

PRESS KIT



CONTENTS

Backgrounder

Bios

Fact Sheet

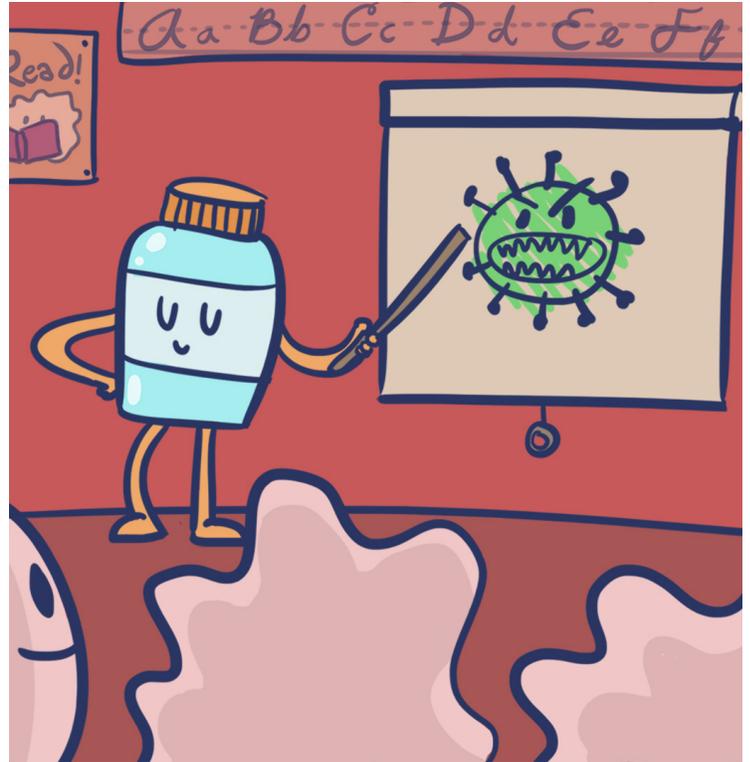
Press Release

Selected Press Coverage

BACKGROUND

Overview and Goals

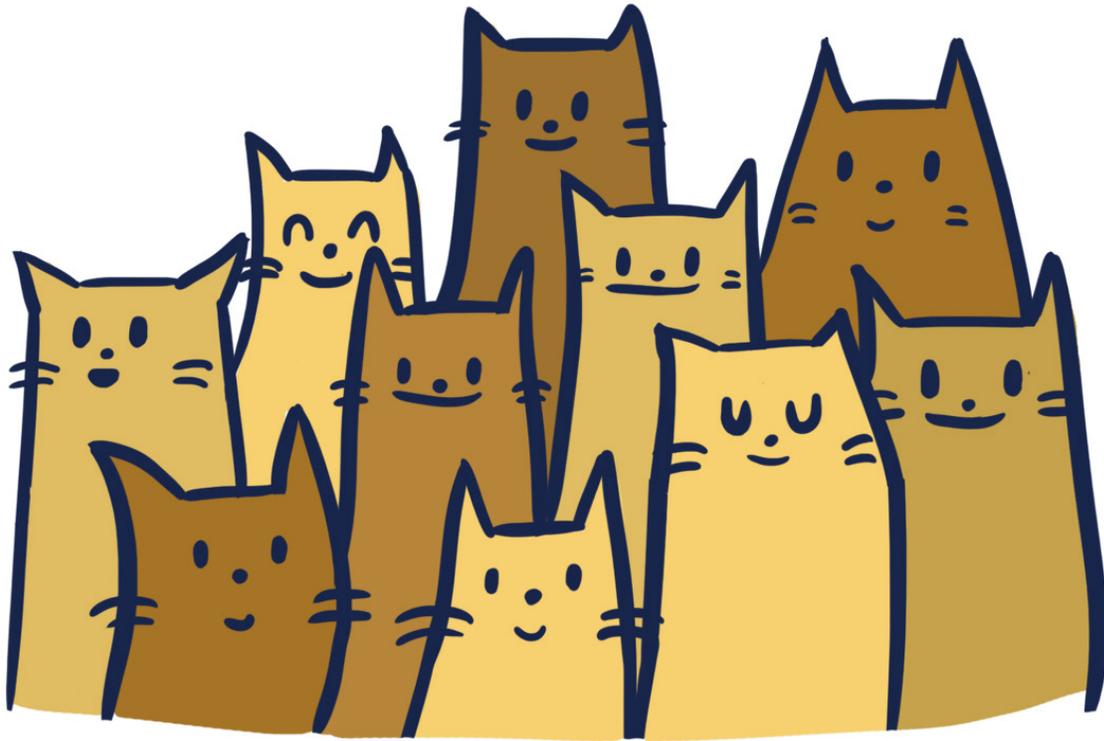
Kids Boost Immunity (KBI) is an online resource for teachers and students aimed at combating vaccine misinformation. However, while the overarching goal is to educate students on vaccines, KBI does this by providing students with the necessary tools to be critical thinkers. As such, a key part of the lessons on KBI includes understanding the scientific method, bias, and distinguishing reliable vs unreliable information. Through more than 60 online lessons designed for the classroom, students also learn these skills through a variety of subjects such as how government works, global inequality, math, science, health, and geography. These lessons are followed by online quizzes to solidify the student's understanding.



