



Infant RSV

Campaign toolkit

Raising awareness about infant RSV
and protection options in Canada



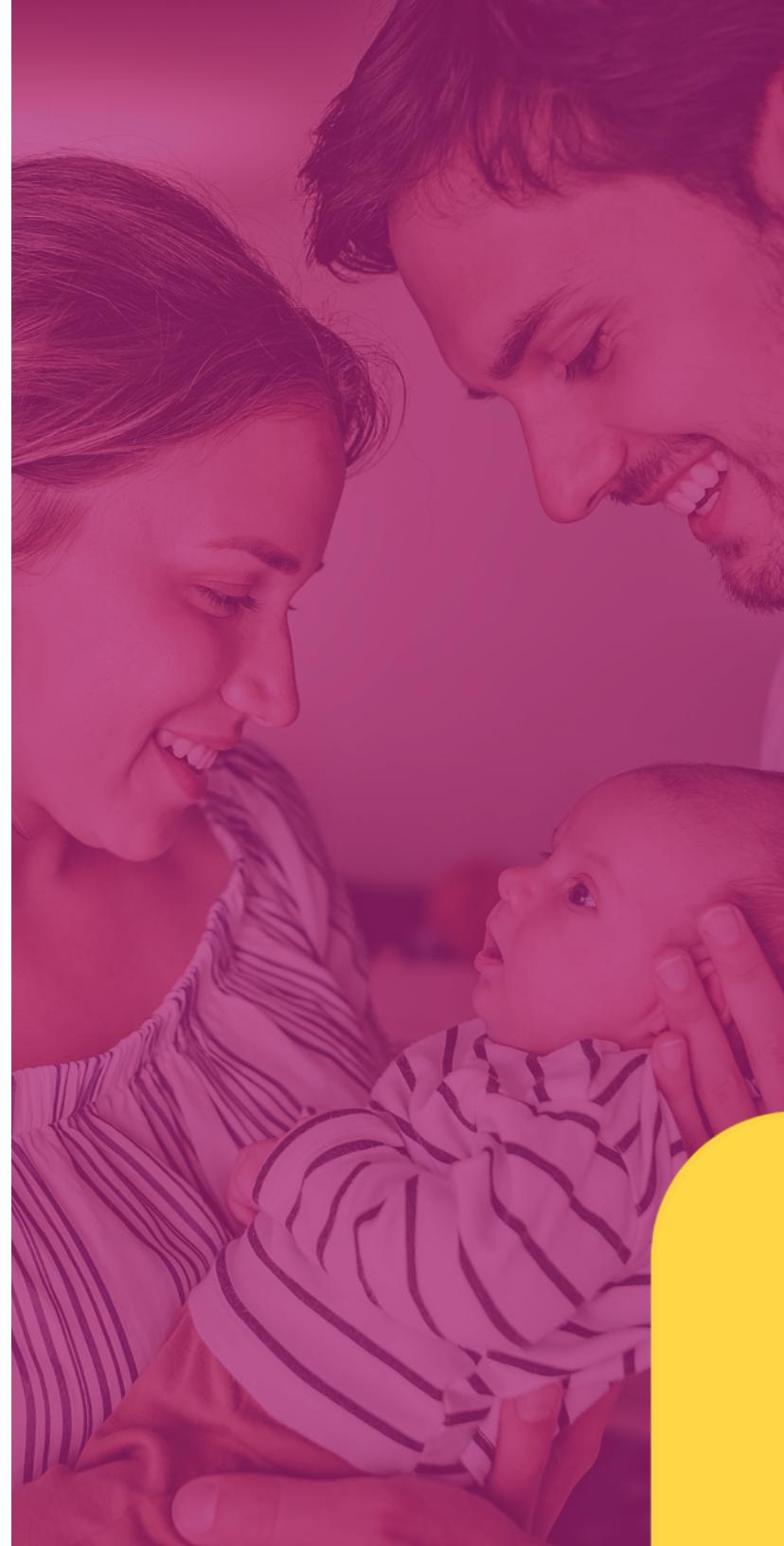
RAISING RSV AWARENESS

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

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)



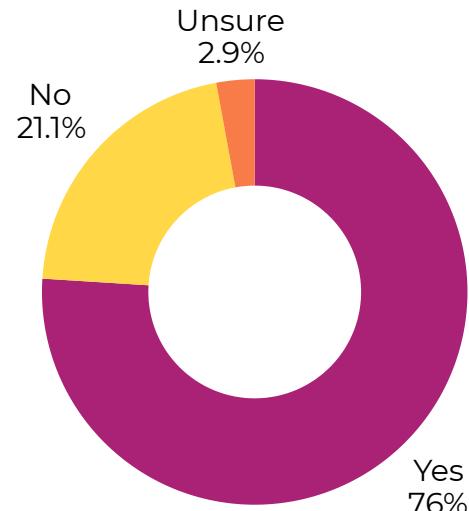
Quick facts

In Canada:

- **RSV is the leading cause of hospital visits for infants with lung infections.**
- **2% of infants are hospitalized with RSV in their first year. In some remote communities, this can rise to 5–17%.**
- **There are protection options available to help reduce the risk for infants during RSV season.**

In 2024, Praxus Health completed a survey and focus groups to understand patient perceptions around RSV:

Mothers have heard of RSV and largely know what RSV is.



