



# Infant RSV

Campaign toolkit

Raising awareness about infant RSV  
and protection options in Canada



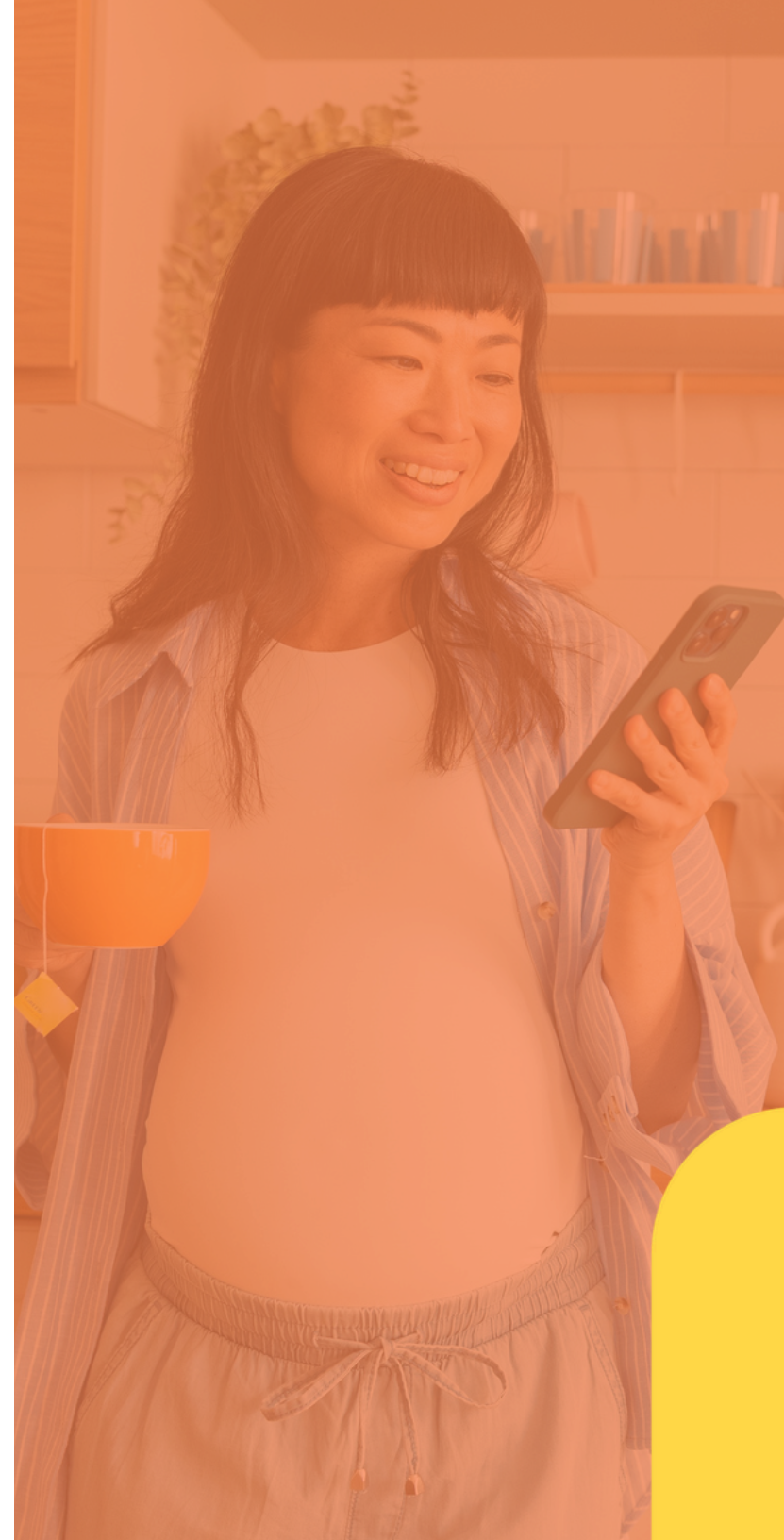
## RAISING RSV AWARENESS

# How to use this toolkit

This campaign toolkit contains content to help raise awareness about respiratory syncytial virus (RSV) and the protection options available to Canadian families.