By completing the quizzes, students earn vaccines for children in need. These are donated through UNICEF Canada and used to help children around the world. KBI directly purchases vaccines for tetanus, polio, and measles through UNICEF Canada. In conjunction with vaccine donations, Kids Boost Immunity aims to educate the next generation against misinformation about vaccines by connecting current school curricula with the idea of global citizenship.

The World Health Organization has identified vaccine hesitancy as one of the current top ten global health risks. Awareness-building programs are essential in supporting the work of healthcare professionals and combating the spread of misinformation campaigns.

KBI is a free WHO-accredited educational resource administered by the Public Health Association of British Columbia, the BC Ministry of Health, and the Public Health Agency of Canada. KBI is coordinated through the BC Centre for Disease Control.



How it Works

Tailored for teachers and their students, Kids Boost Immunity (KBI) uses a similar quiz system to its sister site, I Boost Immunity, which is focused on adult users. Registration and all of the lessons on KBI are free for teachers and students across Canada.

Teachers have access through the site to over sixty lessons designed to fit specific parts of the curriculum, with a focus on grades 4-12. These lessons complement science, social studies, and health curricula and are designed to meet the unique needs of the diverse regions across Canada. After classroom learning using the site's lessons, students are invited to participate in online quizzes on their own devices to test and reinforce their knowledge of vaccines, immunization, and global inequality. If a student scores 80% or higher on a module, KBI donates a vaccine to UNICEF, which is used to help children around the world.

Results

In Canada, more than 600 teachers from over 250 schools have registered, reaching over 9500 students. Over a million questions have been answered on the site since March of 2018, resulting in over 75,000 vaccines earned by students in support of UNICEF. In fact, students are so engaged with the site that more than 35% of all traffic happens outside of school hours. Students are taking the lessons and quizzes on their own time, at home!

Furthermore, our statistical analysis has shown that on average, the likelihood of students being fooled by vaccine misinformation decreases by about 40% after they take KBI quizzes (measured by comparing pre and post lesson/quiz results on common vaccine myths).

A real-time counter can be found on the site's main page to track the number of questions answered and vaccines earned.

Funding and Partners

Kids Boost Immunity (KBI) is a Canadian health initiative made possible through a partnership between the Public Health Association of British Columbia (PHABC), the B.C. Ministry of Health, and the Public Health Agency of Canada. KBI is coordinated through the B.C. Centre for Disease Control (BCCDC). Kids Boost Immunity relies on additional support to help purchase UNICEF vaccines earned by students. Our goal is to raise literacy about topics such as immunization, antibiotics and global health and funding from other supporters in no way influences the editorial choices around educational content posted on Kids Boost Immunity.

KBI is grateful for the longstanding support of various representatives across the health sector in B.C. including the Ministry of Health, PHABC, BCCDC, First Nations Health Authority, Fraser Health, Vancouver Coastal Health, Interior Health, Island Health, Northern Health and the B.C. Pharmacy Association. For up-to-date information and a complete list of our partners, please refer to our website under "How We're Funded": <https://kidsboostimmunity.com/about/how-were-funded>

Expansion and Next Steps

KBI continues to grow at a rapid pace. What started as a BC program for a handful of schools in 2018 now includes schools from across Canada. In 2019 KBI welcomed its first international partner in NHS Scotland, when students in Scotland S1 (the equivalent of grade 6 in Canada) joined the KBI family. The future has even more in store. This year will see the pilot launch of the French version of the site, a pilot rollout in Ireland, as well as further international expansion possibilities.



