



RSVP TO LIFE'S IMPORTANT MOMENTS

NEW SURVEY FINDS LACK OF AWARENESS ABOUT RESPIRATORY SYNCYIAL VIRUS DESPITE ITS DANGER TO OLDER POPULATIONS

RSV is a common, contagious respiratory virus that caused:



Estimated
470,000
hospitalizations in adults
aged 60 years and older.^{1*}

* In high-income countries in 2019



Estimated
33,000
deaths in adults aged 60
years and older.^{1*}

While RSV is a major cause of respiratory illness in young children, it also has a **significant impact on older adults** yet awareness of this remains low.¹

Older adults are at risk of **severe illness from RSV infection**, in part due to natural changes in immune response as we age.⁵

Adults with chronic conditions are at an even greater risk of severe complications from RSV.²

Those with a history of chronic conditions like diabetes, COPD and heart failure are **3-13x more likely to be hospitalized** with RSV than adults without these conditions.⁸



GSK funded online survey of  **1,000** adults aged 50 and over showed⁶

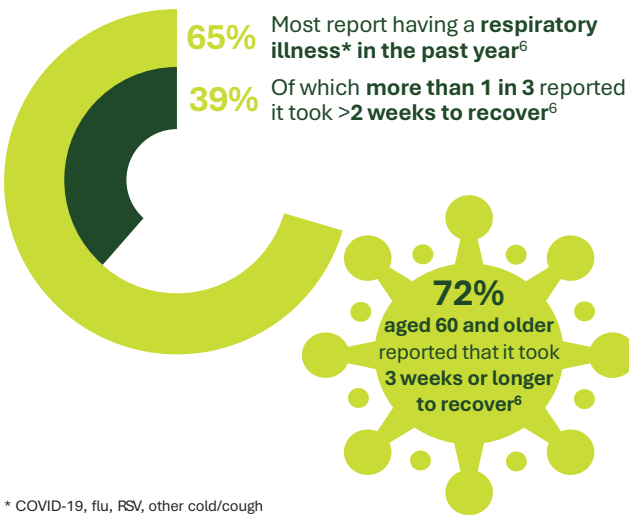


Nearly **1 in 2** (46%) are **unaware** of RSV⁶

Even among those **at higher risk due to an underlying medical condition**

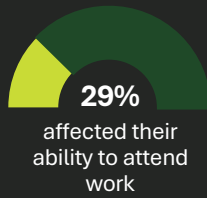
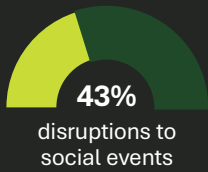
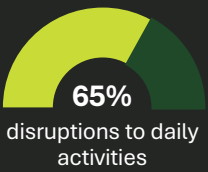


Less than **1 in 5** (18%) claimed **at least moderate knowledge** of RSV⁶



* COVID-19, flu, RSV, other cold/cough

Respondents reported missing life events due to respiratory infection in the last 12 months (% population)⁶



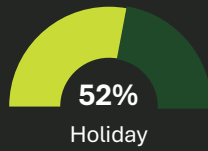
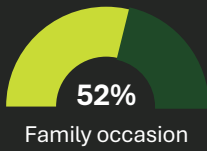
2 in 3 (66%) are **concerned** about getting RSV in the future⁶



Increasing to **68%** if they have an underlying medical condition like **asthma** or a **heart problem**⁶



Concern about life events being missed due to respiratory infection in next 12 months (% population)⁶



RSVP to life's important moments

Learn more about RSV and the impact it may have – talk to your healthcare professional about how you can better educate yourself and help prevent RSV.

About the RSV Public Awareness Survey

The RSV Public Awareness Survey was an online survey of 1,000 Canadians aged 50 and over conducted in June 2024 and funded by GSK.⁶

Data was collated from 21 questions covering awareness and attitudes concerning RSV with all participants agreeing to participate in full transparency on both the source of the data commissioning, and to the use of their anonymized data.⁶

About GSK

GSK is a global biopharma company with a purpose to unite science, technology, and talent to get ahead of disease together.

Find out more at ca.gsk.com.

About RSV

RSV is a common contagious virus affecting the lungs and breathing passages.⁷ Older adults are at high risk for severe disease due in part to age-related decline in immunity, and older adults with underlying conditions are at even greater risk for severe disease.^{5,9} RSV can exacerbate conditions, including chronic obstructive pulmonary disease (COPD), asthma, and chronic heart failure and can lead to severe outcomes, such as pneumonia, hospitalization, and death.³

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6. Data on file: 2024N57710_00. RSV Public Awareness Survey.

7. National Foundation for Infectious Diseases. Respiratory Syncytial Virus. Accessed October 2023. Available at: <https://www.nfid.org/diseases/respiratory-syncytial-virus/>

8. Branche AR, Saiman L, Walsh EE, et al. Incidence of respiratory syncytial virus infection among hospitalized adults, 2017-2020. *Clin Infect Dis* 2022;74(6):1004-11.

9. Belongia EA, King JP, Kieke BA, et al. Clinical features, severity, and incidence of RSV illness during 12 consecutive seasons in a community cohort of adults ≥60 years old. *Open Forum Infect Dis* 2018;5(12):1-10.