

Together Against RSV

What parents should know about respiratory syncytial virus



This report is part of the Together Against RSV disease awareness campaign, created and funded by Sanofi.

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The *Together Against RSV* disease awareness campaign was created and funded by Sanofi.



Part 01

LRTIs and RSV

Overview of LRTIs and RSV

Respiratory Syncytial Virus (RSV)

RSV is a leading cause of respiratory disease globally.¹ The virus affects 90% of children by age two, equivalent to approximately two million children in the UK.^{2,3}

Most RSV infections are mild and will typically clear up within a few weeks on their own, however some cases can be more serious and hospital care may be needed.⁴ Bronchiolitis, pneumonia and croup are examples of severe illnesses that can be caused by RSV.^{4,5}

Lower Respiratory Tract Infections (LRTIs)

A lower respiratory tract infection (LRTI) is an infection of the airways and lungs, which can be caused by RSV.^{1,6}

In the UK, around 30,000 children under the age of 5 are hospitalised every year due to RSV.⁷



Overview of LRTIs and RSV

Symptoms of RSV-Related Illness Include:

Cold-like symptoms such as a sore throat, cough or fever⁶



Drowsiness⁶



Problems feeding or drinking⁶



Difficulty breathing⁶



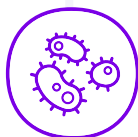
If you have any concerns about your baby's symptoms, please consult your healthcare professional immediately

Treating RSV

There are no specific treatments suitable for general use



Viruses like RSV do not respond to antibiotics¹



Treatment aims to provide relief from the symptoms⁵



How RSV Spreads

RSV is spread by coughs, sneezes and close physical contact and is typically a seasonal virus, occurring mainly during the cold and flu season (October–March).^{7,8} COVID-19 caused a rise in out of season cases of RSV.^{9,10}

Preventing RSV-Related Illness

Precautions to protect against RSV are the same as other viral infections, including COVID-19.^{11,12}



Wash hands frequently



Keep hands away from face



Disinfect surfaces and toys



Avoid close contact with people showing symptoms of the virus

Together Against RSV Disease Awareness Campaign



Nearly half of parents surveyed (46%) find information online overwhelming, making it difficult for them to know what to do¹³



Over one third (37%) have a lack of understanding on how to manage respiratory infections from home¹³

Together Against RSV is a disease awareness campaign from Sanofi that aims to educate and inform parents, expectant parents, and caregivers about respiratory infections in infants caused by RSV.

As part of this aim, Together Against RSV recently launched a dedicated website, www.togetheragainstrsv.co.uk, in an effort to improve the quality and volume of information available on RSV.

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Together against RSV

Welcome to the RSV Hub. Here you can learn more about respiratory syncytial virus (RSV), the illnesses it causes and associated symptoms.

This hub is for the UK general public and is part of the Together Against RSV disease awareness initiative, created and funded by Sanofi.

Respiratory Syncytial Virus (RSV), pronounced "sin-si-tial", is a common and contagious virus that affects nearly all children by the time they are two years old.¹

The other most commonly detected viruses that can also cause respiratory illness in babies include rhinovirus and influenza virus.²

The Together Against RSV Campaign

Findings from a survey organised and funded by Sanofi have shown that despite RSV affecting nearly all children by the time they are two, over half of parents haven't heard of RSV, or only know the name.¹³ The Together Against RSV campaign is a disease awareness initiative from Sanofi that aims to rectify this disconnect by educating and informing parents, expectant parents, and caregivers about RSV.

Research from a new report by RAND Europe and Cambridge University shows the UK societal and economic impact of RSV in children under 5.

The report presents the following concerning stats:⁶

 £4 million in lost productivity of parents and carers	 £15 million out-of-pocket costs incurred by parents and carers	 £65 million of healthcare costs
 There are around 462,000 visits to GPs (primary care physicians)	 and 34,000 hospitalisations each year in the UK due to children under 5 being ill with RSV	 Making the total economic cost an estimated £80 million each year

Watch this video to learn more about the signs and symptoms of RSV-related illnesses and steps you can take to help protect your baby

RSV disease awareness campaign video
ECM Film Start

your baby is sleeping well, you are sleeping well.

THE TOGETHER AGAINST RSV DISEASE AWARENESS CAMPAIGN WAS CREATED AND FUNDED BY SANOFI

vimeo



Part 02
*The Burden
of Infant LRTIs
on Parents*

Key facts and figures

The Together Against RSV campaign recently explored the impact of infant lower respiratory tract infections on parents and families. The survey was conducted among 1,500 parents in the UK and the key results are highlighted below.

