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
Health Headlines
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:

Additional funders:
Our road to immunization advocacy

Finding our way

Our road to immunization advocacy

The fantasy...
...the Reality
2 SITES, 1 MISSION:
Raising vaccine literacy.

cc: ell brown - http://www.flickr.com/photos/39415781@N06/
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
• 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:

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.

(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
Why this approach?

Because the internet is a blessing and a curse.
A rising tide
(of science/humanitarian literacy)
lifts all boats
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.

**What makes Kids Boost Immunity unique**

Domestic and international programs typically operate in mutually exclusive domains:

- **Domestic Vaccination:** Government Driven
  - Funders: Provincial, state or county jurisdictions

- **Global vaccination:** NGO driven
  - Funders: National governments & private investors

The Kids Boost Immunity Lifecycle

How it Works

START

Students do KBI’s online lessons in class

DONATE

KBI DONATES vaccines directly to UNICEF

LEARN

LEARN through online lessons/quizzes to test knowledge

EARN

EARN vaccines by answering quiz questions correctly

INSPIRE

Tell stories about campaigns to INSPIRE students to continue

IMMUNIZE

Children IMMUNIZED in developing countries
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.

KBI is well positioned to align with Gen Z’s values and sensibilities
What about the anti-vaxx crowd?

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
Results:

- Number of schools registered: 215 (in 53 of 60 BC school districts)
- Number of students/teachers/teams: 5,821/586/362
- Number of questions answered: 885,753
- Average number of questions answered per student: 152
- Vaccines earned for UNICEF: 50,626
- Average number of vaccines earned: 8.6 (median = 7)
- Average score: 75.7
- Increase in knowledge about immunization (students)
- Increase in support for immunization (students)
- Met learning outcomes (teachers)

Analytics

* As of June 30, 2019
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?”

<table>
<thead>
<tr>
<th>Answer</th>
<th>I Boost Immunity*</th>
<th>Trivia (pre)</th>
<th>Final Quiz (post)</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>52%</td>
<td>59%</td>
<td>97%</td>
</tr>
<tr>
<td>5</td>
<td>3%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>25</td>
<td>25%</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>50</td>
<td>20%</td>
<td>15%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

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

Meets learning outcomes for teachers while fostering awareness of global health issues
KIDS BOOST IMMUNITY IS A MARATHON
You, yes you!
Help us act local and vaccinate global
BE AN IMMUNIZATION SUPERHERO
Think BIG
Contact us

Ian Roe
National Manager
I Boost Immunity / Kids Boost Immunity
ian.roe@bccdc.ca
T: 604.707.2564

Experience Kids Boost Immunity through a student’s eyes by signing up to a KBI demonstration class at:
www.kidsboostimmunity.com/user/register.