



# 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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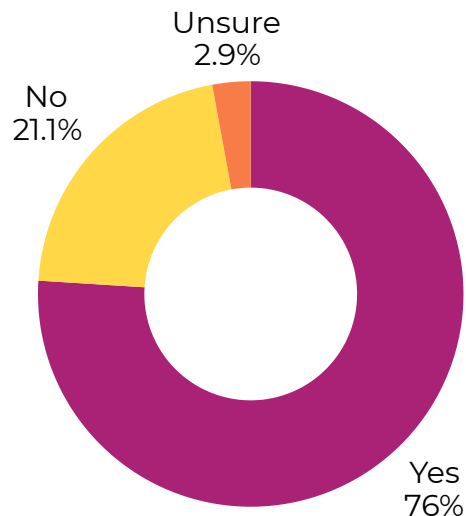
# Quick facts

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, Praxis 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

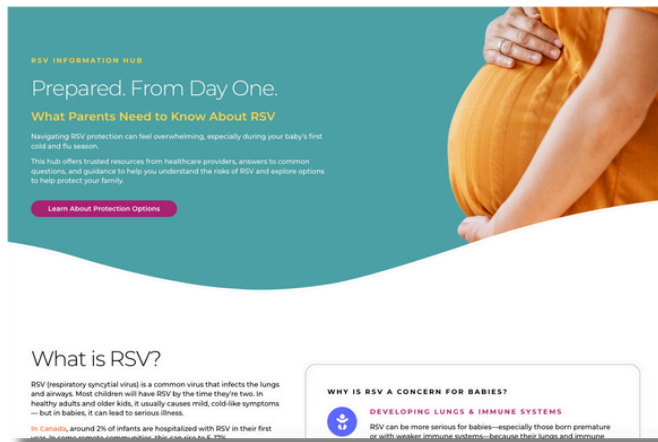
## WEB PAGES

# 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.



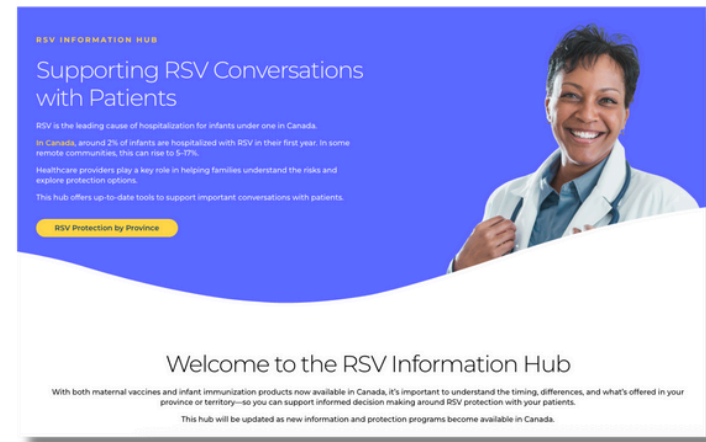
## Parent Information Hub



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



## Healthcare Provider Information Hub



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



# Information Sheets

## 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 always. 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 is my child 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.

## 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.<sup>3</sup> Getting RSV as a baby can lead to long-term problems and a higher risk of other illnesses during childhood, like asthma.<sup>4</sup>

## 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

## Infant RSV Protection Supporting Conversations with Patients This Season

RSV is the leading cause of hospitalization among infants and can lead to severe respiratory illness.<sup>1,2</sup> As a healthcare provider, you play a key role in helping families understand RSV risks and available protection options, so they can make informed choices.

### 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.

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

Integrate RSV conversations into prenatal and infant care to help families stay within key protection windows and aligned with provincial guidelines.

### Current NACI-recommended Infant RSV Protections Available

	Infant Immunization	Maternal Vaccine
<b>Who is it for?</b>	All healthy infants, entering their first RSV season.	Pregnant individuals
<b>Recommended dose timing</b>	Shortly after birth, if born during RSV season, or at the start of RSV season if born earlier.	During RSV season, between 32-36 weeks gestation.
<b>Effectiveness</b>	The infant immunization is an effective way to reduce hospitalizations from RSV (NACI recommendations).  When given at birth, it provides strong protection during the critical first months of life, when infants are most vulnerable to severe RSV illness. See page 3 for a list of contraindications side-effects, the Product Monograph, and NACI's latest recommendation.	The maternal RSV vaccine is an effective method to reduce infant RSV hospitalization (NACI recommendations).  It offers the greatest protection during the first months of life, when infants are most at risk, if born during RSV season. See page 3 for a list of contraindications side-effects, the Product Monograph, and NACI's latest recommendation.
<b>Type</b>	Monoclonal antibody	Protein-based vaccine
<b>Available in Canada since</b>	Nov 1, 2024 <sup>4</sup>	Jan 1, 2024 <sup>5</sup>

### RSV Information Hub

Learn more about RSV and protection options in Canada.  
[praxushealth.ca/rsv-parents](https://praxushealth.ca/rsv-parents)

Visit our RSV Healthcare Provider Information Hub to learn more.

