

Cette présentation a été effectuée le 21 novembre 2007, au cours de la journée « Une stratégie polyvalente pour une promotion efficace de la vaccination » dans le cadre des Journées annuelles de santé publique (JASP) 2007. L'ensemble des présentations est disponible sur le site Web des JASP, à l'adresse <http://www.inspq.qc.ca/archives/>.



**Canadian Coalition for
Immunization Awareness
& Promotion**

**Coalition canadienne pour
la sensibilisation et
la promotion de la vaccination**



Terms of Reference

The CCIAP is a partnership of national non-government, professional, health, consumer, government and private sector organizations with a specific interest in promoting the understanding and use of vaccines **recommended by the National Advisory Committee on Immunization.**



Our Goal

The goal of the CCIAP is to contribute to the control / elimination / eradication of vaccine preventable diseases in Canada by increasing awareness of the benefits and risks of immunization for all ages via

**education
promotion
advocacy
and media relations.**



Members

AMMI Canada (Medical Microbiology & Infectious Disease)

Canada's Association for the Fifty-Plus

Canadian Association of Chain Drug Stores

Canadian Diabetes Association

Canadian Geriatric Society

Canadian Gerontological Nursing Association

Canadian Institute of Child Health

Canadian Lung Association

Canadian Medical Association

Canadian Nurses Association

Canadian Nursing Coalition for Immunization

Canadian Paediatric Society

Canadian Pharmacists Association

Canadian Public Health Association

College of Family Physicians of Canada

Community and Hospital Infection Control Association - Canada

Council of Chief Medical Officers of Health

Heart and Stroke Foundation of Canada

Society of Obstetricians & Gynaecologists of Canada

Victorian Order of Nurses

Government Members:

Public Health Agency of Canada

First Nations and Inuit Health, Health Canada

Sponsor Members:

GlaxoSmithKline

Merck Frosst

sanofi pasteur

Solvay Pharma

Wyeth Canada



Chairs & Secretariat

Co-Chairs: Drs. David Allison and Ian Gemmill

Vice Chair: Dr. Bonnie Henry



Vice Chair (as of Jan 08): Dr. Susan Bowles

Canadian Public Health Association
400-1565 Carling Avenue, Ottawa K1Z 8R1
Tel: 613.725.3769 Fax: 613.725.9826
Email: immunize@cpha.ca
Sr. Manager: Mary Appleton



Objectives

Education objectives:

-  To provide accurate and complete information on all vaccines recommended by NACI.
-  To maintain and enhance public trust in immunization by addressing inaccurate information on immunization.

Promotion objectives:

-  To develop and execute promotional products and activities that focus on the benefits and risks of recommended immunization for all ages.



Objectives

Media Relations:

- To provide a focal point of information and expert spokespeople for journalists.
- To assist expert spokespeople to respond to media inquiries.

Advocacy:

- To advocate health public policy and education on immunization.

(conducted independently of sponsor and government members)



Activity Highlights

- Regular forum for NGOs, government & manufacturers
- Two annual campaigns:
 - 1) National Immunization Awareness Week (*end April*)
 - 2) Annual Influenza Immunization Awareness Campaign (*October*)
- Promotional materials (*posters, post cards, pamphlets, ads*)
- Educational materials (*information sheets, Q&As, articles, references*)
- Media relations (*publicity events, expert spokespeople, backgrounders, letters*)
- Advocacy (*letters, meetings*)
- Comprehensive website dedicated to immunization (*bilingual*)
- E-mail network on hot topics, 100s connected
- Questions from the public and health care providers (*~500/yr*)
- Conference presentations



Pediatric Immunization

COLOURING BOOK
 Version PDF for 5 & 6-11 colouring book (102k)
 Version DDE for 5 & 6-11 colouring book (102k)

Mythbusters
 Myth: There is a waiting period before you can be vaccinated.

RESEARCH
 Enhancing the number needed to vaccinate for general ill-effects and the risk related to adverse paediatric reactions.

Keep Diseases Away. Get Immunized.

Immunize your kids!
 How does it work?
 Recommended Vaccines for Kids
 Canadian Coalition for Immunization Activities & the Pediatric Infectious Disease Society (CCIAI/PIDSA)
 For your information:
 What should I do to protect my child?
 It's safe!

INFORMATION SUR LA VACCINATION SUR INTERNET
 Pourquoi lire, voir, lire à ce site web?
 Vous pouvez télécharger PDF.
 Pourquoi lire, voir, lire à ce site web?
 Vous pouvez télécharger PDF.

Immunization: Our Best Defence

Immunize!
 Immunization is the best way to prevent disease and protect your health.
 Immunization is the best way to prevent disease and protect your health.

Your Child's Best Shot
 A PARENT'S GUIDE TO VACCINATION

CPJRPC
 Practical Management of Vaccines



Influenza Immunization

Preux aux questions sur la vaccination contre l'influenza

Est-ce un rhume ou la grippe?

