



## Increasing Demand for vaccination: Kids as ‘change agents’

“We learn, and then earn, so others will have a fair turn.”  
Grade 6 Teacher, Vancouver, British Columbia



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada



BRITISH  
COLUMBIA

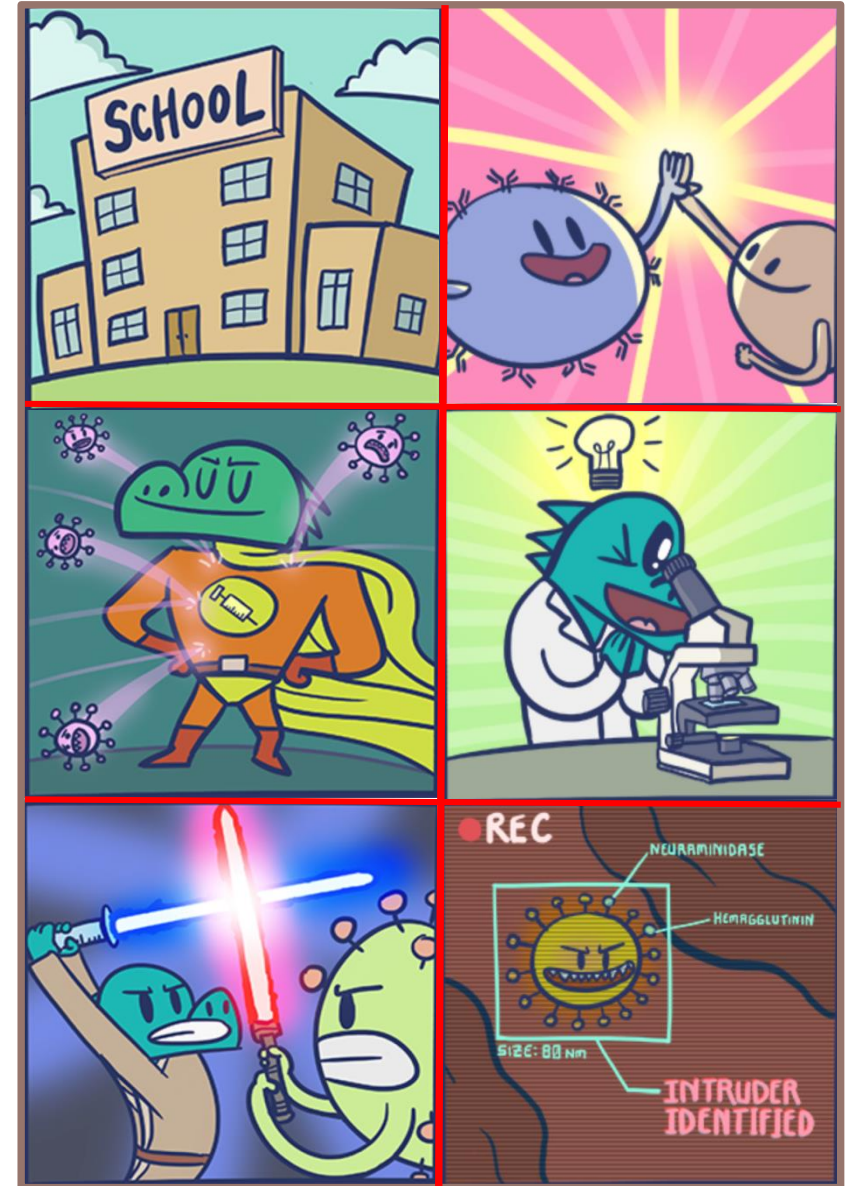
Supported by the Province of British Columbia



BC Centre for Disease Control  
An agency of the Provincial Health Services Authority

