

MEDIA AVAILABILITY

PUBLIC HEALTH AND VACCINE EXPERTS AVAILABLE FOR MEDIA INTERVIEWS ON SEASONAL INFLUENZA

22 October 2018, Ottawa, ON — Several public health professionals and vaccination experts from across Canada, as well as a concerned mother, are available to speak with media as of today.

On the heels of another influenza season, Immunize Canada would like to remind Canadians that immunization is the best way to lower their risk of influenza infection.

“Influenza immunization is a broad-reaching public health measure we have to prevent influenza-associated complications and hospitalization, particularly in adults over 65 and children under the age of 2. There is no question that they benefit from influenza immunization, and that can mean dramatically improved outcomes for millions of Canadians,” said Immunize Canada Chair Dr. Shelly McNeil.

“In addition to protecting oneself from influenza, being vaccinated helps protect those who cannot be immunized because they are too young or their immune systems don’t respond as well to vaccines,” said Ms. Jill Promoli, influenza immunization advocate and mother of Jude who died in May 2016 at the age of two due to influenza B.

“Jude had a low-grade fever and I made sure that he and his brother, Thomas, had a comfortable day at home. After lunch, I put Jude down for a nap with his brother. When I returned to their room, only Thomas jumped up to greet me. Doctors confirmed that Jude had died of influenza B. I was truly confused because Jude had received his flu shot the previous December. On its own, the influenza vaccine may not be 100% effective, but if everyone gets it we can greatly reduce the risk of infecting people who are more vulnerable to the virus and its associated complications,” said Ms. Promoli.

To schedule an interview with a vaccination expert or Ms. Promoli, please contact:

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Immunize Canada is a national coalition of non-governmental, professional, health, government and private sector organizations with a specific interest in promoting the understanding and use of vaccines as recommended by the National Advisory Committee on Immunization (NACI).