



# RSVP TO LIFE'S IMPORTANT MOMENTS

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

**RSV is a common, contagious virus. Every year in high income countries\*, it is estimated that RSV infections cause:<sup>1</sup>**



Approximately

**470,000**

people aged 60+ to be hospitalised



More than

**33,000**

in-hospital deaths for people aged 60+

\*This study was based on the 2019 population and was completed in the USA, Europe, Japan, Canada and South Korea.

## People with existing conditions are at an even greater risk of developing severe complications from RSV.<sup>2</sup>

High risk# adults with chronic medical conditions (such as COPD) are 3-10x more likely to be hospitalised with RSV than adults without these conditions.<sup>3</sup>

#High risk patients include those with a history of chronic obstructive pulmonary disease, stroke, diabetes, immunosuppression, or central nervous system, kidney, or liver disorders.



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.<sup>4</sup>

Older adults are **at risk of severe illness from RSV infection** due to natural changes in their immune responses to the virus.<sup>5</sup>

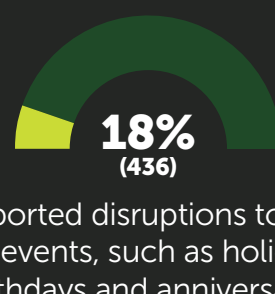
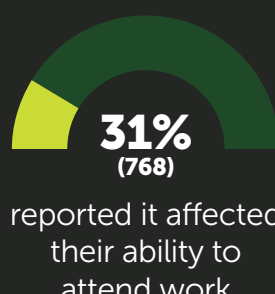
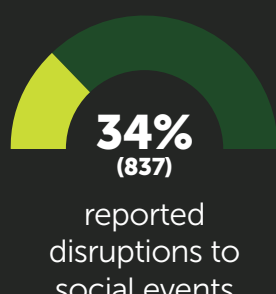
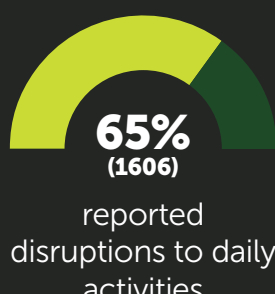
## GSK funded online survey:

 **3,516** adults aged 50 and over were surveyed in Australia, Canada, Brazil and France<sup>6</sup>



## Respondents reported missing live events due to respiratory infection in the last 12 months (% population)<sup>6</sup>

Of the 70% of respondents who reported having had a respiratory illness in the past year:



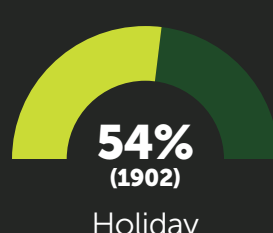
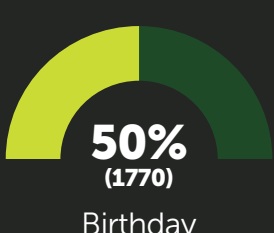
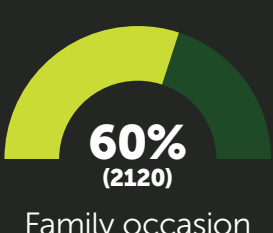
Over **2 in 3** (69%) over 50s are **concerned** about getting RSV in the future<sup>6</sup>



Increasing to **3 in 4** (73%) if they have an underlying medical condition like **asthma** or a **heart problem**<sup>6</sup>

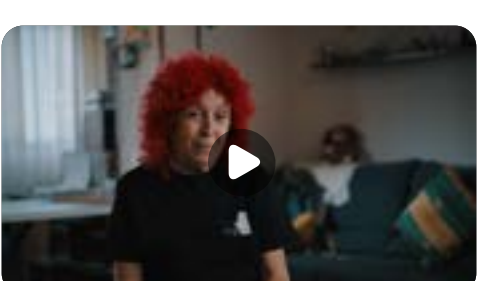
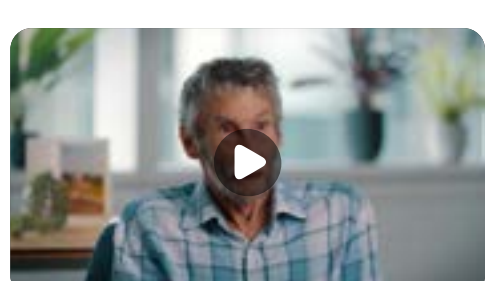


## Concern about life events being missed due to respiratory infection in next 12 months (% population)<sup>6</sup>



# 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 3,516 adults aged 50 and over, conducted in June 2024, funded by GSK.<sup>6</sup>

The survey was conducted across four countries (Australia, Canada, Brazil, France), in 3 languages (English, French, Portuguese), with 1,000 respondents in France and Canada, 671 respondents in Australia, and 845 in Brazil.<sup>6</sup>

Data was collated from 21 questions covering awareness and attitudes concerning RSV with all participants agreeing to the use of their anonymised data.<sup>6</sup>

## About RSV

RSV is a common contagious virus affecting the lungs and breathing passages.<sup>7</sup>

Older adults are at high risk for severe disease due in part to age-related decline in immunity.<sup>3</sup> Older adults with underlying medical conditions are at even greater risk for severe disease.<sup>3</sup> RSV can exacerbate conditions, including chronic obstructive pulmonary disease (COPD), asthma, and chronic heart failure and can lead to severe outcomes, such as pneumonia, hospitalisation, and death.<sup>3</sup> For adults 60 and older, data suggest an increased risk for severe RSV infection that can lead to hospitalisation.<sup>4</sup>

## 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 [gsk.com](https://www.gsk.com).

1. Savic M, Penders Y, Shi T, Branche A, Pirçon JY. Respiratory syncytial virus disease burden in adults aged 60 years and older in high-income countries: A systematic literature review and meta-analysis. *Influenza Other Respir Viruses*. 2023;17(1):e13031. doi:10.1111/irv.13031

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