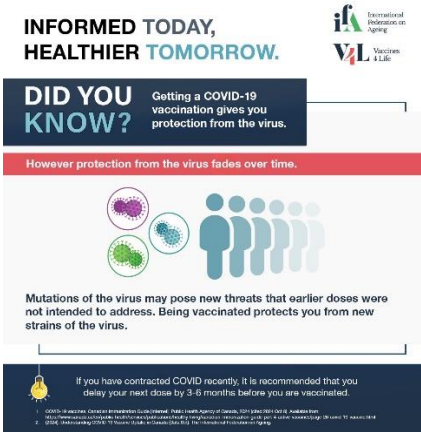
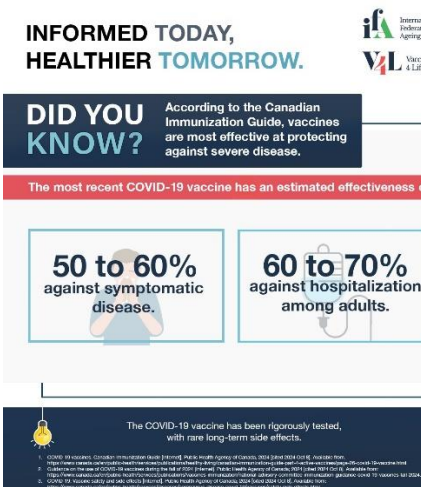


This social media package is designed to support the dissemination of COVID-19 vaccines and to increase awareness of the COVID-19 virus during the respiratory disease season. This package provides a variety of high-resolution images, and posts for platforms such as Facebook, LinkedIn, and Twitter. These resources will also be available on the landing page: [Understanding COVID-19 Vaccine Uptake in Canada](#) as they are released.

For any other file format, please do not hesitate to reach out by email to Ms. Berenice Anaya, Director, Strategic Communications at banaya@ifa.ngo.

Caption	Characters	Tile
<p>According to a survey conducted by the IFA, just over half (60%) of Canadians aged 50+ believe they need to receive COVID-19 vaccinations annually.</p> <p>As the virus evolves, staying up to date on vaccinations is crucial to protecting you and your loved ones.</p> <p>Discuss your options with your healthcare provider this fall.</p> <p>#COVID19 #Vaccination</p>	339	
<p>According to a survey conducted by the IFA, of people who are unsure or do not plan to be vaccinated against #COVID-19 this fall, over half of them require more information on vaccine effectiveness and safety to make a decision.</p> <p>If you have questions about the COVID-19 vaccine, speak to a trusted healthcare provider.</p>	319	

<p>Did you know that just over half (58%) of older Canadians intend to be vaccinated against #COVID-19 this fall?</p> <p>Protect yourself and your community and consider getting your COVID-19 vaccine this fall.</p>	<p>199</p>	<p>INFORMED TODAY, HEALTHIER TOMORROW.</p> <p>DID YOU KNOW? Herd immunity against COVID-19 cannot occur 'naturally' (through people contracting the virus and becoming resistant to the point of immunity).</p> <p>Vaccination rates required to achieve herd immunity vary between viruses.</p> <p>The vaccination rate needed to achieve herd immunity against COVID-19 is unknown. However, given the mutations and novelty of the virus, not enough people are vaccinated to have achieved herd immunity against COVID-19.</p> <p>Speak with your healthcare provider today to learn more about COVID-19 vaccines and how they can protect you and your loved ones.</p>
<p>In a survey run by the International Federation on Ageing, 50% of respondents felt they required more information on the long-term health impacts of the vaccine to make an informed decision on whether to be vaccinated against COVID-19.</p> <p>Getting vaccinated is one of several ways you can prevent you and your loved one's chances of contracting COVID-19 this fall.</p>	<p>361</p>	<p>INFORMED TODAY, HEALTHIER TOMORROW.</p> <p>3 reasons why doctors and scientists are confident in the long-term safety of the COVID-19 vaccines</p> <ol style="list-style-type: none"> 01 Vaccines are among the most strictly regulated and effective tools of modern medicine. 02 Billions of people have been safely vaccinated against COVID-19. 03 Only vaccines that meet Health Canada's regulatory requirements for safety, effectiveness. <p>Consult a trusted healthcare provider about any questions about getting vaccinated.</p>
<p>Did you know that you can receive your COVID-19 and flu shot at the same time?</p> <p>Of Canadians who got their COVID-19 shot in fall 2023, 59% of them did not receive their COVID-19 dose alongside their flu shot.</p> <p>Getting the two vaccines together is not only safe, but is also a great way to stay up to date on your vaccinations this respiratory disease season.</p> <p>#COVID19 #Flu #Vaccination</p>	<p>381</p>	<p>INFORMED TODAY, HEALTHIER TOMORROW.</p> <p>DID YOU KNOW? Getting your COVID-19 and flu shots together is safe, convenient and free!</p> <p>A study by the Ragon Institute's Systems Serology Lab in Cambridge, Massachusetts suggests that...</p> <p>Receiving the vaccines together may even produce a stronger antibody response to the COVID-19 virus.</p> <p>If you are unlikely to make a second trip, it is encouraged to be immunized against both viruses in the same visit.</p>