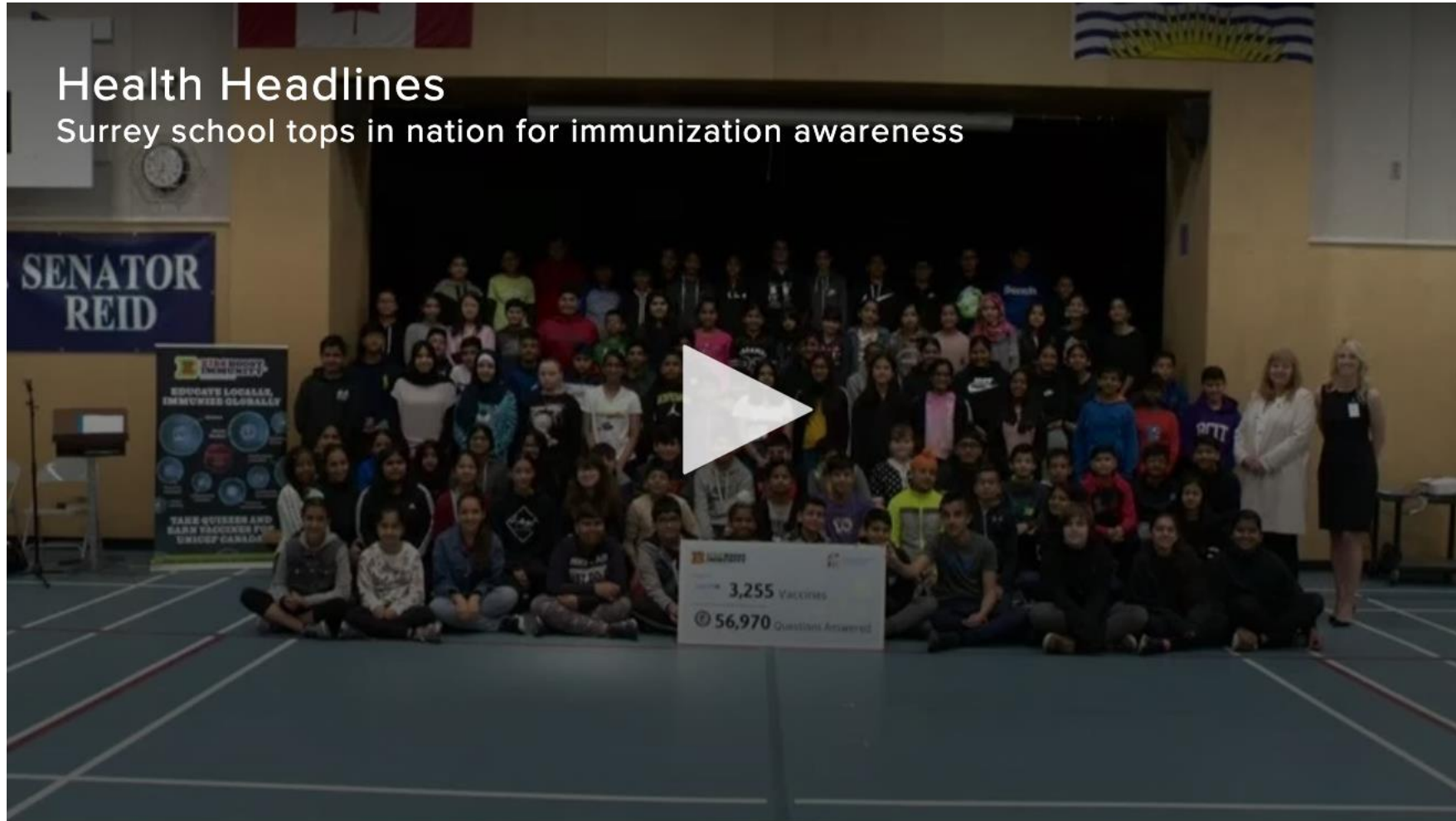


Public Health  
Association of BC



## Health Headlines

Surrey school tops in nation for immunization awareness



<https://globalnews.ca/video/5196622/surrey-school-tops-in-nation-for-immunization-awareness>

## PROBLEM:

*Vaccine hesitancy* is a global issue. The WHO declared it as one of its top ten global health threats for 2019.

**Solution:** Inspire the next generation by making learning meaningful and fun.



## SOLUTION:

*Recipe*

- A spoonful of giving (altruism)
- A shot of gamification (quizzes)
- A pinch of competition (leaderboards)
- A bucket full of relevant content





Collaboration =  
better results

Government/NGO partnership:



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Agency of Canada

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publique du Canada



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unicef   
CANADA

Additional funders:



PHARMASAVE®

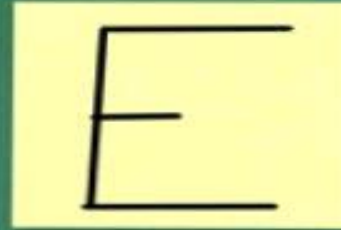


antibiotic  
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SANOFI PASTEUR 



Together



Everyone



Achieves



More



A photograph of a dirt road stretching into the distance under a dramatic sunset sky. The road is flanked by dry grass and leads towards a horizon with distant mountains. The sky is filled with orange and yellow clouds, with the sun low on the right side.

