

Vaccination is not something you outgrow.

Vaccinate for life.

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.¹

However

A separate survey shows that only **3%** actually are.²



About Vaccines



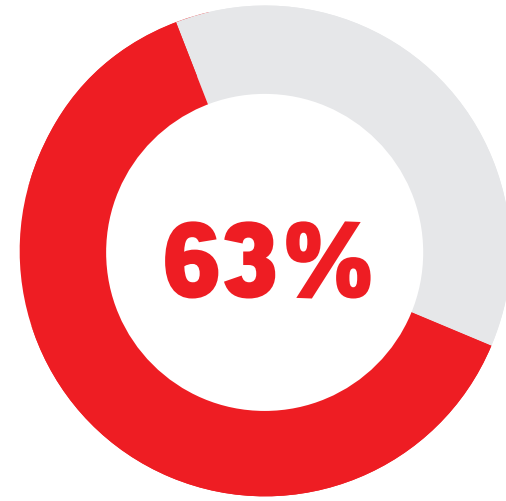
According to UNICEF and the World Bank, **only clean drinking water rivals vaccination** in its ability to save lives.³

Every year, immunization **prevents 2-3 million** deaths worldwide.⁴

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.

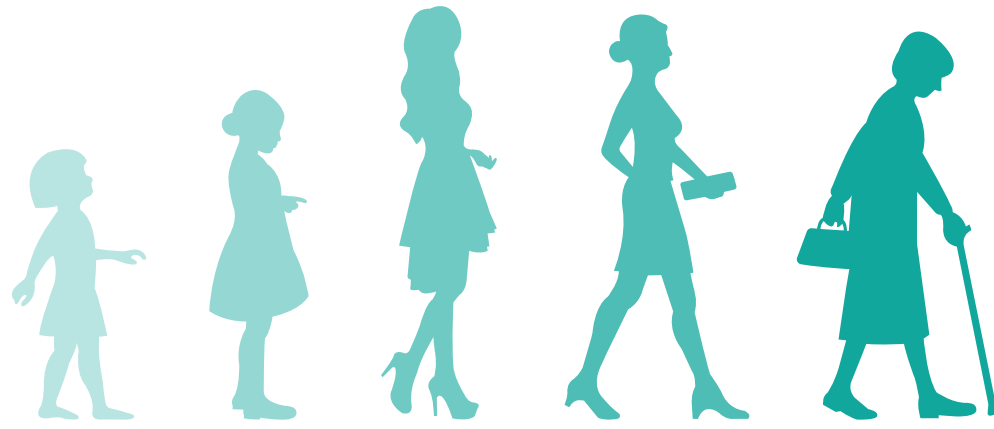
Slightly more than **six in ten (63%)** adults describe themselves as knowledgeable about childhood vaccinations.¹



Adult Vaccination Knowledge and Views

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**.



93% of parents agree they have a responsibility to their family to ensure they take care of their own health¹.

YET

Half of Canadian parents (52%) say that keeping up to date on adult vaccinations is less important than making sure their child is up to date on recommended childhood immunizations.¹

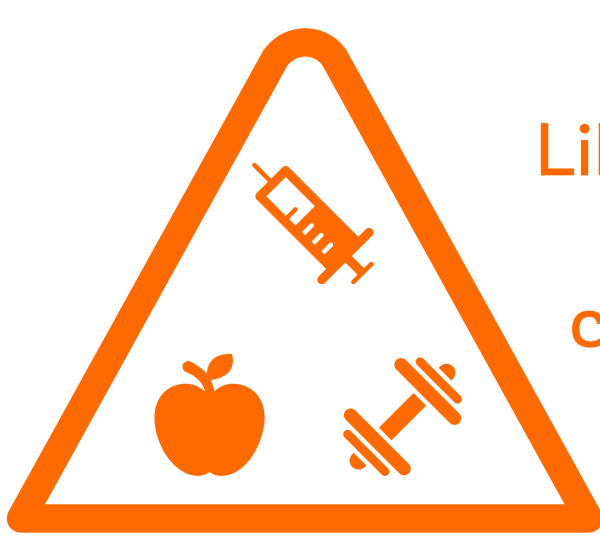
Prioritizing Vaccination Discussions

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 Canadians (**84%**) say they would turn to their doctor or primary care provider for advice on vaccinations¹.

BUT

In the past 12 months, only three in ten (**29%**) have asked a healthcare professional for advice on adult vaccines¹.



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.

¹Ipsos LP. Vaccinate for Life Survey. March 2019.

²Government of Canada. Vaccine uptake Canadian adults survey. Available at: <https://www.canada.ca/en/services/health/publications/healthy-living/2016-vaccine-uptake-canadian-adults-survey.html>

³Plotkin SL & Plotkin SA. Chapter 1 in Plotkin SA et al. Vaccines. 6th Edition, Elsevier Saunders, 2012.

⁴World Health Organization. Immunization Week 2018. Available at: https://www.who.int/campaigns/immunization-week/2018/WIW-2018_vax-prevents-deaths_en_tn.gif?ua=1