Did you know? 77% of unvaccinated Canadians have concerns about vaccine side effects. Let's clear the air with reliable information and help you make an informed choice. #COVID19 #Vaccination

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DID YOU KNOW? Getting a COVID-19 vaccination:

- ✗ Does not give you COVID-19
- ✗ Does not alter your DNA
- ✗ Does not create or cause new variants of the COVID-19 virus

Side effects of the vaccine are different for every individual. Consult your healthcare provider about how to reduce your side effects if you are experiencing any safety.

1. COVID-19 vaccines. Canadian Immunization Guide (CIG). Public Health Agency of Canada, 2020. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 2. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 3. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 4. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.

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DID YOU KNOW? 3 key facts about COVID-19 vaccines:

- ✓ COVID-19 vaccines have been shown to be very effective at preventing severe disease, including hospitalization and death due to COVID-19 and can decrease the risk of post-COVID-19 condition
- ✓ Some side effects may include pain, redness and swelling at the injection site, groin swelling or tenderness, fatigue, headaches, muscle pain, chills, joint pain, and/or fever
- ✓ Ensures you can continue a normal, daily life

Side effects of the vaccine are different for every individual. Consult your healthcare provider about how to reduce your side effects if you are experiencing any safety.

1. COVID-19 vaccines. Canadian Immunization Guide (CIG). Public Health Agency of Canada, 2020. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 2. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 3. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 4. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.

In a survey by the International Federation on Ageing, only 43% of Canadian respondents said they know the current COVID-19 vaccine recommendations. Make sure you're in the know this respiratory disease season! #COVID19 #Vaccination

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3 types of people who should get immunized:

According to the National Advisory Committee on Immunization, COVID-19 vaccinations are recommended for previously vaccinated and unvaccinated individuals who are "higher risk" including :

- 65+
- Residents of long-term care
- Diagnosed with underlying medical conditions (ex. cancer, diabetes, heart conditions, mental health conditions)

Previously vaccinated and unvaccinated people are also strongly recommended to receive the updated vaccine this fall.

1. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 2. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 3. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.
 4. <https://www.canada.ca/en/public-health/services/immunization/canadian-immunization-guide/covid-19-vaccines.html>.

<p>COVID-19 is still a threat. While 83% of Canadians believed COVID-19 was a serious threat to their health at the beginning of the pandemic, today, only 60% of people believe COVID-19 to be dangerous.</p> <p>If you have questions about #COVID-19, speak to a trusted healthcare provider.</p>	<p>277</p>	 <p>INFORMED TODAY, HEALTHIER TOMORROW.</p> <p>DID YOU KNOW? COVID-19 continues to be a threat, leading to serious illness and hospitalization.</p> <p>New variants continue to emerge around the world.</p> <p>COVID-19 is also made more serious when a person experiences more than one infection at a time, particularly for older adults and immunocompromised people who are at increased risk.</p> <p>If you have any questions about COVID-19, speak to a trusted healthcare provider.</p> <p><small>1. COVID-19 remains a leading cause of hospitalization in Canada. Public Health Agency of Canada, 2021. https://www150.communiqués.ca/2021/05/19/covid-19-remain-a-leading-cause-of-hospitalization-in-canada/</small></p> <p><small>2. 2020. Understanding COVID-19 Variants. Public Health Agency of Canada, 2021. https://www150.communiqués.ca/2021/05/19/covid-19-variants/</small></p>
<p>Many people are unsure who is at risk of COVID-19. Be informed and get to know who is most at risk of severe #COVID-19 infection.</p> <p>For more information, ask a trusted healthcare provider.</p>	<p>186</p>	 <p>INFORMED TODAY, HEALTHIER TOMORROW.</p> <p>1 in 3 people do not know that...</p> <p>Immunocompromised people, including people with transplants, arthritis, and chronic illness, are 'at risk' of experiencing severe health consequences due to COVID-19 infection.</p> <p>If you have questions about COVID-19, speak to a trusted healthcare provider.</p> <p><small>1. 2020. Understanding COVID-19 Variants. Public Health Agency of Canada, 2021. https://www150.communiqués.ca/2021/05/19/covid-19-variants/</small></p>