The fantasy...

# Finding our way

Our road to immunization advocacy



...the Reality





2016



(Adult focused)

2018



(Student focused)

**2 SITES, 1 MISSION:**  
Raising vaccine literacy.



### Beat the Quiz, Earn Vaccines!

Question 1 of 5

**When most people are vaccinated, we call it:**

- ☐ Herd Immunity
- ☐ Crowdsourcing
- ☐ Agoraphobia



Beat the average score, earn a vaccine!

## Earn a vaccine for someone in need by answering a quiz!

Beat the average score, and we'll donate one vaccine to someone in need through UNICEF Canada. You could immunize a whole family, or even a village!

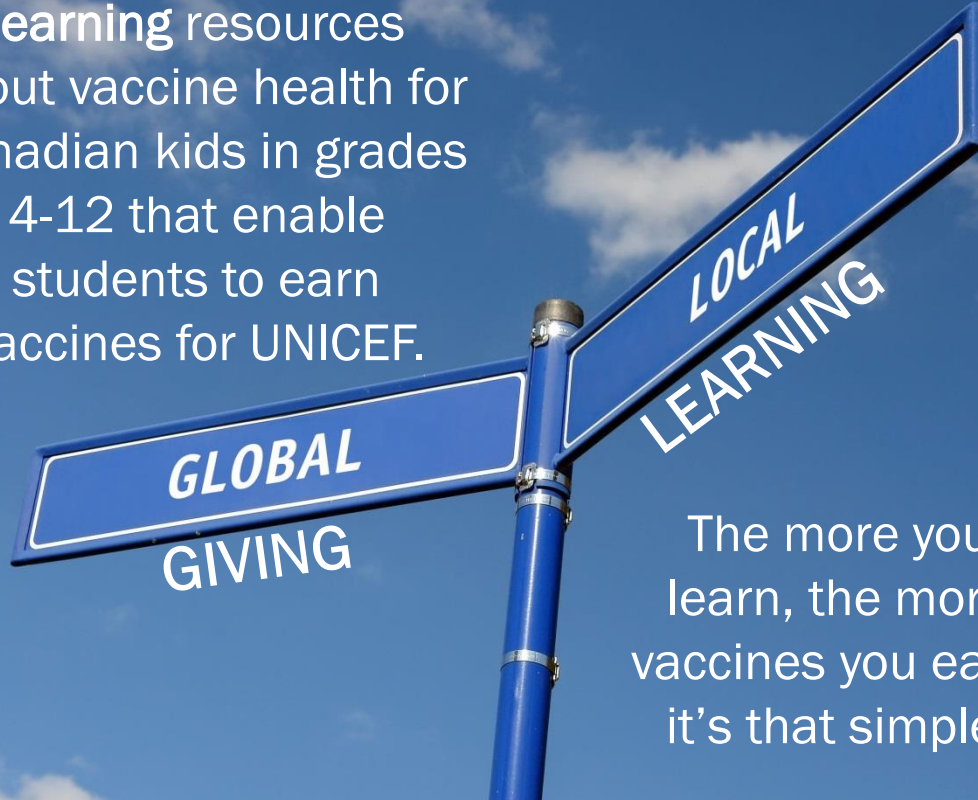




# What is it?



Free online quiz-based learning resources about vaccine health for Canadian kids in grades 4-12 that enable students to earn vaccines for UNICEF.



The more you learn, the more vaccines you earn; it's that simple!

**Topics:** Evaluating online information sources, global inequality in health, the immune system, vaccines & antibiotics, germs and infections, how diseases spread and outbreaks

If you are currently in the classroom, go to the Lessons & Quizzes section.



**Lessons & Quizzes**

If you are exploring this website on your own time, go to the At Home section.