Very few mothers know that there is a maternal vaccine or an infant immunization.

26.8%

know there is a maternal vaccine

25.7%

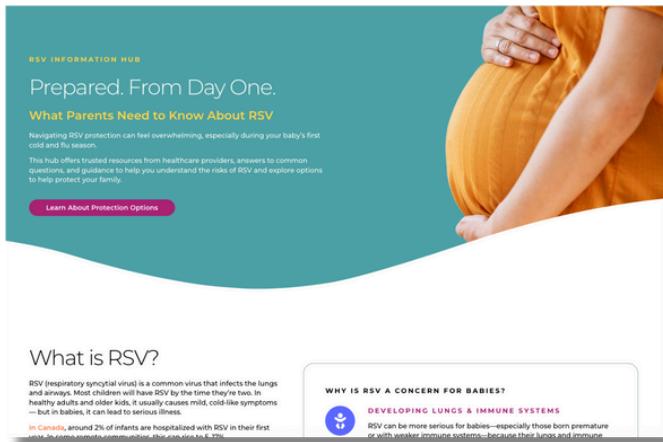
know there is an infant immunization

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



RSV INFORMATION HUB

Prepared. From Day One.

What Parents Need to Know About RSV

Navigating RSV protection can feel overwhelming, especially during your baby's first cold and flu season.

From the latest medical resources from healthcare providers, answers to common questions, and guidance to help you understand the risks of RSV and explore options to help protect your family.

Learn About Protection Options

What is RSV?

RSV (respiratory syncytial virus) is a common virus that infects the lungs and airways. Most children will have RSV by the time they're two. In healthy adults and older kids, it usually causes mild, cold-like symptoms—but in babies, it can lead to serious illness.

In Canada, around 2% of infants are hospitalized with RSV in their first year. www.who.int/mediacentre/newsroom/06/2014_06_12_150

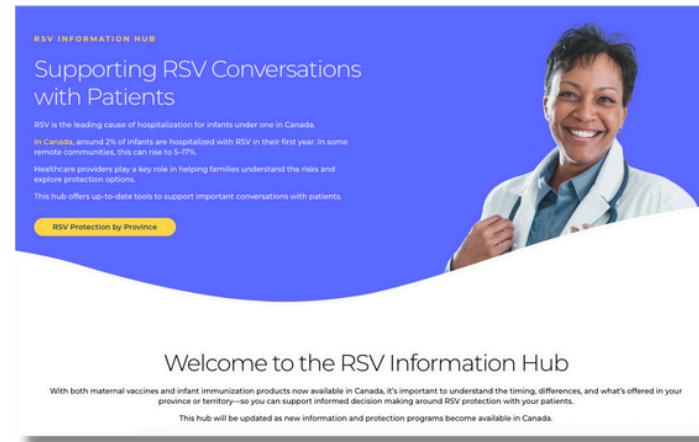
WHY IS RSV A CONCERN FOR BABIES?

DEVELOPING LUNGS & IMMUNE SYSTEMS

RSV can be more serious for babies—especially those born premature or with weaker immune systems—because their lungs and immune

praxushealth.ca/campaign/rsv-parent

Healthcare Provider Information Hub



RSV INFORMATION HUB

Supporting RSV Conversations with Patients

RSV is the leading cause of hospitalization for infants under one in Canada. In Canada, around 2% of infants are hospitalized with RSV in their first year. In some remote communities, this can rise to 5-17%. Healthcare providers play a key role in helping families understand the risks and explore protection options. This hub offers up-to-date tools to support important conversations with patients.

RSV Protection by Province

Welcome to the RSV Information Hub

With both maternal vaccines and infant immunization products now available in Canada, it's important to understand the timing, differences, and what's offered in your province or territory—so you can support informed decision making around RSV protection with your patients. This hub will be updated as new information and protection programs become available in Canada.

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



Healthcare Provider Information Sheet (Canada)



Healthcare Provider Information Sheet (Ontario)

RSV Information Sheet for Parents

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.¹ In healthy adults and older children, RSV symptoms are usually mild and cold-like. But for babies, RSV infections can be more serious.

When is my child at highest risk for RSV? RSV season in Canada is usually from late fall to early spring.² During RSV season, many people get the virus, and it spreads easily from person to person.