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BIOS

Ian Roe

National Manager, Kids Boost Immunity

Ian Roe was a founding member of Kids Boost Immunity in 2017 and has served as the national manager for three years. Ian has worked with the BC Centre for Disease Control since 2004 in various capacities including communications, web management, and most recently, advocating for immunization.



What drew Ian to this work? The simple fact that vaccines save lives. He is driven by KBI's practical approach, which combines improving literacy with global citizenship. Ian loves seeing teachers and students engage with the KBI curriculum to provide life-changing vaccines to children around the world.

Originally from Newfoundland, Ian lives with his wife and two kids in Burnaby, BC, where he spends his down time riding his bike, practicing the guitar, and playing hockey, golf, and squash.

Shannon Turner

Executive Director, Public Health Association of BC

Shannon Turner is the executive director of the Public Health Association of BC, the agency that administers the Immunize BC programs including Kids Boost Immunity and I Boost Immunity. She is also the chair of the Global Vaccine Safety Net through the World Health Organization and a PhD candidate in health informatics and health promotion at the University of Victoria.



She has served as director of public health for the Vancouver Island Health Authority and is the national co-chair of Prevention of Violence Canada. In 2008 she was awarded University of British Columbia James M. Robinson Award for her contributions to public health and in 2017 received an honorary life membership to the Canadian Public Health Association. She was given the President's Award from the Public Health Association of BC in 2009 for her work in rebuilding and renewing the association.

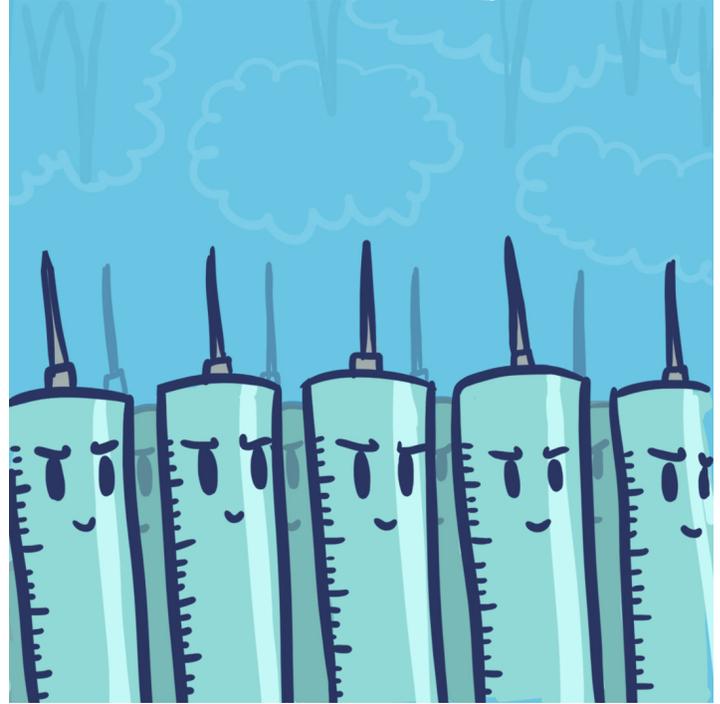
Throughout her career, she has fought to make the world a better place and feels happiest when working on projects that support justice. Misinformation has power, she notes, and it is our responsibility to defeat profiteering at the expense of children and good science. That's what excites her most about Kids Boost Immunity: its potential to help children feel connected to and engaged in global health challenges. Shannon has a passion for horse riding and lives on Vancouver Island.

VACCINE FACT SHEET

What are Vaccines, Anyway?

Vaccines are products that protect people against serious and potentially deadly diseases. Unlike most medicines that treat or cure diseases, vaccines prevent them. Vaccines produce immunity to a specific disease. Most vaccines are given by injection (needle), but some are given orally (by mouth) or nasally (sprayed into the nose). Immunity is protection from disease. If you are immune to a disease, you can be exposed to it without becoming sick.

Vaccines give you immunity to a disease without you getting sick first. They are made using killed or weakened versions of the disease-causing germ or parts of the germ (called antigens). For some vaccines, genetic engineering is used to make the antigens used in the vaccine. It's much safer to get a vaccine than to get the disease it prevents.



The earliest attempts at building immunization go back at least as far as the year 1000 in China, where records exist of people using crude forms of vaccination against smallpox. Other studies have shown similar attempts across Africa and in Turkey before they later spread to Europe and the Americas. Formalized study of vaccines began in 1796 with Edward Jenner's successful use of cowpox to create immunity to smallpox. His approach spread quickly over the next two centuries, leading to the eradication of the disease in 1980 after a successful campaign spearheaded by the World Health Organization (WHO).