**At Home**



- 18 months in development, first piloted in BC in 2017
- Launched on April 23, 2018 at UNICEF Canada's office in Toronto by Federal Minister of Health Ginette Petitpas Taylor:



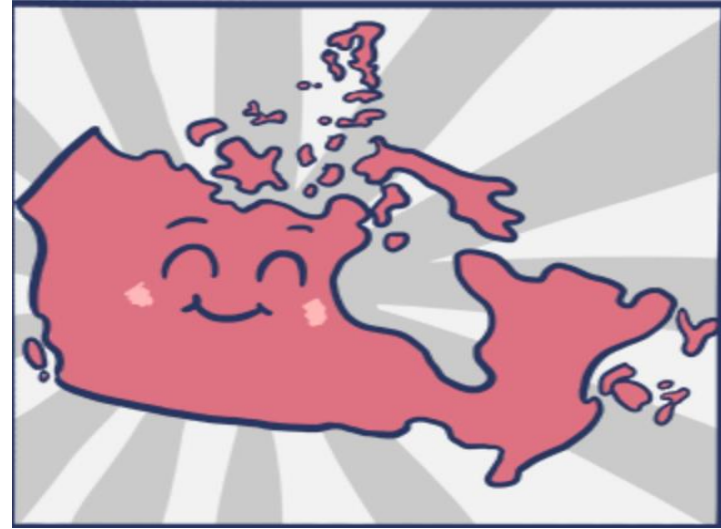
(L-R): **Ginette Petitpas Taylor**, Minister of Health, **Ian Roe**, National Manager of IBI/KBI, **Shannon Turner**, Executive Director, Public Health Association of BC, **David Morley**, President & CEO, UNICEF Canada

## Future Plans...

- French language version of KBI scheduled to launch in fall of 2019
- Working with NHS to pilot KBI in Scottish schools in October 2019.



## *Why this approach?*



Because the internet is a blessing and a curse.



world

country

Province or state

Village or town

Neighbourhood

**A rising tide**

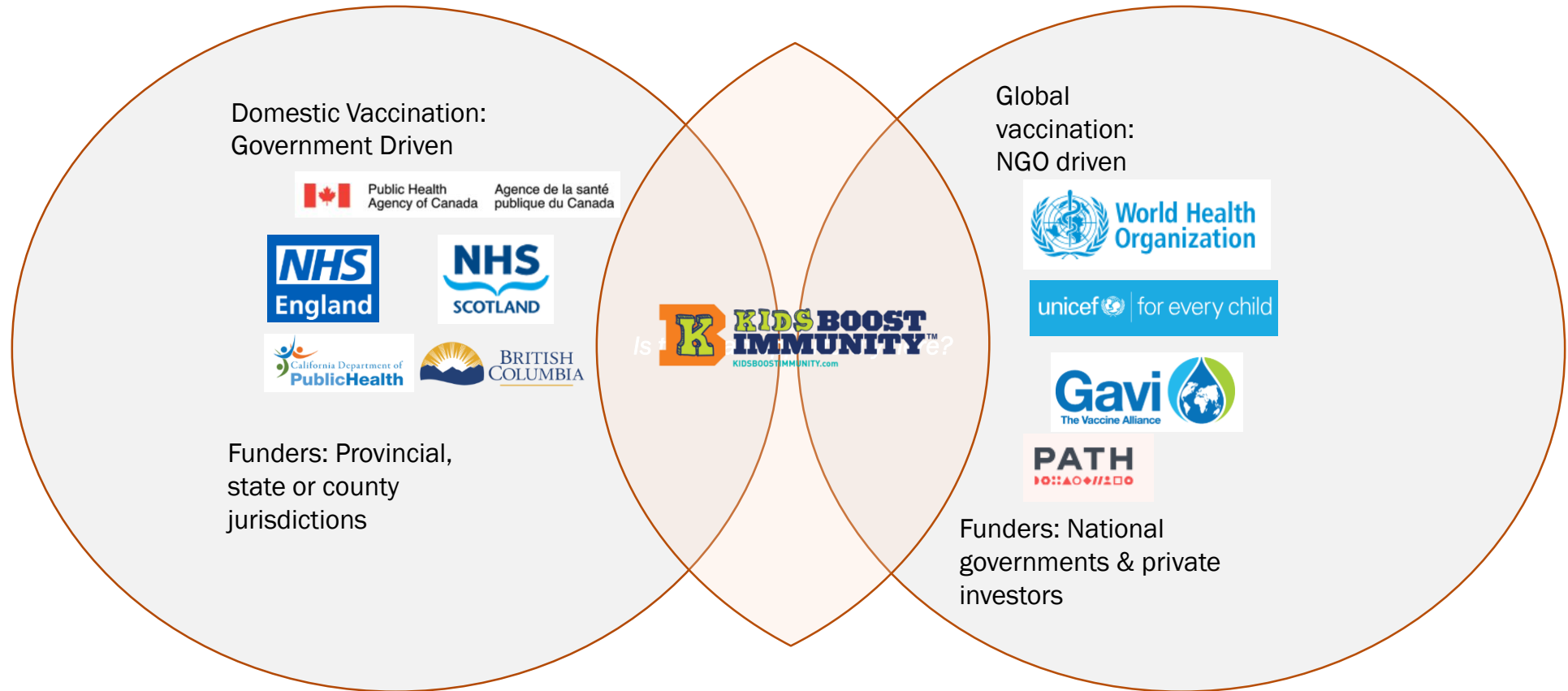
(of science/humanitarian literacy)