What risk does RSV pose to my child? A baby's immune system is still developing, so they are more likely to get very sick from RSV. In fact, RSV is the leading cause of infant hospitalization in Canada.³ Getting RSV as a baby can lead to long-term problems and a higher risk of other illnesses during childhood, like asthma.⁴

How can I protect my child from RSV? In Canada, families have two options to help protect babies during their first RSV season:

- RSV immunization for babies—called
- RSV vaccine for pregnant mothers—called

RSV Protection Options

With both the infant immunization and maternal vaccine available to protect against RSV, it is essential to understand and clearly communicate the differences between options.

Timing is Essential

Start conversations and planning for RSV protection early.

Effectiveness

The **infant immunization** is an effective way to reduce hospitalizations from RSV (RSV immunization).

The **maternal vaccination** is limited to a specific window in pregnancy (32-36 weeks of gestation), during RSV season.

Type

Monoclonal antibody

Available in Canada since

Nov 1, 2024

Jan 1, 2024

Current NACI-recommended Infant RSV Protections Available

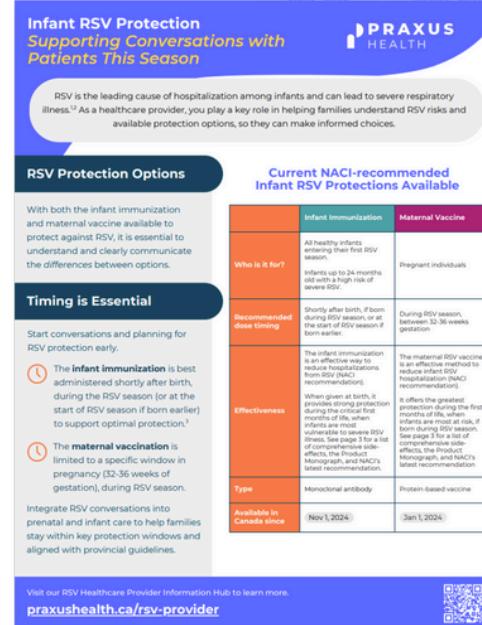
	Infant Immunization	Maternal Vaccine
Who is it for?	All healthy infants entering their first RSV season.	Pregnant individuals
Recommended dose timing	Shortly after birth, if born during the start of RSV season or born earlier.	During RSV season, between 32-36 weeks gestation.
Effectiveness	The infant immunization is an effective way to reduce hospitalizations from RSV (RSV immunization).	The maternal RSV vaccine is an effective method to reduce hospitalization (NACI immunization).
Type	Monoclonal antibody	Protein-based vaccine
Available in Canada since	Nov 1, 2024	Jan 1, 2024

RSV Information Hub

Learn more about RSV and protection options in Canada. praxushealth.ca/rsv-parents



PRAXUS
HEALTH



Infant RSV Protection

Supporting Conversations with Patients This Season

RSV Protection Options

With both the infant immunization and maternal vaccine available to protect against RSV, it is essential to understand and clearly communicate the differences between options.

Timing is Essential

Start conversations and planning for RSV protection early.

Effectiveness

The **infant immunization** is an effective way to reduce hospitalizations from RSV (RSV immunization).

The **maternal vaccination** is limited to a specific window in pregnancy (32-36 weeks of gestation), during RSV season.

Type

Monoclonal antibody

Available in Canada since

Nov 1, 2024

Jan 1, 2024

Current NACI-recommended Infant RSV Protections Available

	Infant Immunization	Maternal Vaccine
Who is it for?	All healthy infants entering their first RSV season.	Pregnant individuals
Recommended dose timing	Shortly after birth, if born during the start of RSV season or born earlier.	During RSV season, between 32-36 weeks gestation.
Effectiveness	The infant immunization is an effective way to reduce hospitalizations from RSV (RSV immunization).	The maternal RSV vaccine is an effective method to reduce hospitalization (NACI immunization).
Type	Monoclonal antibody	Protein-based vaccine
Available in Canada since	Nov 1, 2024	Jan 1, 2024

Visit our RSV Healthcare Provider Information Hub to learn more.

praxushealth.ca/rsv-provider



SOCIAL MEDIA

Static Post #1

Post copy:

More cuddles, less worry 

Navigating RSV protection can feel overwhelming—especially during your baby's first cold and flu season. With so much information out there, it's not always easy to know what's available or where to start.

 Check out the RSV Information Hub! It's your go-to spot to learn about RSV, explore protection options, and find province-specific information.

 praxushealth.ca/campaign/rsv-parent

Hashtags:

#RSV #RSVAwareness #NewParents



[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.

