

I BOOST IMMUNITY—YOU CAN TOO!

You immunize and you aren't shy about letting others know the importance of immunization for protecting themselves, their loved ones and their community. Join the ranks of immunization supporters across the province by becoming an *Immunization Booster* through the [I Boost Immunity](#) campaign. I Boost Immunity is a social marketing campaign developed by [ImmunizeBC](#). It's also a place where vaccine supporters can find evidence-based information, stories and resources to help raise awareness about the value of immunization. The campaign gives us the power to reach a large audience so that together we can keep our communities healthy.

Here are 5 top reasons why you should become an *Immunization Booster*.

You like free swag! Sharing articles on social media will earn you points that you can redeem for cool stuff like an iPhone case or t-shirt.

Science is awesome! You respect evidence-based information, stories and resources. You don't have to be a scientist, doctor or nurse to know that the science behind immunization makes sense.

You want to use social media to counter the misinformation you see! You know that there is a lot of anti-vaccine talk in social media and you want to add your voice to the importance of making evidence-based decisions when it comes to immunization.

You have a story to tell why immunization personally matters to you! Maybe someone close to you has been affected by a vaccine preventable disease or you have travelled to a country where vaccination wasn't widespread and witnessed firsthand the devastating effects of vaccine preventable diseases. Join the silent majority of vaccine supporters and speak up to support the value of immunization.

You want to live in a healthy community! Immunization protects us all.

And there is an added bonus during National Immunization Awareness Week (April 25 - May 2). For every 1,000 points earned by the Booster network during the week, I Boost Immunity will donate funds to vaccinate one child against measles in the developing world through Shot@Life, a UN Foundation NGO.

It's easy to become an *Immunization Booster*. Just go to www.iboostimmunity.ca to learn more and sign up. Become a Booster and let's work together to help spread the good stuff.

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