lifts all boats



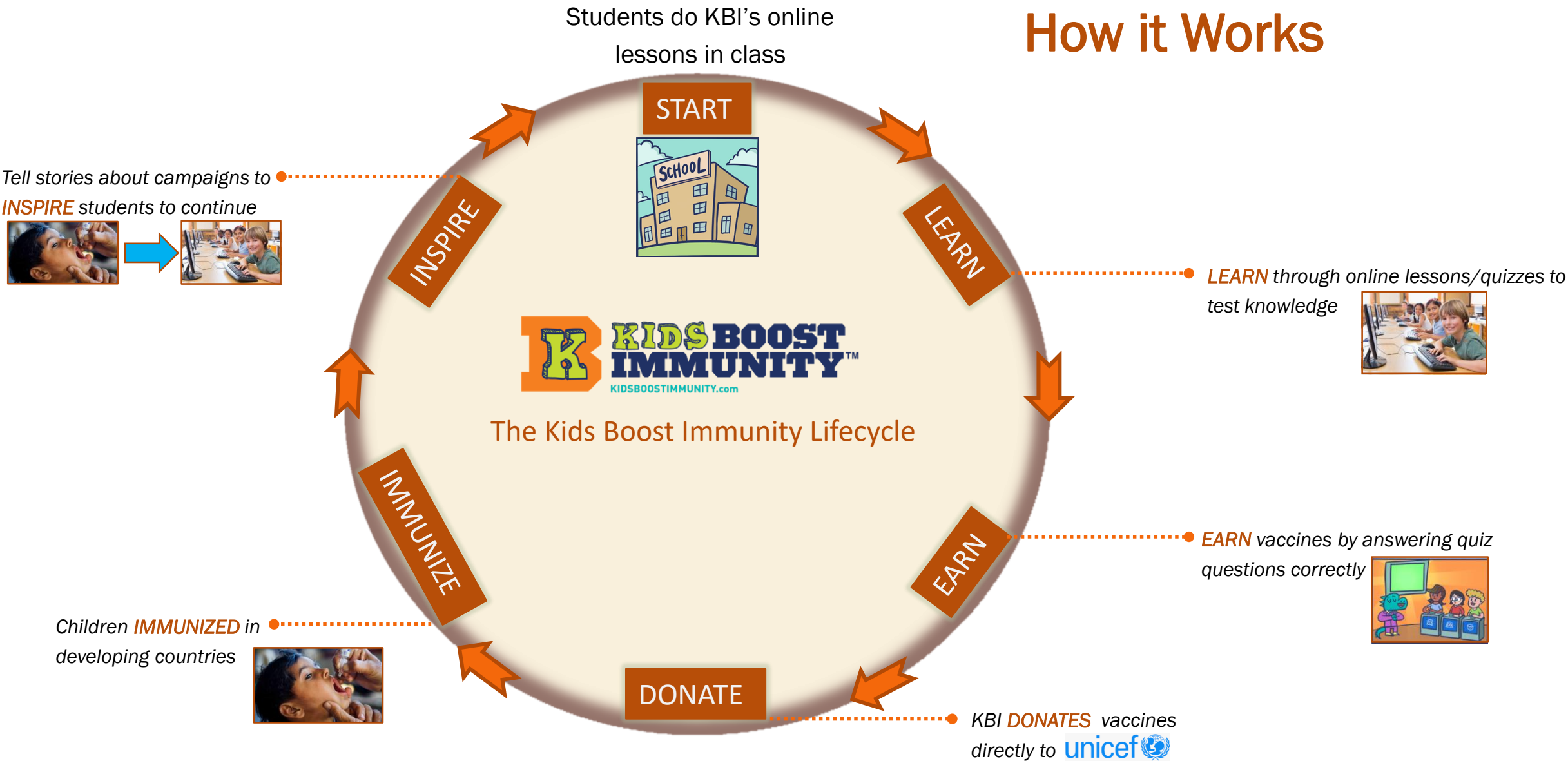
## What makes Kids Boost Immunity unique

Domestic and international programs  
typically operate in mutually exclusive domains:



Kids Boost Immunity represents a innovative holistic approach to vaccine advocacy by connecting school education directly to global disease prevention.  
The result: a force multiplier effect where global impact amplifies local action.

