

Product marketing that cites the VFC Program

The pharmaceutical industry, as well as the companies manufacturing and selling storage and handling equipment, are important partners in achieving immunization goals. As you know, they occasionally market their products directly to VFC Providers. They do not, however, represent the California VFC Program.

Please remind your staff to pay close attention to communications citing or including VFC Program requirements that may be coming from organizations or individuals, and NOT from the VFC Program. These communications may or may not necessarily or accurately reflect program requirements.

Keep in mind that all VFC Program communications are always posted on VFC's website, www.EZIZ.org, shortly after e-mailing them and faxing them to participating providers.