

Dear Students on Kids Boost Immunity,

World Immunization Week is a time to recognize the power and importance of vaccines for saving the lives of children in Canada and around the world. We are proud to reach out today to **thank you** for the impact you've made as students by participating in the Kids Boost Immunity program.

Kids Boost Immunity and UNICEF Canada are proud to be partners in reducing the misconceptions about vaccines and complacency about the likelihood of getting infected. Your efforts to learn about the benefits of immunization and the risks of failing to get vaccinated are more important than ever.

To date, students all across Canada have answered more than 690,000 questions, providing more than 36,000 vaccines to children around the world. These vaccines have helped:

- Curb a measles outbreak in Ukraine
- Provide tetanus and polio vaccines in remote communities in Mali
- Protect children against cholera in Mozambique following Cyclone Idai.

In particular, take a closer look at the impact you've helped make in Ukraine. Certain areas such as the Lviv region in Ukraine have dangerously low vaccination rates, with approximately 11,000 measles cases and 50,000 unvaccinated children in 2018.

As you learned through Kids Boost Immunity, measles is an extremely contagious disease that can be fatal. Yet many children were not able to get vaccinated. Sometimes, this was because parents were afraid to vaccinate their children (due to misinformation). Other times, the vaccine supply was just too low – not all children could get vaccinated, even if the parents wanted to.

UNICEF's vaccine drive in Ukraine combats both of these challenges, and we're able to reach many more children. Children like Maryana, who received her first dose of the measles/mumps/rubella vaccine at age 9 (you probably received this as a baby!). Or the 6-year-old twins Vitalina and Yuliana, who were able to get their second dose of measles vaccine on time. These are just some of the real children who have a better chance at a healthy life, thanks in part to your help.

You're also helping your own community too. By taking the quizzes on Kids Boost Immunity, you are helping to reverse the trend of misinformation on the internet. Every lesson, every quiz, and every vaccine you earn is making a real difference – and we wanted to let you know that.

Thank you again for your hard work to bring the right to health **to every child** and keep up the good work!

With thanks,



Rowena Pinto
Chief Program Officer, UNICEF Canada



Ian Roe
National Manager, Kids Boost Immunity