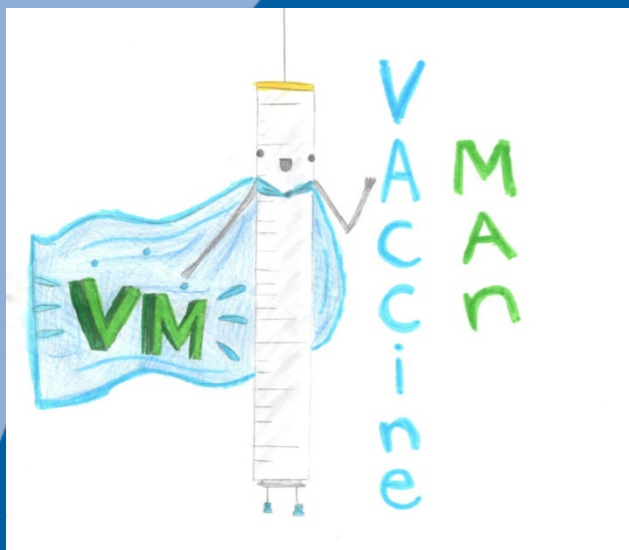


# I Boost Immunity & Kids Boost Immunity: Where local learning meets global giving



BC Centre for Disease Control  
An agency of the Provincial Health Services Authority



Ian Roe  
Content Strategist  
BC Centre for Disease  
Control





**GLOBAL**

Giving

**LOCAL**

Learning





Because immunization is a *shared community value*  
(*but sometimes you would never know it*)



# Speaking Up



Anti-vaxxers are loud. Why not pro-vax?





INTERNET

SLUSH

blessing and a curse



Who

"to obtain input into a task by enlisting people via the internet"

# Crowdsourcing

# I Boost Immunity by the numbers...

Number of registered users: 15,000 (25 countries)

Number of questions answered: 850,000

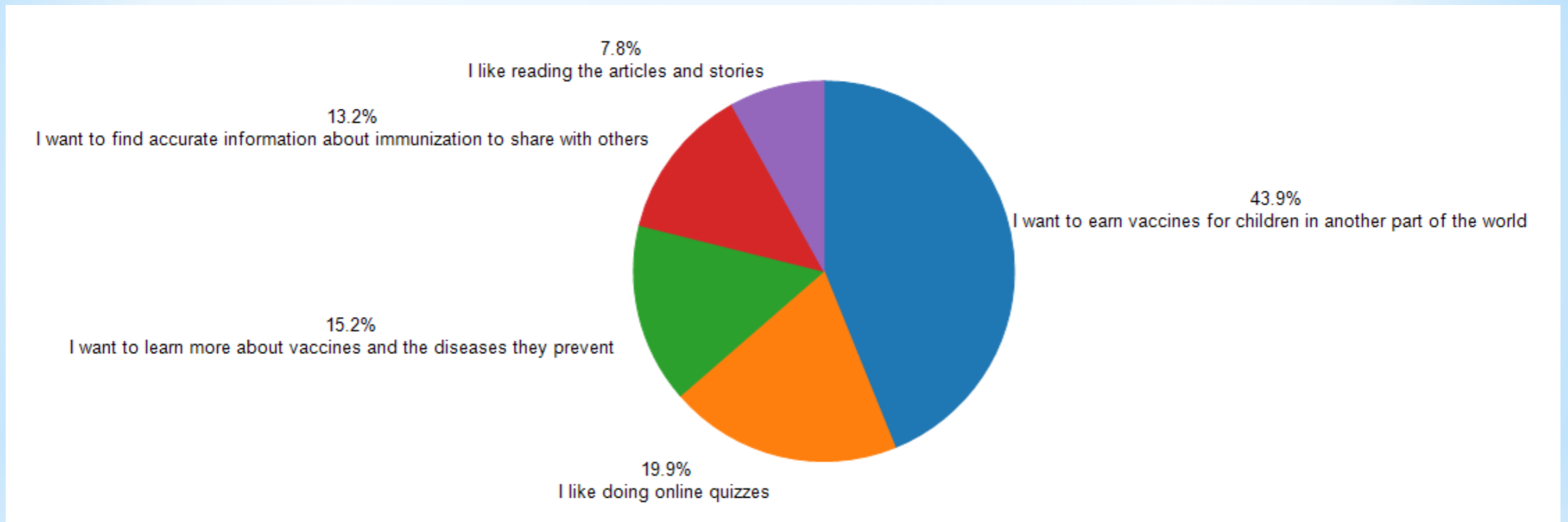
Number of UNICEF vaccines earned: 650,000