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

**i** 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](https://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.

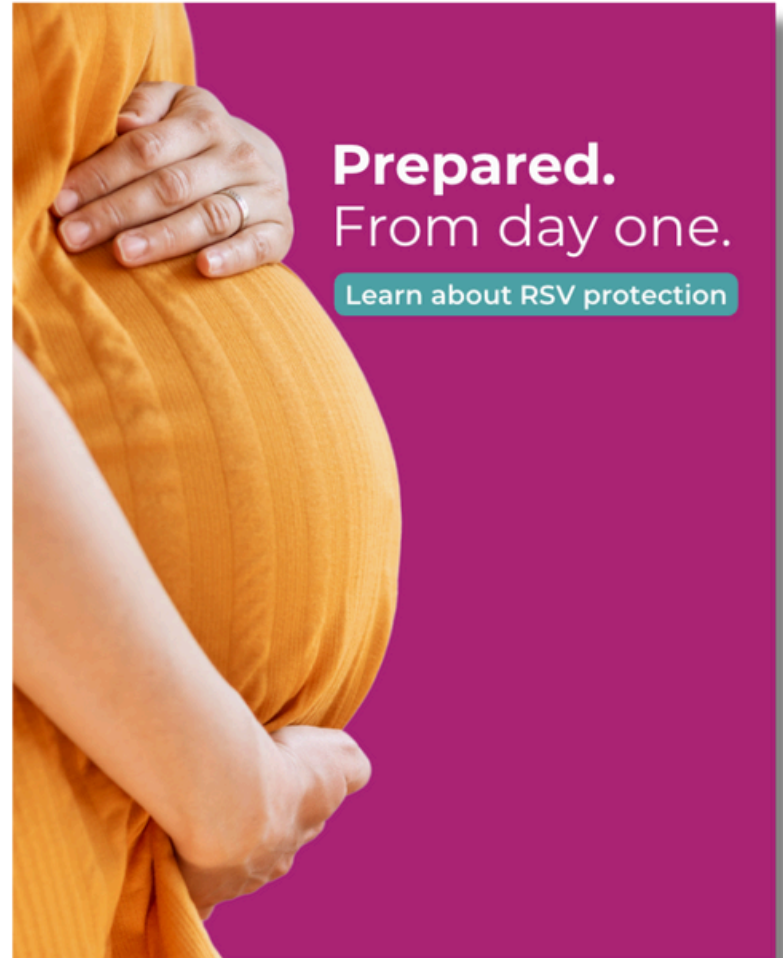
The good news? There are steps you can take to help lower the risk this RSV season.

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

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

### Hashtags:

#RSV #RSVAwareness #NewParents



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## 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.

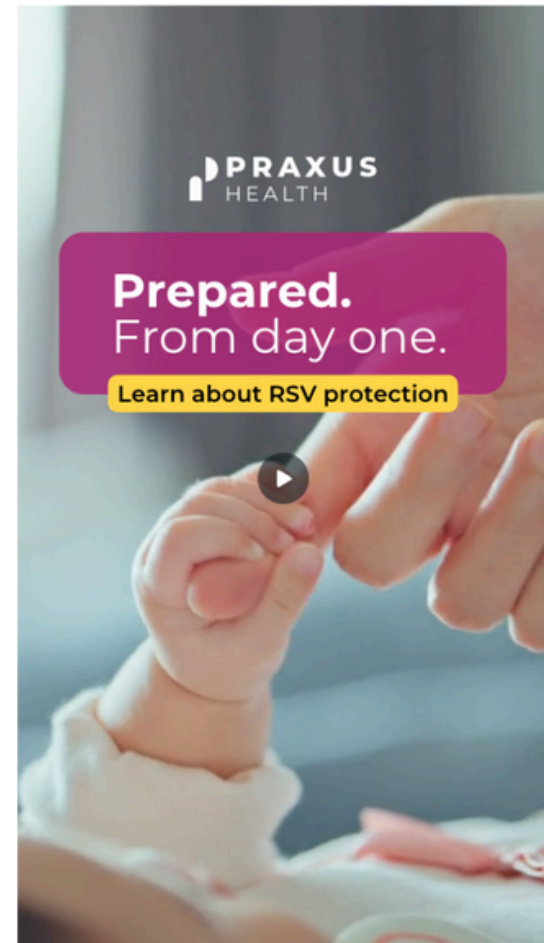
🏥 RSV is the leading cause of infant hospitalizations in Canada.

🫁 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](mailto:hello@praxushealth.ca)