Infant LRTIs can take their toll on parents' mental health¹³

95% said levels of stress were *moderately to extremely impacted*

38% said that their mental health was *extremely impacted*

4/10 *parents* said that when their child was sick with a respiratory illness, it was a source of significant emotional stress



Fear is a *key emotion* felt by nearly two thirds of parents (61%)

Parents also felt: *Overwhelmed* (45%) *Confused* (37%) *Isolated* (31%)

N=1500

Family life is impacted¹³

89% said their ability to *give attention* to other children was impacted



76% needed to rely on other family members/friends for *childcare support*



66% said their *relationship* with their partner was affected



N=1500

There are day-to-day life challenges¹³



96% said their *quality of sleep* was affected

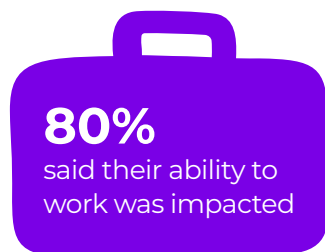


89% said their ability to perform *day-to-day activities* was impacted

N=1500

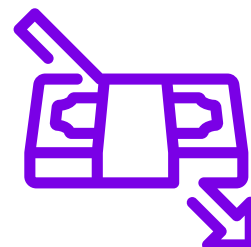
Key facts and figures

Parents experience work and financial burdens¹³



Almost *two-thirds* (63%) of parents are forced to miss an average of *11 days of work due* to respiratory illnesses during an infant's first year of life.

This equates to an average loss of close to *£1,800 per family*



N=1500 (Q7, Q10), N=951 (Q8)

COVID-19 has increased concerns about infant respiratory infections¹³

As a result of the COVID-19 pandemic, *nearly half of parents* (47%) are now more likely to take *preventative measures* against respiratory illnesses in the future, and 42% of parents are *more concerned* about their children contracting a respiratory illness



N=1500

Yet, parents lack understanding and adequate information¹³



Over one third of parents (37%) feel they have a *lack of understanding* on how to manage children's respiratory illnesses from home

N=1500



Nearly half (46%) find information online *overwhelming*, making it difficult for them to know what to do

N=1500

To find out more about LRTIs and RSV, please visit: www.togetheragainstrsv.co.uk



Part 03
*Recommendations
for parents*

Recommendations for parents

NHS Recommends¹²

Contact a GP if you are worried about your child's symptoms, or notice any of the following:

Not feeding normally (they have taken less than half their usual amount during the last two or three feeds)



They have not had a wet nappy for 12 hours or more



They seem very tired or irritable



Persistent high temperature of 38°C or above



Although not common, sometimes symptoms can become severe quickly and more urgent help is needed. The NHS recommends that you call 999 if you notice that:



Your child has *difficulty breathing*



There are *long pauses* in your *baby's breathing*



Their *lips* or *tongue* are *blue* (cyanosis). On darker skin this may be easier to see on lips, *tongue* or *gums*, *under nails*, or around your *baby's eyes*⁴

Recommendations for parents

Childhood respiratory infections can be a stressful and challenging time for parents and caregivers.

The survey results highlight that many parents feel unsupported and find information online confusing and overwhelming.¹³ There is an opportunity to better support parents by improving the volume and quality of information available on RSV-related illnesses. This is what Together Against RSV sets out to do.

In response to the educational needs and gaps identified by the survey, the Together Against RSV panel of experts, including parents with lived experience of infant respiratory infections, has developed the following practical tips for parents.



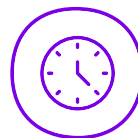
Recommendations from Parents

Provided by UK Parents,
Hafsa Khan and Carrie-Anne Mavin



It's important that all parents and caregivers understand the signs and symptoms and when to seek medical assistance so their child can receive the appropriate care

"I would have loved to have known what to look out for, and that my baby sucking his stomach in whilst breathing was an indicator of RSV related illness"



"It will get better"- once babies can feed properly they are more likely to be able to get back to normal



Different babies experience different symptoms, for some it could be their inability to feed, and for others it could be their breathing



Make sure you are following the best practices to help prevent RSV



Trust your instinct, if your baby isn't breathing or feeding correctly seek immediate medical advice

Recommendations for parents

Recommendations from Healthcare Professionals

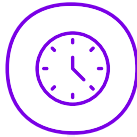
Provided by Professor Paul McNamara
and Dr Shireen



RSV infection in most babies
can cause a mild cough



Coughs associated with more severe
disease may persist post-recovery,
but will likely get better with time



If your baby is not feeding,
try feeding more frequently
with reduced feed volumes



When your baby is unwell,
keep a close eye on them and
always trust your parental instinct



As well as looking after your baby,
make sure you look after your own
mental-wellbeing and turn to family
and friends for support where you
can. Childhood illnesses can be
stressful for everyone!



Call your GP or 111 if you have any
questions or concerns, and refer to
the next page for further guidance





Part 04

Resources

Resources

Helpful links

www.togetheragainstrsv.co.uk

www.nhs.uk/conditions/bronchiolitis/causes

www.nhs.uk/conditions/croup

www.nhs.uk/conditions/pneumonia

Visit www.nhs.uk/mental-health for resources to help support mental health and reduce stress, including [tips](#), and [mindfulness](#) techniques.



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