

Respiratory Illness Awareness and Prevention in Canada

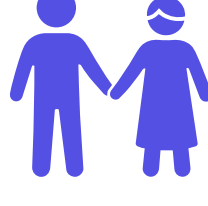
Respiratory illnesses included in this survey were influenza (seasonal flu), COVID-19, respiratory syncytial virus (RSV) and pneumococcal disease (PD), providing a snapshot of Canadians' awareness, prevention behaviours and preparedness ahead of respiratory illness season.

Helping protect others is a motivator for vaccination in Canada, but gaps in action remain

Top reasons Canadians cited for getting vaccinated against respiratory illness:



54% helping protect vulnerable individuals in their local community

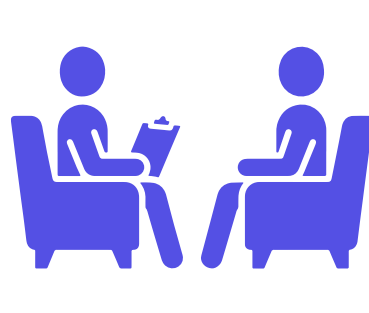


48% helping protect older family members



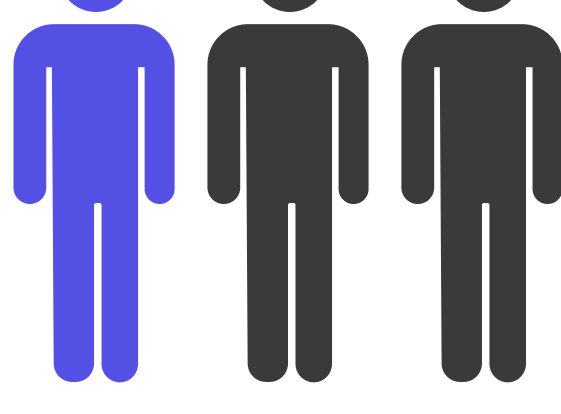
37% helping protect immunocompromised relatives

Yet, 48% of Canadians reported receiving none of the listed respiratory vaccines (influenza, COVID-19, RSV and pneumococcal disease) in the past year.



64% of Canadians reported being unlikely or unsure whether they will proactively discuss respiratory illnesses and prevention strategies with a healthcare professional in the next six months.

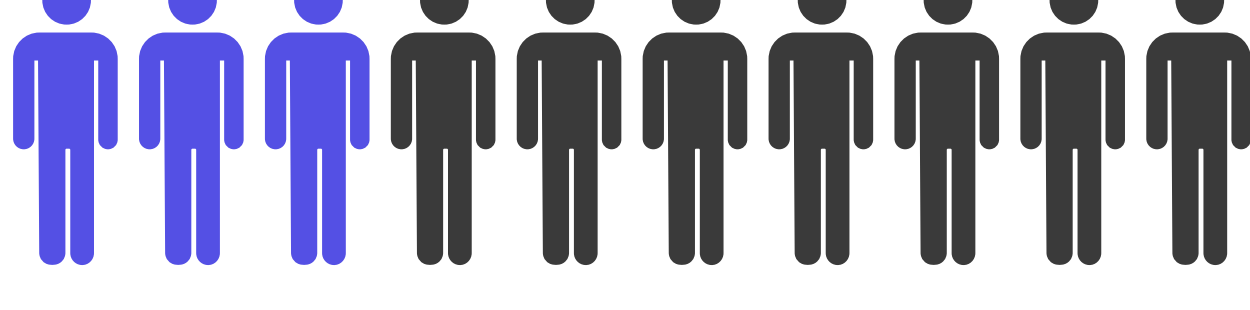
Awareness declines beyond flu and covid-19



While awareness of COVID-19 (99%) and influenza (98%) is nearly universal, nearly **1 in 3 Canadians are completely unfamiliar with RSV (29%) and pneumococcal disease (34%).**

Disruption to daily life

Respiratory illnesses can have a meaningful impact on Canadians' day-to-day lives.



Nearly **3 in 10 Canadians (28%)** reported that personal or professional plans had been cancelled or disrupted in the past year due to respiratory illness affecting themselves or a family member.

Among those impacted by these disruptions¹:

43%

Missed a gathering with friends or family

37%

Used paid sick days

17%

Took unpaid time off work

Trusted Sources

The following are among Canadian's most trusted sources of information about respiratory illness, including vaccine recommendations and eligibility.



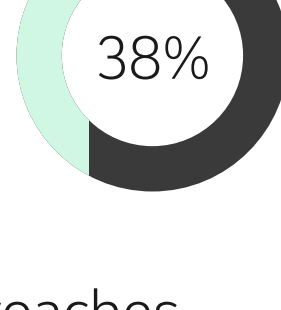
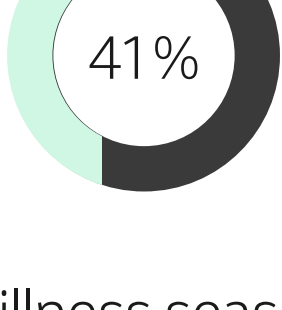
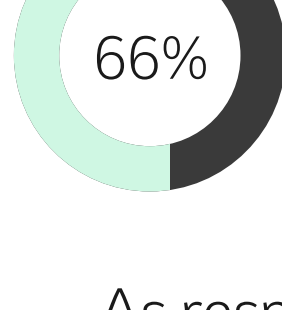
Family physicians



Government health websites



Pharmacists



As respiratory illness season approaches, Canadians can leverage these trusted sources to learn about prevention strategies and have informed discussions about the options best suited to their individual health needs, medical history and personal preferences.