



☒ Crib



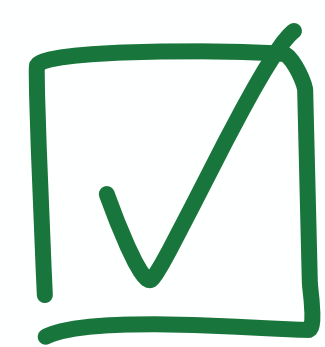
☒ Nappies



☒ Baby Clothes

☒ **Make RSV prevention next on your list-
because young babies are at risk for severe
RSV disease^{1,2}**





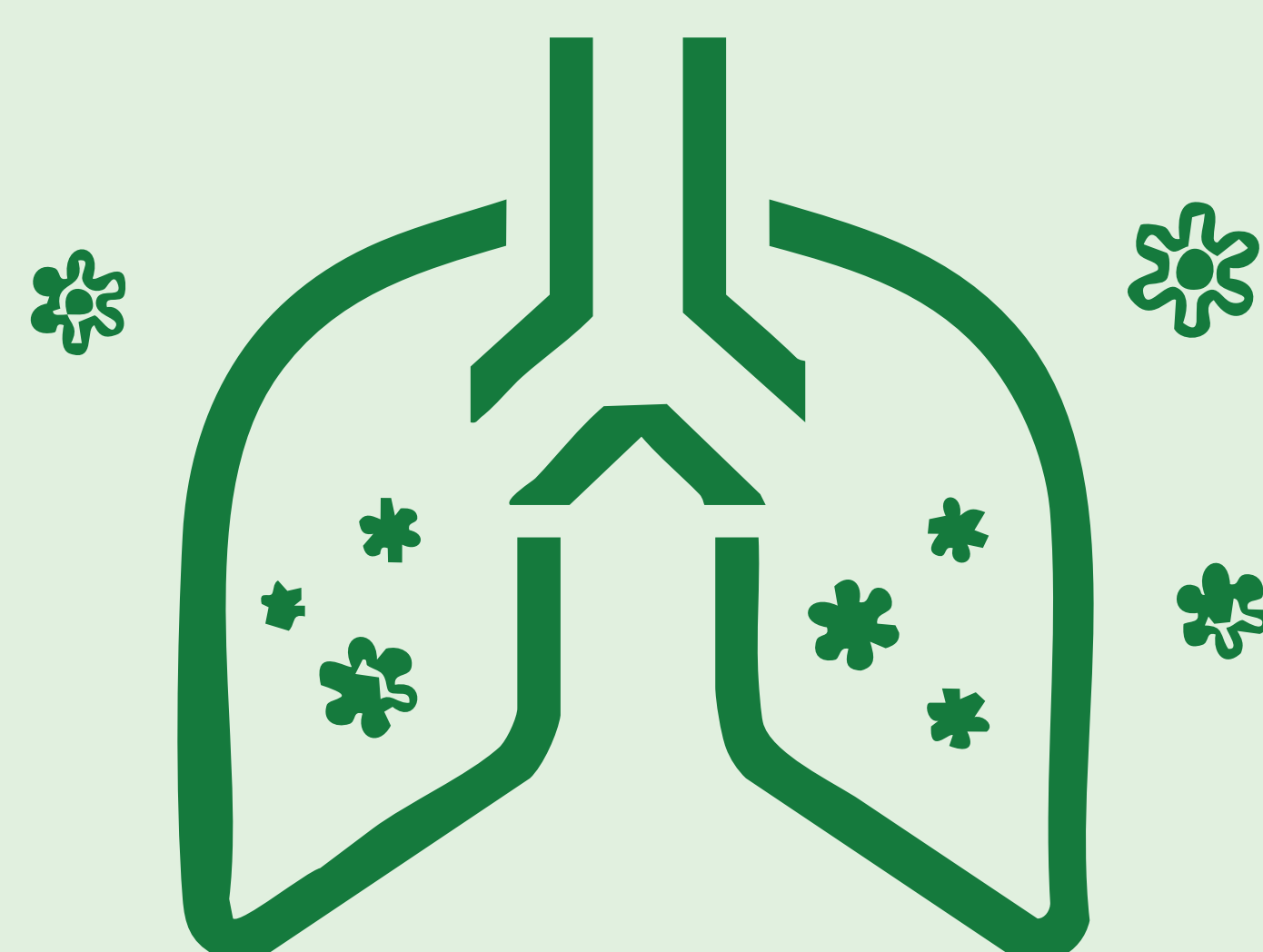
Talk to your **healthcare professional** about RSV before your baby is even born