## Some Comments:

- “I love the idea - spreading factual information about vaccinations and also providing vaccines to children in need. Awesome idea”
- *“I think I will be able to send vaccine-hesitant friends here for advice”*
- “This format is particularly effective for dispelling myths
- “Knowing I’m helping save lives around the world just by learning! And that I’m part of a larger community who are passionate and believe the same things”



# Why visit I Boost Immunity?



**Conclusion:** providing a means to help others, acts like an stimulant for increasing engagement. This translates to more effective educational outcomes. UNICEF is IBI's adjuvant!



# Some findings about community knowledge

- Underestimate number of people killed every year by VPDs.
- Underestimate ubiquity of HPV infection in the population
- Under and overestimate anxiety and fear before getting vaccinated.
- Many think that spacing out vaccines is better.

## Pre/Post survey

(N=612 using Likert scale)

- ↑ Increase in knowledge about immunization
- ↑ Increase in support for immunization
- ↑ Increase in confidence in discussing imms with others
- ↑ Increase in referrals to credible immunization websites

A woman in a blue tank top is running a marathon, making a peace sign with her right hand. She has a race bib on her chest that says "NIKE WOMEN'S MARATHON" and "2795". Another woman in a white tank top and blue headband is running in the background. The text "I BOOST IMMUNITY... ..IS A MARATHON" is overlaid on the image.

**I BOOST IMMUNITY...  
...IS A MARATHON**



# What if we tried I Boost Immunity in schools?



Take a quiz

Student Resources ▶

Teacher Resources

Teams

About ▶

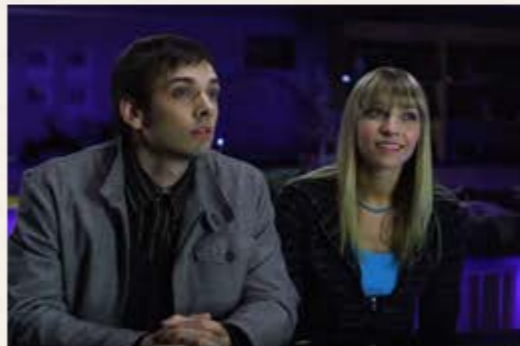
loopboy67  
8 vaccines  
My Account Logout



## The Immune System and How Vaccines Work 2

Question 1 of 10

(gr7/8) The system in your body that helps protect you against diseases is called:



- Leukocyte system
- Immune system
- Nervous system

## Quiz Progress

### Grade 5 & 6 Quizzes



0 vaccines earned out of 22 available

### Grade 5 & 6 Video Quizzes



0 vaccines earned out of 21 available

### Grade 7 & 8 Quizzes



0 vaccines earned out of 23 available

### Grade 7 & 8 Video Quizzes



17 vaccines earned out of 39 available

### Immunity Warriors





## School Pilot results - April 22-29, 2017

# of schools participating: 9 (grades 5-8)

# of students/teams: 750/21

# of questions answered/vaccines earned: 92,245/60,604

Average # of questions answered per student: 118

Top Team: iBoosters of Pacific Academy (12,603)

- ↑ Increase in knowledge about immunization (students)
- ↑ Increase in support for immunization (students)
- Met learning outcomes (teachers)





- “Kids loved it!...they kept checking to see how they were doing”
- “Great experience”, “easy to use the website”, “students really enjoyed the quizzes and earning vaccines”
- “Competition bw [sic] schools awesome!”

*“[The students] are so excited...they have just jumped in head first. I even see them in the halls on their lunch break doing the challenge on their phones. And they’re not doing it because they get some big prize at the end if they win...they’re doing it purely for the idea of helping others. It’s just amazing.”*

Grade 8 teacher - Vancouver Island

# Next Steps...



(Pilot)



[kidsboostimmunity.com](http://kidsboostimmunity.com)

- **Target launch:** February 2018
- **Target audiences:** BC - Grade 8 science and grade 6 social studies classes
- **Promotion:** Through public health, librarians and science associations with school system. Focus on low immunization schools in BC.
- **Expansion:** Partnership with Public Health Agency of Canada to expand to other provinces and territories over next two years
- **Evaluation:** Measure change in knowledge/vaccine rates, # of vaccines donated etc.
- **Sustainability:** Build local & sustainable sponsorship model for growth.





# Questions?

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