It includes ready-to-use content, including:

- RSV Information Hubs for parents and providers with province-specific resources
- RSV Information sheets for parents and providers
- Social media visuals and messaging



# About Praxus Health

Praxus Health is a Canadian not-for-profit that works collaboratively with partners across sectors to drive meaningful healthcare change. From vaccine confidence to cancer screening and beyond, it delivers a wide-range of projects to improve health outcomes nationwide.

By engaging healthcare providers, researchers, and community groups, Praxus Health develops trusted resources that help Canadians make informed decisions about their health.

## Follow us on social media

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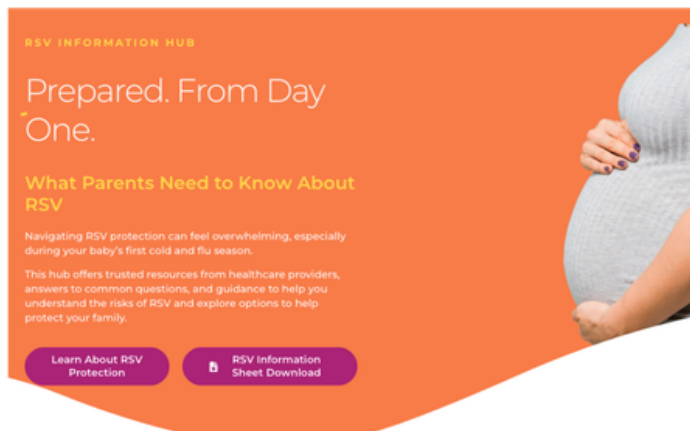


## WEB PAGES

# RSV Information Hubs

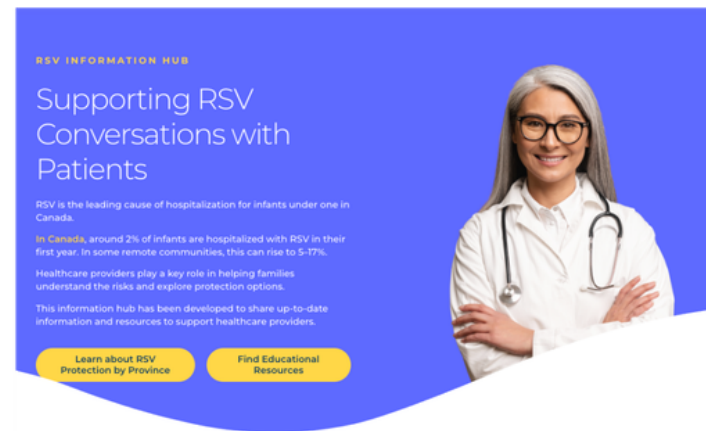
We've created easy-to-use information hubs to help parents and healthcare providers learn more about infant RSV and the protection options available across Canada. Our hubs are designed to make navigating RSV protection easier, with up-to-date resources tailored to each province.

## Parent Information Hub



[praxushealth.ca/campaign/rsv-parent](https://praxushealth.ca/campaign/rsv-parent)

## Provider Information Hub



[praxushealth.ca/campaign/rsv-provider](https://praxushealth.ca/campaign/rsv-provider)

RESOURCES

Information Sheets

These information sheets provide patients and healthcare providers with an overview of RSV and the protection options available in Canada.

Parent Information Sheet

RSV PROTECTION FOR BABIES

**What parents need to know about RSV**

**What is RSV?**

RSV (Respiratory syncytial virus) is a common virus that infects the lungs and airways. Most children will get RSV before they turn two.<sup>1</sup> In healthy adults and older children, RSV symptoms are usually mild and cold-like. But for babies, RSV infections can be more serious.

**When are babies at highest risk for RSV?**

RSV season in Canada is usually from late fall to early spring.<sup>2</sup> During RSV season, many people get the virus, and it spreads easily from person to person.

**Why can RSV be a concern for babies?**

RSV is the leading cause of infant hospitalization in Canada.<sup>3</sup> Having an RSV infection as an infant can lead to long-term health issues, like a higher risk of asthma, later in childhood.<sup>4</sup>

**RSV Protection Options**

In Canada, families have options to help protect babies during their first RSV season:

**RSV vaccine for pregnant people**

All available options can lower the risk of severe illness from RSV. The decision depends on factors such as availability, timing (during pregnancy or after birth), and each family's circumstances. Families can make informed decisions by discussing options with a healthcare provider.