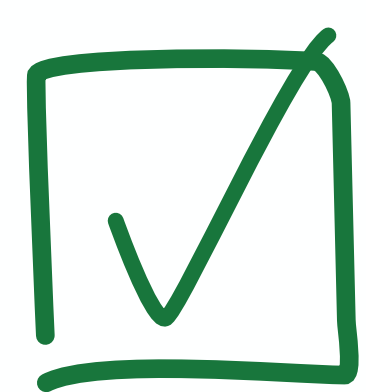
RSV is a respiratory virus that can make your baby very sick.²

RSV can pose a risk to your baby from the moment they are born. A newborn's immune system is not fully developed after birth, placing them at increased risk of infection.²⁻⁴

In fact, 75-80% of RSV-related hospitalisations in infants have occurred in the first 6 months, with 50% of hospitalisations having occurred in the first 3 months.⁵



RSV can make it hard for your baby to breathe. Struggling to breathe can also cause your baby to end up in the hospital.



Help protect your newborn against RSV disease



RSV is highly contagious and can pass easily from person to person.^{1,6}

Nearly 50% of RSV-related infant hospitalisations have occurred in babies 3 months old and younger.⁵

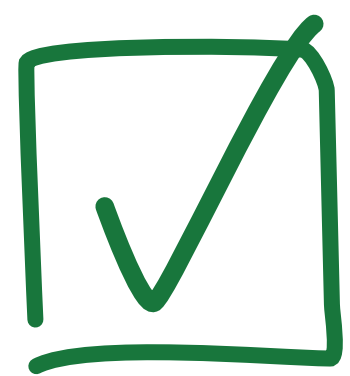
Well-meaning friends and family members can unknowingly pass illness to a newborn in a single visit.^{1,2,7}

No matter how cautious you may be as new parent, it is not unusual to be unsuspecting of RSV and its potential to make your baby sick.⁸

That's why it is so important to talk to your **healthcare professional now.**



Learn how to help your newborn avoid hospitalisation due to an RSV infection



Check **RSV prevention** off your list.

Talk to your **healthcare professional** today

References: 1. Carvajal JJ, Avellaneda AM, Salazar-Ardiles C, Maya JE, Kalergis AM, Lay MK. Host components contributing to respiratory syncytial virus pathogenesis. *Front Immunol.* 2019;10:2152. 2. Centers for Disease Control and Prevention. RSV in infants and young children. Updated August 30, 2024. Accessed June 25, 2025. <https://www.cdc.gov/rsv/infants-young-children/index.html> 3. Etti M, Calvert A, Galiza E, et al. Maternal vaccination: a review of current evidence and recommendations. *Am J Obstet Gynecol.* 2022;226(4):459-474. 4. Mackin DW, Walker SP. The historical aspects of vaccination in pregnancy. *Best Pract Res Clin Obstet Gynaecol.* 2021;76:13-22. 5. Parikh RC, McLaurin KK, Margulis AV, et al. Chronologic age at hospitalization for respiratory syncytial virus among preterm and term infants in the United States. *Infect Dis Ther.* 2017;6(4):477-486. 6. Walsh EE, Hall CB. Respiratory syncytial virus (RSV). In: Bennett JE, Dolin R, Blaser MJ, eds. *Mandell, Douglas, and Bennett's Principles and Practice of Infectious Diseases.* Vol 2. 8th ed. Elsevier; 2015:1948-1960.e3. 7. New York State Department of Health. Respiratory syncytial virus (RSV) infection. Revised May 2025. https://www.health.ny.gov/diseases/communicable/respiratory_syncytial_virus/ 8. McCormack S, Thompson C, Nolan M, et al. Maternal awareness, acceptability and willingness towards respiratory syncytial virus (RSV) vaccination during pregnancy in Ireland. *J Immun Inflamm Dis.* 2024;12(4):e1257.

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