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## MEDIA RELEASE

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### **Vaccination: Your Best Shot National Immunization Awareness Week from April 26 to May 3, 2014**

April 23, 2014 (OTTAWA) – The recent measles outbreaks in Canada remind us that infectious diseases still pose a serious threat to our health. Both infants and the elderly are particularly vulnerable to many vaccine-preventable diseases and their complications. For example, infants who are too young to be fully immunized can become seriously ill if they come in contact with an under-immunized adult who is sick with even a mild case of an illness like pertussis.

During National Immunization Awareness Week (NIAW), Immunize Canada calls upon all Canadians to protect themselves and others by staying up to date with their immunizations. “Immunizations are safe, effective, and benefit people of all ages,” says Dr. Susan Bowles, Chair of Immunize Canada. “They protect individuals and communities by preventing the spread of disease. As more people are immunized, the disease risk for everyone is reduced.”

It is now easier than ever for Canadians to keep track of their immunizations thanks to a new app, ImmunizeCA, developed by Immunize Canada in collaboration with the Canadian Public Health Association (CPHA) and the Ottawa Hospital Research Institute (OHRI), and funded by the Public Health Agency of Canada.

“The new ImmunizeCA app provides access to recommended immunization schedules, reliable, expert-approved, bilingual information about immunizations, as well as useful tools such as appointment reminders, and local outbreak alert notifications,” says Dr. Shelly McNeil, Vice-Chair of Immunize Canada. The app is easy to use and ideal for Canadians constantly on the go. It is available for secure, free download at the App Store, Google Play and Blackberry World. All can be accessed online at [immunize.ca/app](http://immunize.ca/app).

In our busy connected world none of us is isolated, and the best way to protect yourself and the people around you is to get immunized. Talk to your doctor, nurse, pharmacist or local public health office about staying up to date with your immunizations.

For more information and interview opportunities, please contact:

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**About Immunize Canada**

Immunize Canada is a national coalition of non-governmental, professional health, and government organizations with the overall aim of increasing awareness about the benefits of immunization and promoting the understanding and use of vaccines as recommended by the National Advisory Committee on Immunization (NACI). For more information, visit [immunize.ca](http://immunize.ca)