Immunize Canada
A National Clearinghouse & Network for Promoting Immunization in Canada

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Immunize Canada, CPHA

November 5, 2014
Part I- context

• Immunization and vaccine preventable diseases
• MMR vaccine controversy
• The legacy of the MMR vaccine controversy
• Immunization in Canada
Part II – Immunize Canada

• A national coalition is born
• Mission & mandate
• Governance, membership & networks
• Advocacy
• Public & professional education
• Knowledge translation
• Social media
• New- ImmunizeCA app
• Conclusion
Immunization is recognized as an important, cost-effective and successful public health intervention.

- Public Health Agency of Canada

Immunization helps avert between 2 and 3 million deaths [worldwide] each year.

- World Health Organization
According to the Canadian Immunization Guide:

- Immunization is not just for children- adolescents now routinely receive vaccines to protect against meningococcal disease, HPV, influenza, tetanus, diphtheria, and pertussis.

- There are a growing number of vaccines that are routinely recommended for adults.

- There are also other vaccines which are specifically recommended for travelers or people with underlying medical conditions or after exposures to specific infections.
The reduction in the number of cases of vaccine-preventable diseases in Canada has been key in contributing to improved overall health and increased life expectancy.

In 1953, 9,000 cases of polio were reported.
Vaccine Preventable Diseases

In 1962, trivalent oral polio vaccine is licensed in Canada.

By 1968 No cases of wild polio virus were reported in Canada.
In 1998, Dr. Andrew Wakefield et al. published in *The Lancet* the results of his study claiming a correlation between the administration of the MMR vaccine [in children] and autism.

- Controversial nature of the findings prompted worldwide publicity.
- Multiple international studies have since disproved these findings.
- *The Lancet* has since retracted the article and claims that the study was “fatally flawed.”
Legacy of MMR Controversy
Immunization in Canada Today

Figure 1: Up-to-date immunization coverage estimates by vaccine antigen by the 2nd birthday in Canada (2002 to 2011)

Source: Public Health Agency of Canada
Figure 1: Estimated vaccine coverage among the general adult population (18-64 years) in Canada from 2001 to 2012 for the seasonal influenza, hepatitis B and HPV vaccines.

Source: Public Health Agency of Canada
In June 1989, the Canadian Lung Association (CLA) launched “Flu Alert©”, a national influenza immunization awareness program.

In 1995, the Partners in Health Coalition consisted of the Canadian Public Health Association (CPHA), the Canadian Lung Association (CLA), the Canadian Medical Association (CMA), the Heart & Stroke Foundation of Canada, the Canadian Diabetes Association (CDA), the College of Family Physicians of Canada (CFPC) and the Canadian Paediatric Society (CPS). New members were added and the name was changed to the Canadian Coalition for Influenza Immunization (CIII).
In the fall of 1996, the Canadian Public Health Association (CPHA), the Canadian Paediatric Society (CPS), the Canadian Medical Association (CMA), and Health Canada participated in a Coalition to mount a campaign that would raise awareness of immunization issues nationally. The Canadian Immunization Awareness Program (CIAP) was launched by the Coalition at the Canadian Immunization Conference in December 1996.
Immunize Canada: Background

- The coalitions evolved separately, but in 2003 the members agreed that efforts might be better spent within one entity. **CIAP** primarily addressed infant and childhood immunization, while **CCII** focused on annual influenza immunization promotion. In January 2004, members of the two coalitions merged to form the **Canadian Coalition for Immunization Awareness & Promotion (CCIAP)**.

- At the Members’ meeting in November 2011, it was decided that the coalition would benefit from a new, shorter name. The new name, **Immunize Canada**.

- **Immunize Canada**, was announced in June 2012 at the Canadian Public Health Association’s annual conference.

