

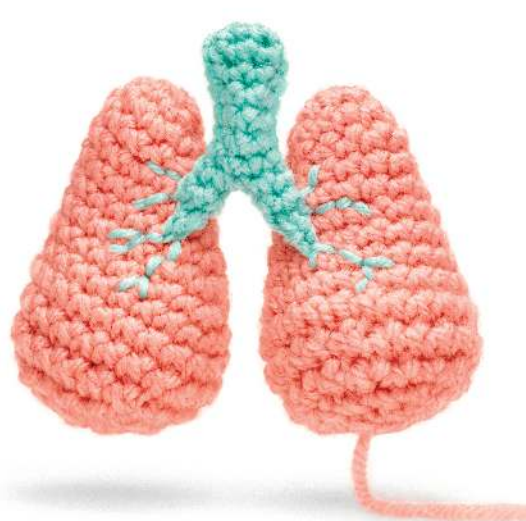
October Is National RSV Awareness Month



You know how fragile your baby's lungs are, but do you know how to protect their little lungs from this season's biggest threat?

Respiratory Syncytial Virus, or **RSV**, is a common, seasonal virus that is contracted by nearly **100 percent of infants** by the age two.¹

There's no better time than **National RSV Awareness Month** this October to learn about the signs and symptoms of RSV disease—the **leading cause of hospitalization for babies** in the US during their first year of life.² As you prepare to keep your baby safe and warm this season, know the facts about how to help protect their little lungs, too!



What common symptoms should I look out for?



125k
infant hospitalizations

All babies are at risk for RSV, which often presents with symptoms similar to the common cold or flu, and typically circulates between November and March, but it can be much more serious in high-risk infants.^{3,4} Severe RSV disease can cause **up to 125,000 infant hospitalizations and around 200 infant deaths** in the US each year.^{5,6}



200
infant deaths each year

Potential signs of severe RSV disease that parents should not ignore include:

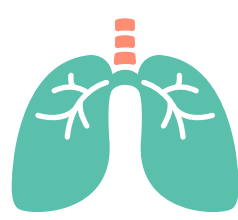
- Persistent coughing or wheezing⁷
- Fast or troubled breathing⁷
- Bluish color around the mouth or fingernails⁷
- Fever (especially if it is over 100.4° in infants under 3 months of age [rectal])^{4,7,8}

Is my child at risk for severe RSV disease?

Premature infants born at or earlier than 35 weeks gestational age are at high risk for chronic lung infections and respiratory infections, including severe RSV disease.^{5,9} In fact, **preterm infants <6 months old are twice as likely as full-term infants to be admitted to the hospital for RSV-related symptoms**, especially because⁵:



They do not receive the full amount of **infection-fighting antibodies** in utero¹⁰



They often have **underdeveloped lungs** with narrow, fragile airways^{9,11}

How can I help prevent RSV disease?

There is currently no therapy for RSV disease once contracted, so prevention is key. Follow these simple steps to help protect your child:



Remind children in your home to always wash their hands and be sure to ask others to do the same¹²



Sanitize your child's belongings (eg, toys, clothes, blankets and sheets) regularly to prevent exposure to germs¹²



Visit your child's pediatrician to find out if he or she may be at high risk for severe RSV disease¹²



Visit www.LittleLungs.com to learn more about RSV disease and how to help keep your child's little lungs healthy this RSV season!

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