Louis Pasteur furthered the science with his rabies vaccine in 1885, and the dawn of microbiology and bacteriology soon saw rapid developments. Programs to inoculate several diseases, including diphtheria, tetanus, cholera, typhoid, tuberculosis, and more expanded beginning in the 1930s. Vaccine research and development continues today, with promising progress being made towards effective vaccines for ebola, malaria, and more. Children around the world are vaccinated against diseases that killed or disabled millions just a generation or two ago, including measles, mumps, and rubella. These developments have vastly reduced death rates around the world and helped to stimulate the economies of many countries.

Beyond reducing the rate of many diseases, vaccines also help limit the spread of antibiotic resistance. Preventing infections means fewer people are prescribed antibiotics, which helps to prevent disease mutation and ensures medicines are available and effective for those who need them. From huge reductions in preventable deaths to economic stimulation, vaccines play an essential role in global health and welfare.

Successes

More children's lives have been saved by immunization than any other medical intervention in the last fifty years. Currently, immunization prevents 2-3 million deaths every year, with some diseases fully or close to being eliminated worldwide. The WHO estimates that for every dollar spent on immunization, there are \$16 in healthcare savings and increased economic productivity. The numbers are clear: vaccines work.

Here are some other impressive numbers:

- Global measles deaths fell 80% from 2000-2017, from 545,000 to 110,000. 90 countries have introduced human papillomavirus (HPV) vaccines, where the countries with the highest vaccination rates (such as Australia) are on course to effectively eliminate cervical cancer within 10 years.
- Global polio eradication efforts have protected 85% of infants around the world with the polio vaccine. The disease is now eliminated in all but three countries: Afghanistan, Pakistan & Nigeria.
- Maternal and neonatal tetanus has been eliminated in all but 13 countries as of March 2019.
- Smallpox was eradicated in 1980, thanks to worldwide vaccination efforts.
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Challenges

As encouraging as these numbers are, there is still a lot of work ahead. Recent years have seen a troubling increase in vaccine hesitancy, which has been declared one of the top 10 global health threats of 2019 by the WHO. Declining vaccination rates lead to outbreaks, even with diseases once thought eradicated. Measles alone has seen a 300% increase in cases this year. The WHO estimates another 1.5 million lives could be saved if vaccination coverage improves.

An estimated 19.9 million children under the age of one year do not receive basic vaccines. As many as 40% of these children live in countries affected by conflict or other humanitarian crises.

Sources:

<https://www.who.int/news-room/facts-in-pictures/detail/immunization>

<https://www.who.int/news-room/commentaries/detail/embrace-the-facts-about-vaccines-not-the-myths>

<https://www.historyofvaccines.org/timeline>

<https://www.unicef.org/stories/infographic-fast-facts-immunization>

<https://www.who.int/topics/vaccines/en/>

<https://www.canada.ca/en/public-health/topics/immunization-vaccines.html> (Public Health Agency of Canada (2009). Immunization.)

<https://www.bbc.com/news/world-australia-45727977>

KID BOOST IMMUNITY LAUNCH PRESS RELEASE

Kids Boost Immunity and UNICEF encourage Canadian students to 'Act Local to Vaccinate Global'

New website pairs classroom learning about immunization with the chance to earn vaccines for children in support of UNICEF Canada

