

Canadian parents agree on the importance of routine vaccinations for their kids

Routine vaccinations are critical to protect children and youth from a wide range of communicable diseases. The rise of misinformation about vaccine safety and effectiveness has caused a serious reduction in the rates of COVID-19 vaccinations for kids, but also in routine childhood immunizations.

New polling conducted by Abacus Research (January 27-30, 2023) shares some encouraging trends. Amongst 1,500 Canadians polled, the COVID-19 pandemic has shifted perceptions of vaccines for over a quarter of parents. 27% now consider routine vaccines more important for their children. Compared to April 2022, there is an increase of 7% in the number of parents who consider vaccines important for their children.

The same poll confirms what many health professionals already knew: many kids have fallen behind in routine vaccinations. 13% of parents report a child missed a vaccine during the COVID-19 pandemic. Among parents of infants and toddlers this jumps to 19%, among parents of elementary students this number is at 22%, and 25% of parents of middle/high school aged children say they have a child who missed at least one vaccination during the pandemic.

On February 23, Children's Healthcare Canada, in partnership with Science Up First, will host the second annual Kids and Vaccines Day, to bring attention to the importance of routine immunizations. The day will involve:

- A social media campaign. Follow and share #KidsVaccinesDay
- A SPARK: Live webinar, at 1100 ET, with Solutions for Kids in Pain (SKIP) to discuss how effective needle pain and fear management are central to a positive immunization experience. Register here: <http://bit.ly/40EEMeE>
- A free national [Kids and Vaccines Town Hall](#) at 8:00 pm eastern will feature experts answering questions from parents, caregivers, children, and the public about the importance and safety of routine vaccinations. The panel of experts include:
 - Dr. Cora Constantinescu, Pediatrician and Infectious Disease Specialist, Alberta Children's Hospital
 - Dr. Javed Alloo, Family Physician
 - Dr. Danielle Paes, Chief Pharmacist Officer, Canadian Pharmacists Association (CPhA)
 - Patricia Laforce, Registered Nurse, CHU Sainte-Justine

The town hall will be moderated by Dr. Katharine Smart, Pediatrician and Past-President, Canadian Medical Association.

Quotes:

“So many factors have contributed to the decline in routine immunizations for kids - from lock downs, to limited public health resources, to skepticism caused by misinformation. This is why this event is critical – to provide parents and caregivers easy access to information so that they can make the science-informed decisions and keep their children protected.”

- Magda Byma, Director, ScienceUpFirst



“Children’s Healthcare Canada is proud to partner with ScienceUpFirst to host the second annual National Kids and Vaccines Day, on February 23, 2023. This event provides a timely opportunity for parents and caregivers to connect with child health experts to learn more about the importance of childhood vaccines and their role protecting children from serious infectious diseases, like COVID-19, measles and polio. Together, we can build vaccine confidence for Canada’s kids.

- Emily Gruenwoldt, President and CEO, Children’s Healthcare Canada

About [Children’s Healthcare Canada](#)

Children’s Healthcare Canada is a national association representing health service delivery organizations serving children and youth across the continuum of care. Through purposeful partnerships, Children’s Healthcare Canada accelerates excellence and innovation in health systems caring for children and youth.

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