- Immunize Canada’s Secretariat is housed within CPHA.
Mission & Mandate

• **Immunize Canada’s** mission is:
  – *To contribute to the control/elimination/eradication of vaccine preventable diseases in Canada by increasing awareness of NACI recommended immunizations for all ages via education, promotion, advocacy and media relations.*

• Mandate:
  – To be the go-to source of information for Canadians, public health and health care professionals (including immunizers) for information on immunizations (clearinghouse)
  – Remain a trustworthy and independent voice in support of immunization of children, adolescents, adults, and health professionals
Governance

Chair:
Susan Bowles, BSc Phm PharmD MSc FCCP
Associate Professor, Department of Medicine and College of Pharmacy, Dalhousie University
Clinical Pharmacy Specialist – Geriatrics, Centre for Health Care of the Elderly

Vice-Chair:
Shelly McNeil, Shelly McNeil, MD, FRCPC
Assistant Professor of Medicine, Dalhousie University
Consultant, Division of Infectious Diseases

Past Chair:
Bonnie Henry, MD MPH FACPM FRCPC
Deputy Provincial Health Officer, Government of British Columbia
Governance

• Immunize Canada Terms of Reference 2012
  Available at

• Funding
  – Ethical Guidelines for Obtaining Immunize Canada Sponsorship/Funding (2012)
    Available at
    http://immunize.ca/uploads/tor_2012_annex_a_e.pdf
Membership

ABOUT IMMUNIZE CANADA
- Member organizations
- Contact Us
- Read our archived e-bulletins
- Advocacy Key Messages

Member organizations

Association of Medical Microbiology and Infectious Disease Canada
Asthma Society of Canada
Canadian Association of Chain Drug Stores
Canadian Center for Vaccinology
Canadian Diabetes Association
Canadian Geriatrics 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
Infection Prevention and Control Canada
Council of Chief Medical Officers of Health
Heart and Stroke Foundation of Canada
Meningitis Research Foundation of Canada
Polio Plus Canada
Society of Obstetricians and Gynaecologists of Canada
Victorian Order of Nurses

Government members (non-voting):
- Public Health Agency of Canada
- Public Health Ontario
- First Nations and Inuit Health Branch, Health Canada

Sponsor members (non-voting):
- GlaxoSmithKline Limited
- Merck Canada Inc.
- Novartis Pharmaceuticals Canada Inc.
- Pfizer Canada
- sanofi pasteur Limited

Secretariat
Canadian Public Health Association
404-1525 Carling Ave
Ottawa ON K1Z 8R9
Tel: (613) 725-3769
Fax: (613) 725-9826
Contact us

Chair
Susan Bowles
BSc Phm PharmD MSc FCCP

Vice Chair
Sheila McVay
MD FRCP

Past Chair
Bonne Henry
MD MPH FACPM FRCP

Updated: 2014/06/19
Network

- Immunize Canada Members & Listserv
  - Public Health Agency of Canada
  - Social Media
  - Professional Health Associations
  - Patient Advocacy Groups
  - University Research
  - P/T Public Health Authorities
  - Vaccine Industry
  - Infection control

Network components include:
- Vaccine Industry
- Infection control
- Immunize Canada Members & Listserv
- Public Health Agency of Canada
- Social Media
- Professional Health Associations
- Patient Advocacy Groups
- University Research
- P/T Public Health Authorities
1. Strengthening immunization education and outreach activities
   - Immunize Canada recommends development and implementation of a robust national communications plan with the main objective of educating and promoting immunization among health care professionals and the general public.

2. Harmonizing vaccine schedules across the country
   - Immunize Canada recommends that dedicated federal funding be provided and leadership committed so that each provincial and territorial government has the ability to introduce the same schedule with consistent timing of routine and new vaccinations within their public health programs.
3. Implementing immunization registries

- Immunize Canada strongly recommends implementation of a national immunization registry to gather vital data on immunization in Canada and be able to transfer that knowledge to increase prevention strategies and reduce treatment costs.
Public & Professional Education
Vaccines are not just for infants & children.

At any age, immunization provides the longest-lasting, most effective protection against disease.

Ask your health care provider or local public health office about immunization for you and your family.

Keep up to date with your recommended vaccines.

For travel vaccines:

Visit: www.immunize.ca

For more information:

immunize.ca
Public & Professional Education

Did You Know?

SHINGLES

A SERIOUS DISEASE

Shingles (also known as herpes zoster) is a disease caused by the reactivation of the varicella zoster virus (VZV).

Initial infection with the VZV causes varicella (also known as chickenpox). The virus will lie dormant in spinal nerve cells for years until reactivated for unknown reasons.

