

## Help strengthen Canada's immune system – get your flu shot today!

Montreal, November 25<sup>th</sup> 2016 - Sick days cost the Canadian economy an average of \$16.6 billion dollars a year<sup>1</sup>, and cost many individual Canadians in lost pay, yet influenza vaccination rates are still below the national 80% target<sup>2</sup>. Canadian healthcare professionals agree that vaccination is the best method of flu prevention<sup>3</sup>.

Vaccines411 wants to see more Canadians protected and help reduce the suffering that catching a nasty flu bug can cause. To date more than half a million Canadians have discovered that finding a vaccinating clinic near them is easy with [www.vaccines411.ca](http://www.vaccines411.ca). Simply type in your postal code, choose the “seasonal” category and select “influenza” vaccine; you will find the vaccinating clinics closest to you offering this year’s flu shot!

The website also provides reliable flu-related resources, carefully chosen by the Vaccines411 team, to help you know what to do when you or a loved one has caught the flu bug; decide if it’s a cold or the flu; and avoid transmission to others. As well, you will find up-to-date vaccine safety information.

We at Vaccines411 recognize the health benefits of taking time to relax and rejuvenate! So for a limited time, Vaccines411, in partnership with Transat Holidays, is offering Canadians who visit [www.vaccines411.ca](http://www.vaccines411.ca) a chance to win an all-inclusive trip for two, so you and a loved one can soak up some sun in Varadero, Cuba!

For more than 5 years, Vaccines411 has developed and shared ongoing initiatives to help strengthen Canada’s immune system. Now, we are pleased to announce that the World Health Organization has named Vaccines411.ca an accredited member of its [Vaccine Safety Net](#).

### About Vaccines411.ca

Developed and managed by FR@SNM, Vaccines411.ca is an online vaccination clinic locator that also offers reliable immunization resources to help Canadians find the vaccination clinic closest to them, along with a variety of helpful vaccine resources. The portal was officially launched in May 2011. This free online service was created to facilitate the process of vaccination for many Canadians who do not know where to turn for this kind of information. The information provided on Vaccines411.ca is designed to complement, not replace, communication between patients and healthcare professionals.

### About FR@SNM

FR@SNM is a Canadian web agency ([www.frsnm.com](http://www.frsnm.com)) that specializes in developing web-based applications and communications for the healthcare industry. As consultants to the healthcare industry since 1998, FR@SNM’s mission is to help its business partners achieve their online objectives and maximise their return on investment through strategic implementation of our proven web-based technologies.

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<sup>1</sup> Sick days cost Canadian economy \$16.6B – CBC News Business <http://www.cbc.ca/news/business/sick-days-cost-canadian-economy-16-6b-1.1864833>

<sup>2</sup> Flu vaccination rates in Canada – Statistics Canada <http://www.statcan.gc.ca/pub/82-624-x/2015001/article/14218-eng.htm>

<sup>3</sup> Prevention of Flu – Government of Canada <http://healthycanadians.gc.ca/diseases-conditions-maladies->