According to a recent Ipsos survey, while most Canadian adults recognize the importance of vaccinations, when it comes to their own health, not everyone is vigilant in seeking to protect themselves against vaccine-preventable diseases.

**Adult Vaccination Gap**

According to the national survey, 82% of Canadian adults recognize the importance of staying up to date on recommended vaccines. However, a separate survey shows that only 3% actually do.1

**About Vaccines**

According to UNICEF and the World Bank, only clean drinking water rivals vaccination in its ability to save lives.3 Vaccines are not something you outgrow. Immunization is often top of mind for new and expecting parents as vaccination in childhood has become well engrained in society today.

Keeping up to date on recommended vaccines in adulthood is also important. As we age, our immune system gradually weakens and becomes less effective at protecting us from disease, increasing the chances of catching infections.

- Some vaccinations you get as a child can sometimes wear-off over time and teenagers and adults may need to receive a booster vaccination.
- There are diseases that most commonly occur at an older age that some people may not realize could potentially be prevented by vaccination.

**Vaccines Are Not Something You Outgrow**

Immunization is often top of mind for new and expecting parents as vaccination in childhood has become well engrained in society today.

Slightly more than six in ten (63%) adults describe themselves as knowledgeable about childhood vaccinations.1

**Adult Vaccination Knowledge and Views**

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- There are diseases that most commonly occur at an older age that some people may not realize could potentially be prevented by vaccination.

**Prioritizing Vaccination Discussions**

Given the many competing health priorities to cover during healthcare visits, it is essential for Canadians to understand the importance of immunization throughout life, so they can consider making it a priority to discuss with their healthcare providers which vaccines may be right for them at what age.

- More than eight in ten respondents (84%) say they would turn to their doctor or primary care provider for advice on vaccination.

**Like regular exercise and a healthy diet,** vaccines are an important tool to consider when thinking about overall health and wellness.

**Take the time to learn about which vaccines may be right for you at what age.**