130,000 CANADIANS are diagnosed with shingles each year

The risk of developing shingles increases with age

Pain associated with shingles usually lessens as it heals, but for

1 in 5

shingles can cause post-herpetic neuralgia

Complications from shingles

• rash, itching and tingling
• skin infections and scarring
• burning and pain

Post-herpetic neuralgia is severe nerve pain which can last for months—or even years.

Immunization PREVENTS the reactivation of shingles

Talk to your healthcare provider about the shingles vaccine.

References:


Follow us! 

Immunize Canada 

For more information, visit immunize.ca

Protect Yourself from Pneumococcal Disease

WHAT IS IT?

MIND IS AT BEAT

PNEUMOCOCCAL MELOMYOS IN SANE AND EFFECTIVE

For more information, visit immunize.ca
Social Media

- Website: immunize.ca / immunisation.ca - Accredited by WHO since 2010

<table>
<thead>
<tr>
<th>Month</th>
<th>2013 Visits</th>
<th>2014 Visits</th>
<th>Increase</th>
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<tbody>
<tr>
<td>January</td>
<td>39,451</td>
<td>60,384</td>
<td>↑ 53%</td>
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<tr>
<td>February</td>
<td>33,259</td>
<td>46,760</td>
<td>↑ 40.6%</td>
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<tr>
<td>March</td>
<td>41,692</td>
<td>72,494</td>
<td>↑ 73.9%</td>
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<tr>
<td>April</td>
<td>53,494</td>
<td>86,380</td>
<td>↑ 61.5%</td>
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<tr>
<td>May</td>
<td>39,831</td>
<td>70,841</td>
<td>↑ 77.8%</td>
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<tr>
<td>June</td>
<td>36,744</td>
<td>55,806</td>
<td>↑ 51.9%</td>
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<tr>
<td>July</td>
<td>41,687</td>
<td>55,417</td>
<td>↑ 32.9%</td>
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<tr>
<td>August</td>
<td>45,102</td>
<td>59,245</td>
<td>↑ 31.3%</td>
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<tr>
<td>September</td>
<td>incomplete statistics</td>
<td>85,222</td>
<td>-</td>
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<tr>
<td>October</td>
<td>56,719</td>
<td>-</td>
<td>-</td>
</tr>
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</table>
Social Media

- E-newsletter
- Facebook, Twitter & YouTube
<table>
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<tr>
<th>Medium</th>
<th>October 2013</th>
<th>October 2014</th>
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</thead>
<tbody>
<tr>
<td>E-newsletter</td>
<td>2,651 subscribers</td>
<td>3,037 subscribers</td>
</tr>
<tr>
<td>Twitter</td>
<td>515 followers</td>
<td>884 followers</td>
</tr>
<tr>
<td>YouTube channel</td>
<td>10,201 video views</td>
<td>30,578 video views</td>
</tr>
<tr>
<td>Facebook</td>
<td>124 followers</td>
<td>169 followers</td>
</tr>
</tbody>
</table>
Social Media
ImmunizeCA APP

Collaboration
VISION

Offer all Canadians a free tool that provides convenient access to recommended and routine immunization schedules for all Province and Territories.

Enable public health to effectively communicate and promote information about the benefits of immunization in order to better protect Canadians from vaccine preventable diseases.
Goals

PRODUCT

• Available on all platforms (iOS, Android, BB)
• Available in every P/T
• Available in both official languages
Tour: Privacy & Confidentiality

1. Notify individuals of potential risk to their health information
   • Tour of app
   • When sharing record

2. Provide options for protection
   • Password protect device
   • Password protect app
   • Find my iPhone etc.
Tour: Getting Started

- Your whole family on your phone
- It’s easy, convenient, accessible immunization information right at your fingertips!
Routine Immunization Schedules

- Two Month Visit
- Four Month Visit
- Six Month Visit
- Twelve Month Visit
- Fifteen Month Visit
- Eighteen Month Visit
- 4 to 6 Years Visit
- Grade 7 Visit

Two Month Visit
Recommended Date: Sep 23, 2011
When was this visit?

- DTaP-IPV-Hib
  - Diphtheria, Tetanus, Acellular...
  - Received on Sep 23, 2011

- Pneu-C-13
  - Pneumococcal Disease (Pneu...)
  - Received on Sep 23, 2011

- Rot
  - Rotavirus
  - Received on Sep 23, 2011
Vaccine Information Sheets

DTaP-IPV-Hib

What are the benefits of this vaccine?