Get a FLU SHOT
 Talk to your pharmacist

Have you had your flu shot?
 Protect yourself and those around you.
 Ask your doctor, nurse, pharmacist, or public health office about preventing influenza.

THE FLU INFLUENZA
 Influenza Immunization Guide for Pharmacists

"Influenza immunization saves lives."
 Protect yourself, your family, your patients.

"Get the flu shot. Protect yourself and others."
 Chantel Kular
 Public Health Nurse, Winnipeg

Influenza Immunization is now recommended for all pregnant women.
 For more information consult the National Health Commission on Immunization. Contact your pharmacist, doctor, or public health office for more information.



Adult Immunization Record

Adult Immunization Record
 An Adult Immunization Record (AIR) is a record of the immunizations you have received. It is a valuable tool for you and your health care provider to ensure you are up to date on your immunizations.

For more information:
www.immunize.ca

Vaccines are not just for infants & children.
 As you age, immunizations provide the highest, best, most effective protection against disease.

Ask your doctor, nurse, pharmacist or local public health office about immunizations for you and your family.

Keep up to date with your recommended vaccines.

Are you up to date?

what vaccines do you need?

Vaccine	Age	65+ yrs
Diphtheria	10 - 64 yrs	everyone, every 10 years
Tetanus	everyone, every 10 years	
Diphtheria	everyone, every 10 years	
Pertussis (Whooping cough)	everyone, once in adulthood	
Influenza	annually for people at high risk of complications from influenza and anyone who wants protection from influenza	
Professional	people with specific medical conditions	everyone
Hepatitis B	people with medical, occupational or lifestyle risks and anyone who wants protection from Hepatitis B	
Diphtheria A	people with medical, occupational or lifestyle risks and anyone who wants protection from Hepatitis A	
Meningococcal	people with specific medical conditions and people living in residential accommodation including students and military personnel	
Meningitis	people who have not had the vaccine or the disease	
Mumps	people who have not had the vaccine or the disease	
Polio (Oral) (OPV)	people who have not had the vaccine or the disease	
Polio (Injectable) (IPV)	people who have not had the vaccine or the disease	
IPV	Infants 9-24 years	
Travel Vaccines	varies by destination - consult a travel health clinic, your doctor, local public health office or www.canada.ca	

Re-designed Web Site

www.immunize.ca

Franglais
 Site Map

Canadian Coalition for Immunization Awareness & Promotion
 Coalition canadienne pour la sensibilisation et la promotion de la vaccination

Home Contact

About CCIAP Learn About Immunization Diseases & Vaccines Vaccine Safety Recommendations Publications & Resources Events

Parents Health Care Providers Specific Groups Media

Parents common questions, recommendations, references [more information](#)

Immunization Schedules
 Check here for the immunization schedule in your province or territory. [more](#)

Immunization Records
 Keeping track of your immunizations is important. [more](#)

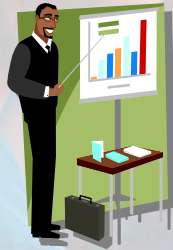
Poster Gallery
 Find posters and more for all your immunization promotion efforts. [more](#)

Immunization Success
 One hundred years ago, infectious diseases were the leading cause of death worldwide. In Canada, they now cause less than 5% of all deaths thanks to immunization programs across Canada.
 Immunization protects individuals and communities by preventing the spread of disease. As more people are immunized the disease risk for everyone is reduced.

Influenza
 Influenza season is coming... are you ready?
 • [Influenza is a serious disease – learn about influenza](#)
 • [Is it the flu or a cold?](#)
 • [Promotional Material](#)



Conferences



- Canadian Immunization Conference
- Canadian Paediatric Society
- Canadian Pharmacists Association
- Canadian Public Health Association
- College of Family Physicians of Canada
- National Immunization Strategy
 - Goals & Objectives
 - Public Education
 - Professional Education
- World Vaccine Congress
- Regional immunization conferences



Media Relations

- ✓ Expert spokespeople
- ✓ Celebrity spokespeople
- ✓ Print ads
- ✓ Radio ads
- ✓ TV ads
- ✓ Publicity events
- ✓ Letters to editors





Advocacy

2007 Federal Budget:
**Renewed national fund
for vaccines (\$300m)**

Commission on the
Future of Health Care
in Canada
Commission sur
l'avenir des soins de santé
au Canada

COMMISSION ON THE FUTURE
OF HEALTH CARE IN CANADA



**The Value of
Immunization in the
Future of Canada's
Health System**

Submission to the
Commission on the Future
of Health Care in Canada

Submitted for the
Canadian Public Health Association
in consultation with the members of the
Coalition for the Canadian Immunization
Awareness Program (CCIAAP)
www.immunize.ca

and the
Canadian Coalition for Influenza
Immunization
www.cci-immunize.ca



THANKS !!

Sponsor members

GlaxoSmithKline, Merck Frosst, sanofi pasteur, Solvay Pharma, Wyeth
unrestricted educational grants

Public Health Agency of Canada
contracts and in-kind support

Member organizations
In-kind support, networks and expertise

Front line feedback