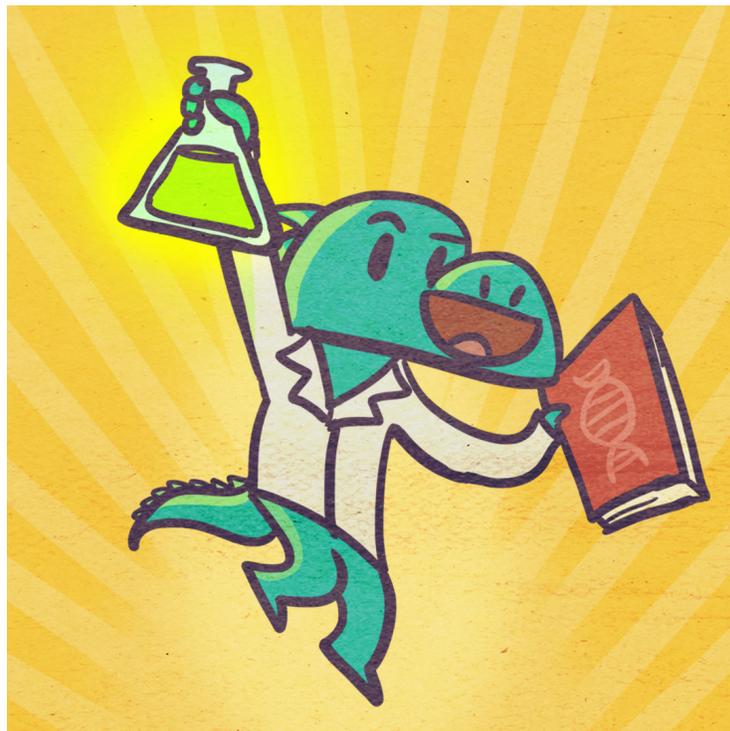


Toronto - Federal Minister of Health, The Honourable Ginette Petitpas Taylor kicked off National Immunization Awareness Week today by announcing a new Canadian health platform designed to raise literacy about immunization in schools. Kids Boost Immunity (KBI) empowers students to think about immunization in a global context by combining learning with the opportunity to donate vaccines for children in another part of the world.

Kids Boost Immunity is designed to align with provincial curriculums in science and social studies around various topics related to immunization and global health. The website provides dozens of classroom activities and teacher resources, each paired with an online quiz that students can take on their laptop, tablet, or phone.

This two-pronged approach enables teachers to tailor the classroom experience and supplement it with a fun and interactive exercise that helps others. The more students learn on the site, the more vaccines get donated to UNICEF Canada for children around the world. It's that simple.

“Kids Boost Immunity (KBI) provides a wonderful example to children that for immunization to work anywhere, it has to be present everywhere,” says Shannon Turner, Executive Director of the Public Health Association of BC. “Diseases don't respect boundaries, so KBI is tackling this unique public health challenge head on by rewarding individual knowledge with a practical outcome that can lead to healthier lives for children around the world. The simple idea of 'kids helping kids' has universal appeal because it empowers students to act local and global at the same time.”



Developed and piloted first in British Columbia, KBI received federal funding from the Public Health Agency of Canada to expand to schools across Canada starting in the 2018/19 school year. By leveraging digital technology to connect local learning directly to global giving, KBI represents a fresh new approach to raising literacy about vaccination and with it, the important role that immunization plays in keeping communities healthy.

More about Immunization in Canada

Although immunization is widely heralded as a miracle of modern medicine, the spread of misinformation online has resulted in some parents choosing to skip certain vaccines or avoid immunizations altogether. This led to Kids Boost Immunity being developed as part of a larger effort to find new ways to counter misinformation on the internet. Along with its partner, ImmunizeBC, KBI builds on lessons learned from previous approaches to immunization education by working to raise literacy about vaccination in schools.

Kids Boost Immunity (KBI) is a Canadian vaccine education and advocacy platform made possible through a partnership between the Public Health Association of British Columbia, the BC Ministry of Health and the Public Health Agency of Canada. KBI is managed with assistance from the BC Centre for Disease Control.

Quotes:

"[The students] are so excited...they have just jumped in head first. I even see them in the halls on their lunch break doing the challenge on their phones. And they're not doing it because they get some big prize at the end if they win...they're doing it purely for the idea of helping others. It's just amazing."

Grade 8 teacher – Vancouver Island

"Vaccines are one of the most cost-effective tools for public health, and are protecting more children than ever before. But, millions of the most vulnerable children continue to miss out on getting the vital protection they need to survive. Almost one third of deaths among children under five are preventable by vaccine. UNICEF and its partners like Kids Boost Immunity are working to reach them. Together, with Canadians and the Government of Canada, we can help provide health for every child."
David Morley, UNICEF Canada President and CEO

"We know that vaccination saves lives. And, when more people are vaccinated, the risk of infection is lower for everyone. Our government is proud to support the implementation of Kids Boost Immunity, to help teach Canadian children about the importance of immunization, while at the same time supporting children across the globe to receive needed vaccinations."

Federal Minister of Health, The Honourable Ginette Petitpas Taylor

To learn more about immunization in BC visit
www.kidsboostimmunity.com or www.immunizeBC.ca

Media Contact:

UNICEF: Stefanie Carmichael: 647-500-4230

PHABC: Ron White: 250.595.8422

Selected Press Coverage:

Global News BC
Surrey school tops in nation for immunization awareness

CBC The National
B.C. measles outbreak has some kids taking their health into their own hands

CBC BC
BCCDC website aims to inoculate next generation of kids against misinformation

STV News (Scotland)