# How it Works





# Forget Millennials: It's All About Gen Z

- Anyone born after 1995

- Described as “conscientious, hard-working and mindful of the future”

- First true digital natives



## What Should Employers Know About Gen Z?

### Giving back comes first.

Gen Z favors companies with corporate social responsibility that aligns with their beliefs and values which consist of bold ideas, creativity and optimism.

### Gen Z is chasing the dream job.

Gen Z is pragmatic and realistic, but they also believe it is possible to achieve their “dream job” and build a career doing what they love.

### Career growth counts, too.

Opportunities for professional development are most essential when attracting Gen Z talent.

 yourcareerintel

KBI is well positioned to align with Gen Z's values and sensibilities



# Speaking Up

KBI has had few issues with anti vaxxers for two main reasons:

1. Site is NOT just about vaccines. Content aligned to school curriculum.
2. Social impact through UNICEF acts to diffuse anti-vaccine sentiment



**What about the anti-vaxx crowd?**



Results:\*

# Lesson Quizzes Evaluation

## Sample Topic: Vaccines

Q: “About \_\_\_\_% of sexually active people will get at least one HPV infection at some time in their lives?”

Answer	I Boost Immunity*	Trivia (pre)	Final Quiz (post)
75	52%	59%	97%
5	3%	7%	0%
25	25%	21%	3%
50	20%	15%	0%

I Boost: n = 901, Trivia: n = 635, Final Quiz: n = 242

\*Question asked on the adult oriented I Boost Immunity website



# Who Benefits?

## It's a win-win-win-win!



Online quizzes make learning fun while helping others at the same time

Students *win*



Meets learning outcomes for teachers while fostering awareness of global health issues

Teachers *win*



Increasing access to vaccines beyond our own borders enhances global health security

Public Health *win*



Children get vaccinated around the world through UNICEF

Kids *win*



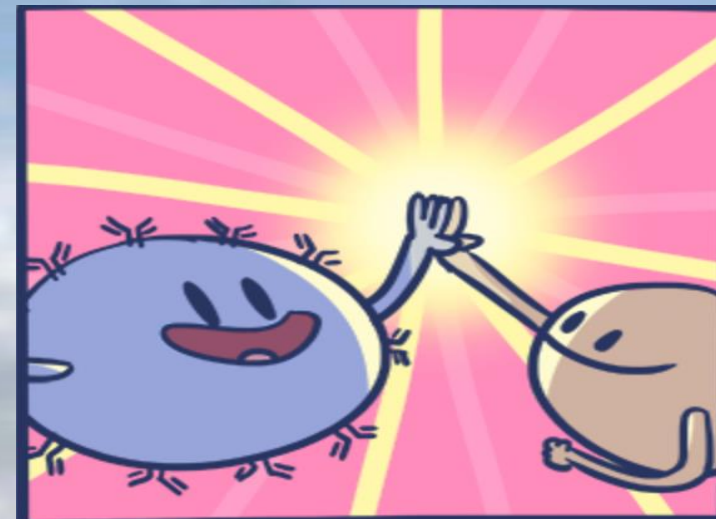
A woman in a blue tank top and polka-dot shorts is running a marathon. She is making a peace sign with her right hand. Her race bib number is 2795. Another runner in a white tank top and red shorts is visible in the background. The text "KIDS BOOST IMMUNITY IS A MARATHON" is overlaid on the image.

# KIDS BOOST IMMUNITY IS A MARATHON





We need schools!



Partner with us!



**You, yes you!**

Help us act local and vaccinate global  
**BE AN IMMUNIZATION SUPERHERO**









## Contact us

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Experience Kids Boost Immunity through a student's eyes by signing up to a KBI demonstration class at:  
[www.kidsboostimmunity.com/user/register](http://www.kidsboostimmunity.com/user/register).