**RSV immunizations for babies**

All available options can lower the risk of severe illness from RSV. The decision depends on factors such as availability, timing (during pregnancy or after birth), and each family's circumstances. Families can make informed decisions by discussing options with a healthcare provider.

**RSV Protection Safety**

RSV protection options approved in Canada have been carefully reviewed by Health Canada for quality, safety, and effectiveness.

Like all medicines and vaccines, they can cause side effects, and responses may vary from person to person. A healthcare provider can help you understand the potential benefits and risks and whether RSV protection is right for you and your family.<sup>5,6</sup>

**RSV Information Hub**

Learn more about RSV and protection options in Canada.

[praxushealth.ca/rsv-parents](https://praxushealth.ca/rsv-parents)

Provider Information Sheet

INFANT RSV PROTECTION

**Supporting Conversations with Patients This Season**

As a healthcare provider, you play an important role in helping families understand RSV risks and protection options. Clearly explaining how these options differ can help families make informed decisions based on their individual health needs.

**RSV is the leading cause of hospitalization among infants and can lead to severe respiratory illness.**

**Timing is Essential**

Start conversations about RSV protection early to help families plan around key protection windows and provincial guidelines.

The vaccine for pregnant people is limited to a specific window in pregnancy (32-36 weeks of gestation), during RSV season.

An infant immunization is best administered shortly after birth, during the RSV season (or at the start of RSV season if born earlier) to support optimal protection.<sup>3</sup>

**Current NACI-recommended Infant RSV Protections Available**

|                           | Vaccine for Pregnant People                            | Infant Immunization                                                                                                        | Infant Immunization                                                                            |
|---------------------------|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Who is it indicated for?  | Pregnant people from 32 through 36 weeks of gestation. | Infants and neonates entering their first RSV season, and for children up to 24 months old with a high risk of severe RSV. | Infants and neonates entering their first RSV season.                                          |
| Product Monographs        | <a href="#">RSVpreF (ABRYSYVO®) Product Monograph</a>  | <a href="#">Nirsevimab (Beyfortus®) Product Monograph</a>                                                                  | <a href="#">Clesrovimab (ENFLONIA®) Product Monograph</a>                                      |
| Recommended timing        | During RSV season, between 32-36 weeks gestation.      | Shortly after birth— if born during RSV season— or at the start of RSV season if born earlier.                             | Shortly after birth— if born during RSV season— or at the start of RSV season if born earlier. |
| Type                      | Protein-based vaccine                                  | Monoclonal antibody (weight-based dosing)                                                                                  | Monoclonal antibody (fixed dose)                                                               |
| Available in Canada since | Jan 2024                                               | Nov 2024                                                                                                                   | Feb 2024                                                                                       |

See page 3 for a comprehensive list of side effects, product monographs, and the National Advisory Committee on Immunization's (NACI) latest recommendations.

## SOCIAL MEDIA

# Static Post #1

### Post copy:

Did you know? RSV is one of the leading causes of infant hospitalization in Canada.

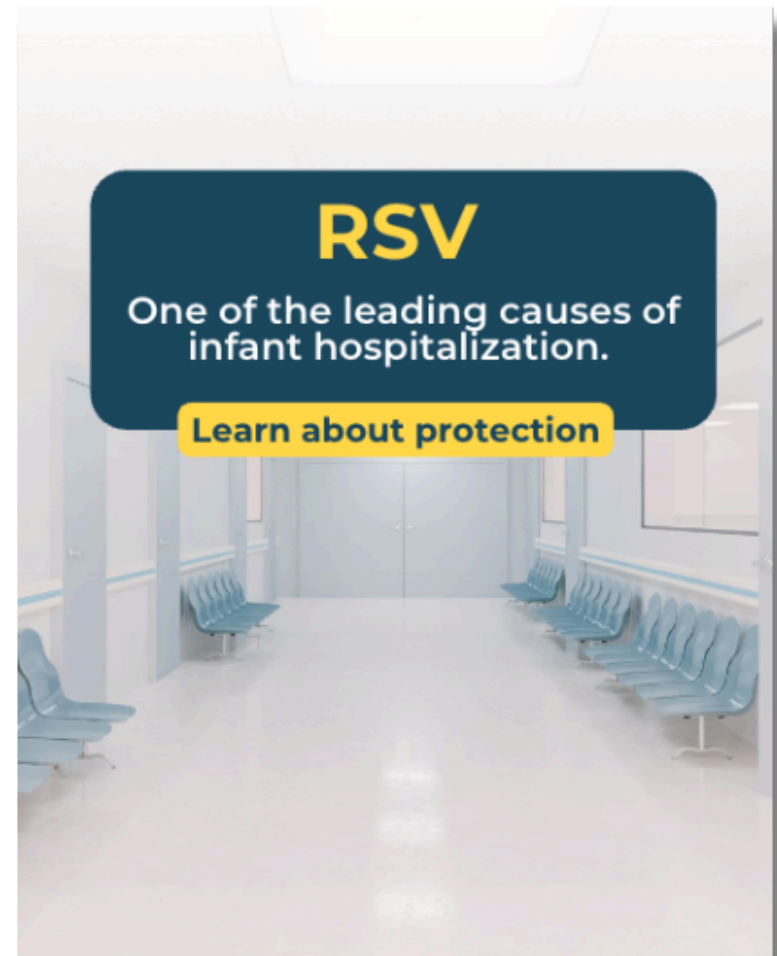
Understanding the available protection options can help families make informed decisions.