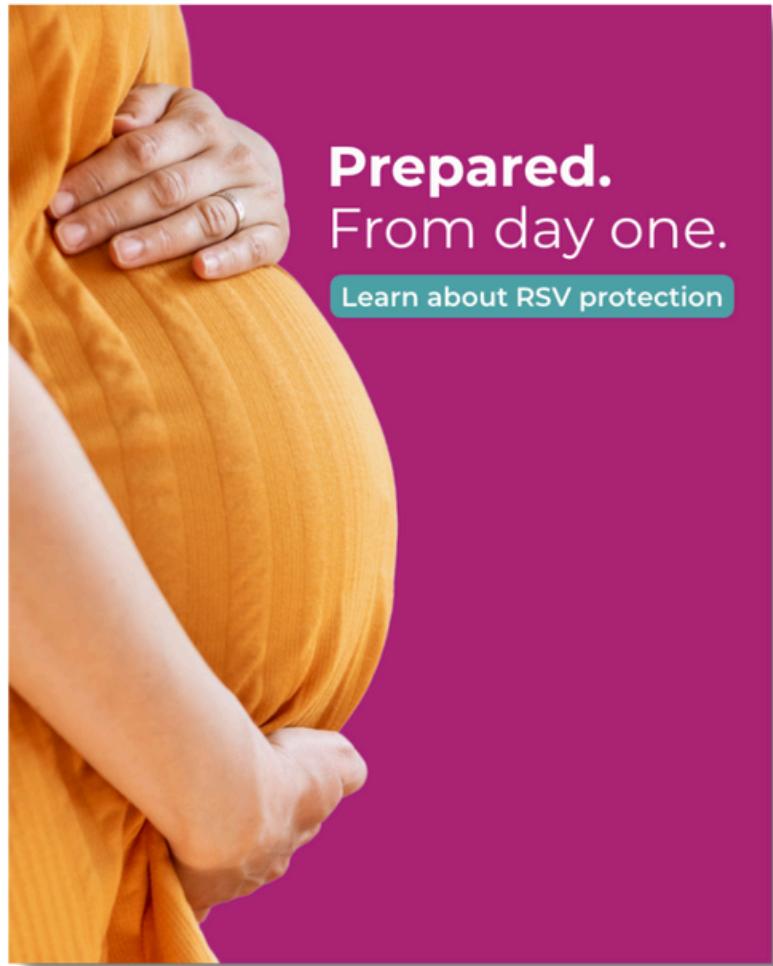
The good news? There are steps you can take to help lower the risk this RSV season.

- i Visit the RSV Information Hub Stay to learn about protection options for your family.

praxushealth.ca/campaign/rsv-parent/

Hashtags:

#RSV #RSVAwareness #NewParents



[Download here](#)

SOCIAL MEDIA

Reel

Post copy:

Why is RSV a serious concern for babies?

👶 Babies' lungs and immune systems are still growing, making it harder to fight off infections.

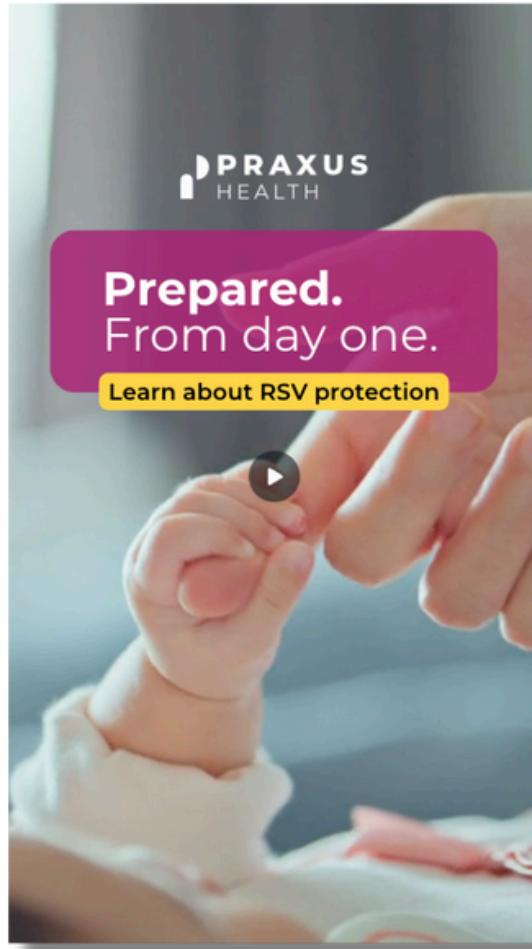
🏥 RSV is the leading cause of infant hospitalizations in Canada.

虍 An RSV infection as an infant can lead to long-term health issues.

Stay informed and explore the protection options available [➡ praxushealth.ca/campaign/rsv-parent/](https://praxushealth.ca/campaign/rsv-parent/)

Hashtags:

#RSV #RSVAwareness #NewParents



[Download here](#)

Questions?

Email our team at:
hello@praxushealth.ca