

Sanofi aims to topple the flu as it marks National Seniors Day with a Guinness World Record attempt

- Influenza has a significant human and economic impact due to the burden of illness and high number of hospitalizations. With the majority of these in seniors,ⁱ the impact on them and their families can be profound.

TORONTO, Oct. 1, 2018 /CNW/ - Today, Sanofi Pasteur, the vaccine division of Sanofi, marks National Seniors Day with an attempt to set a world record using tissue box dominoes to show that for seniors, seasonal influenza needs more than just tissues. Influenza, often seen as just a cold, is estimated to be responsible for an average of 12,200 hospitalizations and 3,500 deaths annually in Canada,ⁱⁱ with seniors accounting for 67 per cent of hospitalizations and 84 per cent of deaths.ⁱⁱⁱ Influenza is the seventh leading cause of death in Canada amongst vaccine-preventable diseases.^{iv}

To bring to life the domino effect of the flu on seniors, and ultimately, their families and communities, Sanofi Pasteur is attempting a Guinness World Record and unveiling a photo exhibition that documents a father and son's journey with the flu at the [Richmond-Adelaide Centre](#), in downtown Toronto.

Due to weakening immune systems,^v adults 65 and older have lower responses to infections, greater susceptibility to the flu,^{vi} and are at high risk for complications or hospitalization if they get the flu.^{vii} When it comes to vaccination, older adults may not respond as well to a standard dose vaccine compared to younger adults.^{viii} Data shows that Fluzone High-Dose®, which contains four times the amount of antigen compared to a standard dose vaccine, is 24 per cent more effective in protecting seniors from seasonal influenza.^{ix,x,xi}

"Seniors have contributed so much to the society in which we live in today, it's important that we take time to recognize their past and ongoing contributions on National Seniors Day and ensure that they are well cared for in their later years," says Anthony Quinn, Director, Community Affairs at CARP (Canadian Association of Retired Persons). "Contracting the flu can dramatically change a senior's quality of life – a stay in the hospital can reduce their mobility and independence and those effects can be long-lasting. CARP is encouraging all seniors across Ontario to protect themselves from the flu this season by taking advantage of the new vaccine available for the 65-plus."

In its 2018-2019 influenza recommendations, the National Advisory Committee on Immunization (NACI), concluded that the higher dose flu vaccine provides superior protection compared to standard dose flu shot, and should be offered to adults 65 years of age and older.^{xii}

"Many seniors are living with chronic conditions – in fact, almost three quarters of seniors have at least one chronic condition.^{xiii} Influenza can worsen these, like diabetes or kidney disease and trigger other conditions such as stroke or heart attack,"xiv says Dr. William Dalziel, Professor of Geriatric Medicine, University of Ottawa. "That's why it's so crucial to protect seniors from the flu. Studies show the higher dose vaccine could help reduce infections and hospitalizations among seniors."xv

FLUZONE® High-Dose in Canada

Currently, Ontario is the only province to offer the higher dose vaccine free of charge to all adults 65 years of age and older,^{xvi} while Nova Scotia, Manitoba, Saskatchewan and Prince Edward Island offer the vaccine to those in long-term care facilities.

About FLUZONE® High-Dose Vaccine

FLUZONE® High-Dose is a trivalent vaccine that contains four times the amount of hemagglutinin (HA) per strain as compared to a standard dose vaccine. FLUZONE® High-Dose is indicated for active immunization against influenza caused by the specific strains of influenza virus contained in the vaccine in adults 65 years of age and older. It is administered as a single 0.5 mL injection by the intramuscular route. Higher rates of some injection-site and systemic reactions were observed among recipients of the high-dose vaccine compared to standard-dose vaccine, but most reactions were mild and resolved within three days.^{xvii,xviii}

For more information about FLUZONE® High-Dose Influenza Vaccine, please visit: www.fluhd.ca

About Sanofi

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

Sanofi, Empowering Life

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