Who should get this vaccine?

More Information on DTaP-IPV-Hib

Turn off Notifications

Comments
Ontario Immunization Record

Jane Doe

Name / Nom

yyyy/aaaa 2012 m/m 10 dd/jj 20
Date of Birth / Date de naissance

This is not an official record.
Outbreak Notifications

Outbreak Measles
Ohio, United States

Date
Aug 14, 2014

Proximity
821 km

View Source
Note: ImmunizeCA does not endorse and is not responsible for the content of external links.

View status of my records against Measles

More Information on Measles
Your Status

STATUS

By vaccination

By disease

Next Recommended Vaccination
- Jane’s 4 to 6 Years Visit is recommended on Jul 4, 2015

Flu Shot Status
- Jane still needs to get her flu shot this year.

Tetanus Shot Status
- Jane’s last Tetanus vaccination was on Jan 14, 2013. Jane’s next recommended Tetanus vaccination is on Jul 4, 2015.

Measles
- Jane has received 1 vaccines that protect against Measles.
- According to the Ontario vaccination schedule, Jane should have already received 1 vaccinations against Measles.

Mumps
- Jane has received 1 vaccines that protect against Mumps.
- According to the Ontario vaccination schedule, Jane should have already received 1 vaccinations against Mumps.
More Information

Who is at risk?
Those who have not had the measles or who have not been vaccinated are at risk of infection.

How is it spread?
Measles is very contagious; it can spread quickly when airborne droplets from an infected person are released when they cough and sneeze.

What vaccine is used to prevent it?

**MMR** Live, attenuated, combined measles, mumps and rubella vaccine

**MMRV** Live, attenuated, combined measles, mumps, rubella and varicella vaccine
Not Just for Kids!

Vaccinations

- Childhood Visits
- Adult Vaccinations

- Influenza (flu)
- Pneumococcal Disease
- Shingles
- Tetanus and Diphtheria
- Tetanus, Diphtheria, and P...
- Travel Vaccinations
- Other Vaccinations

Adult-Specific schedules

Travel Vaccines
Why vaccinate?
What is immunity?
How does a vaccine work to protect me?
Are vaccines safe?
Do vaccines contain harmful traces of preservatives or residual products?

How does a vaccine work to protect me?

Are vaccines safe?

Do vaccines contain harmful traces of preservatives or residual products?

No. Vaccines approved for use in Canada do not contain harmful traces of residual products or preservatives like thimerosal, which help keep vaccines from getting contaminated with germs. Residual products like formaldehyde are sometimes used in the manufacturing of vaccines but are removed from the final product.
Public Health Tool

Banner Adds and Push Notifications

Stop the Spread of Measles
Vaccination is your best shot!

Measles
Measles is a very contagious disease caused by a virus. It causes rashes, high fever, runny nose, coughing and inflammation of the eyelids.

Promote health events or interventions (ex: upcoming immunization clinics)
Launch

March 21, 2014

• Goals
  – Raise awareness about the benefits of the ImmunizeCA app
  – Get Canadians to download and use the app
• Public Relations Tools
  – News release, matte article, spokespeople, Q&A and background documents, YouTube video and Broll
  – Federal Minister of Health announcement & interviews
  – Social media
  – Website immunize.ca/app; immunisation.ca/appli
  – Apple’s App Store: Preferred app status and locally made

*CMOH from all jurisdictions were contacted and briefed about the app prior to public release.
Launch
## Downloads

**Total Downloads**  
(March 21 – October 31)

<table>
<thead>
<tr>
<th></th>
<th>iTunes</th>
<th>Google Play</th>
<th>Blackberry</th>
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<tbody>
<tr>
<td></td>
<td>41 025</td>
<td>13 778</td>
<td>1 070</td>
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</table>

**Total: 58 128**
Conclusion

• Immunize Canada is a national coalition with the ability to connect and reconnect through various networks
• Immunize Canada is a platform
• Immunize Canada is a vehicle for knowledge translation
• Immunize Canada through its’ members & partnerships serves public health, health professionals, research, government, NGO, private sector and general public
• Immunize Canada’s presence can be found in media, social media, government relations, passive educational materials, campaigns and networks
THANK YOU!