The RSV Information Hub brings together information about RSV, protection options, and provincial programs — all in one place.

👉 [praxushealth.ca/rsv-parent](https://praxushealth.ca/rsv-parent)

### Hashtags:

#RSV #RSVAwareness #NewParents  
#PregnancyResources #Newborn



[Download here](#)

## SOCIAL MEDIA

# Static Post #2

### Post copy:

Be prepared, from day one 🧒

RSV is a common virus that most kids will catch by the time they're two. For many, it looks like a simple cold—but for babies, it can be much more serious.

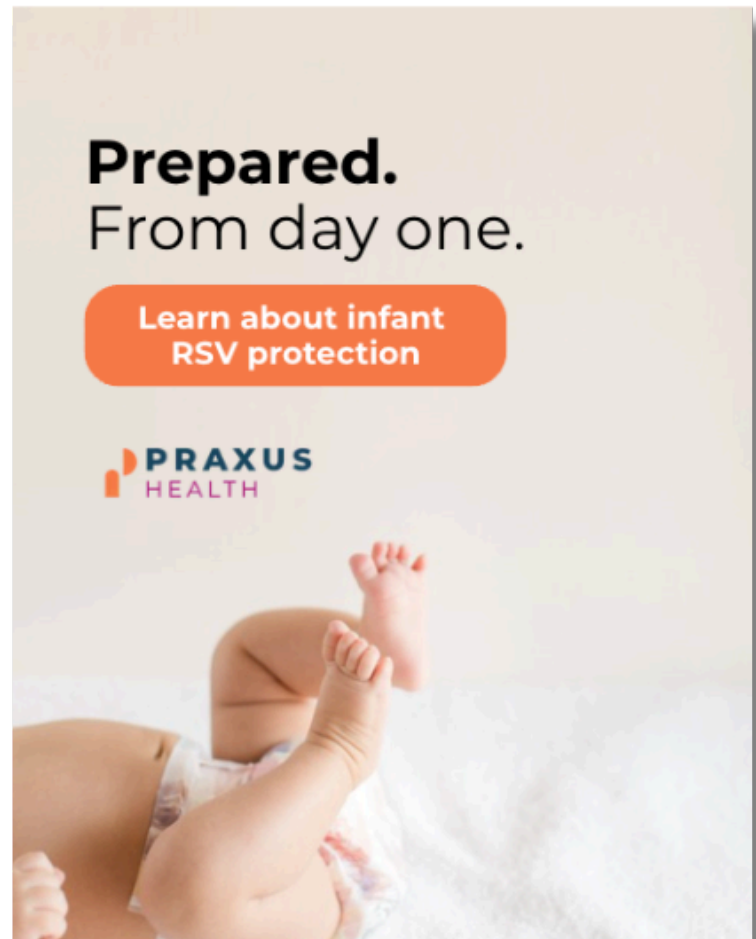
In Canada, there are options available to help lower the risk during RSV season.

Visit the RSV Information Hub to learn about protection options.

[praxushealth.ca/rsv-parent](https://praxushealth.ca/rsv-parent)

### Hashtags:

#RSV #RSVAwareness #NewParents  
#PregnancyResources #Newborn



[Download here](#)

# Questions?

[hello@praxushealth.ca](mailto:hello@praxushealth.ca)

