacist at TerryWhite Chemmart.

"This partnership reflects our mission to keep communities healthy, leveraging our extensive pharmacy network and educational platforms to drive vaccine awareness. Working with Catherine and the Immunisation Foundation of Australia has been invaluable, allowing our pharmacists to grasp the real-world impact of these diseases, and we look forward to advancing this work further in the years ahead."

Catherine Hughes AM, who founded Light for Riley in honour of her son, Riley, who tragically passed away from Whooping Cough, shared her perspective:

"We're excited to extend our partnership with TerryWhite Chemmart. Whooping Cough can impact anyone, and with TWC, we've been able to communicate its severity to their pharmacy network and customer base. Through their wide-reaching platform, we aim to raise crucial awareness and ensure vulnerable individuals in our community receive essential information."

Key Statistics:

- **Vaccination Coverage:**

While Pertussis vaccination rates are above 90% among infants in Australia, one-year-olds (12 to less than 15 months old): 92.82% and are fully immunised and two-year-olds (24 to less than 27 months old): 91.10%, based on data as of June 2024 from the Australian Immunisation Register, as reported by the Australian Government Department of Health and Aged Care, rates drop significantly among adolescents and adults. This decline contributes to ongoing transmission, especially affecting newborns who are too young for vaccination.

Of adolescence turning 13 years of age in 2023, only 73.9% had received their adolescent dose of dTpa by December 2023 and coverage rate for Indigenous adolescents was 15.6% lower, according to the Annual Immunisation Coverage Report 2023 released in October 2024.

Only 1-in-5 adults are up to date with their vaccinations.

It has been suggested this decline is due to misinformation and vaccine fatigue post COVID-19.

- **Reported Cases:** As of 4 November 2024, there have been a substantial increase in reported Whooping Cough cases in Australia, with over 40,428 cases this year—approximately 37,975 more than last year. (Source: [National Communicable Disease Surveillance Dashboard](#)) This spike underscores the urgent need for expanded awareness and immunisation efforts to protect the community from this infectious disease.

Book your whooping cough vaccination at your local TerryWhite Chemmart pharmacy by visiting <https://terrywhitechemmart.com.au/health-services/whooping-cough> or

secure pertussis vaccination vouchers for your employees by emailing corporatehealth@twcmhealth.com.au.

Whooping Cough Day is Friday November 8th, 2024.

About TerryWhite Chemmart

TerryWhite Chemmart is one of Australia's leading community pharmacy networks delivering frontline healthcare. With more than 600 community pharmacies across Australia, we are committed to ensuring every Australian has easier access to pharmacists and expert health advice every day. TerryWhite Chemmart provides high-quality, accessible, and cost-effective community-based health care services and programs.

For more information about Whooping Cough and the importance of vaccination, please visit <https://terrywhitechemmart.com.au/health-services/whooping-cough>

About Immunisation Foundation of Australia

The Immunisation Foundation of Australia was established by the family of Riley Hughes, who have become vocal advocates of immunisation after the death of their son from whooping cough in 2015. Believing in the importance of parents and community-members standing up to support immunisation, the foundation's mission is to inspire further community-based immunisation advocacy, helping to protect babies and families from vaccine-preventable diseases.

<http://www.ifa.org.au>