



The Kids are Alright: *Inspiring Learning through Global Citizens*

“We learn, and then earn, so others will have a fair turn.”
Grade 6 Teacher, Vancouver, British Columbia



Public Health
Agency of Canada

Agence de la santé
publique du Canada

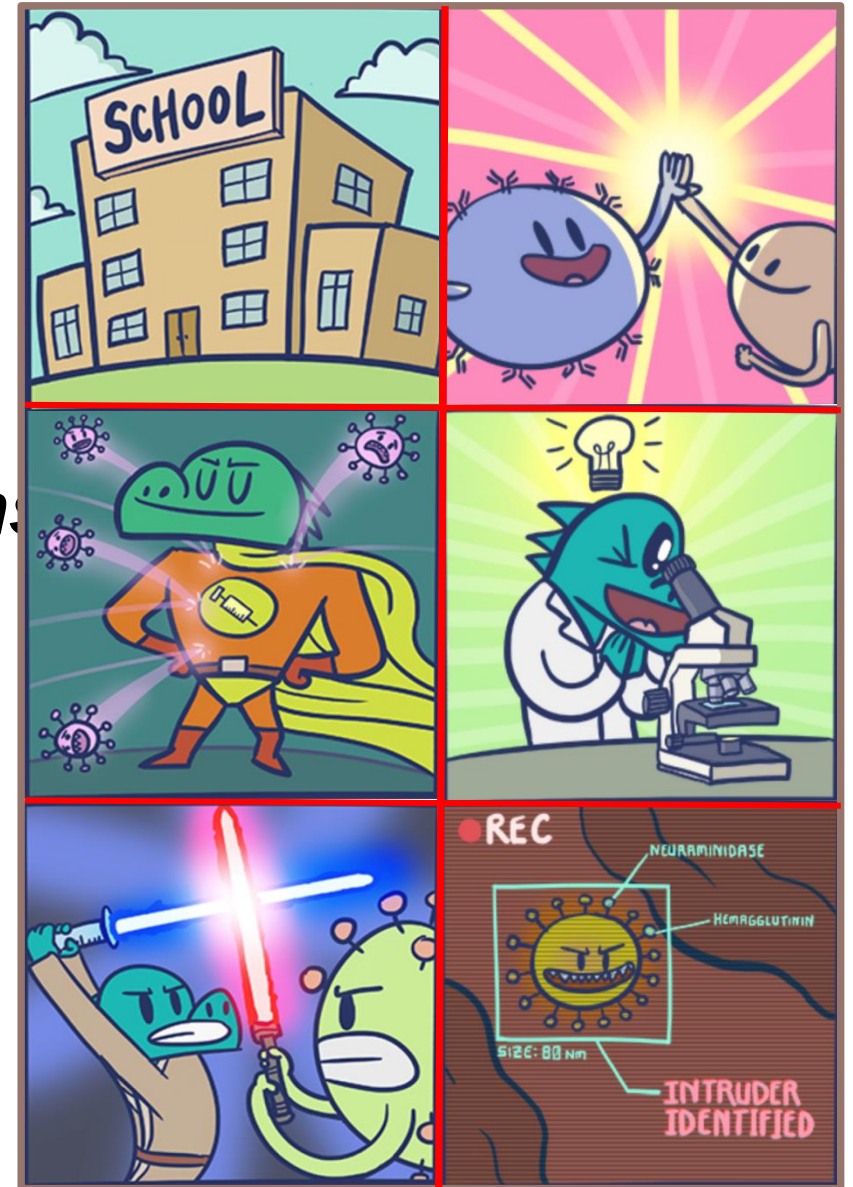


BRITISH
COLUMBIA

Supported by the Province of British Columbia



Public Health
Association of BC



2016



(Adult focused)

2018



(Student focused)

2 SITES, 1 MISSION:

Raising vaccine literacy.

Collaboration =
better results

Government/NGO partnership:



Additional funders:

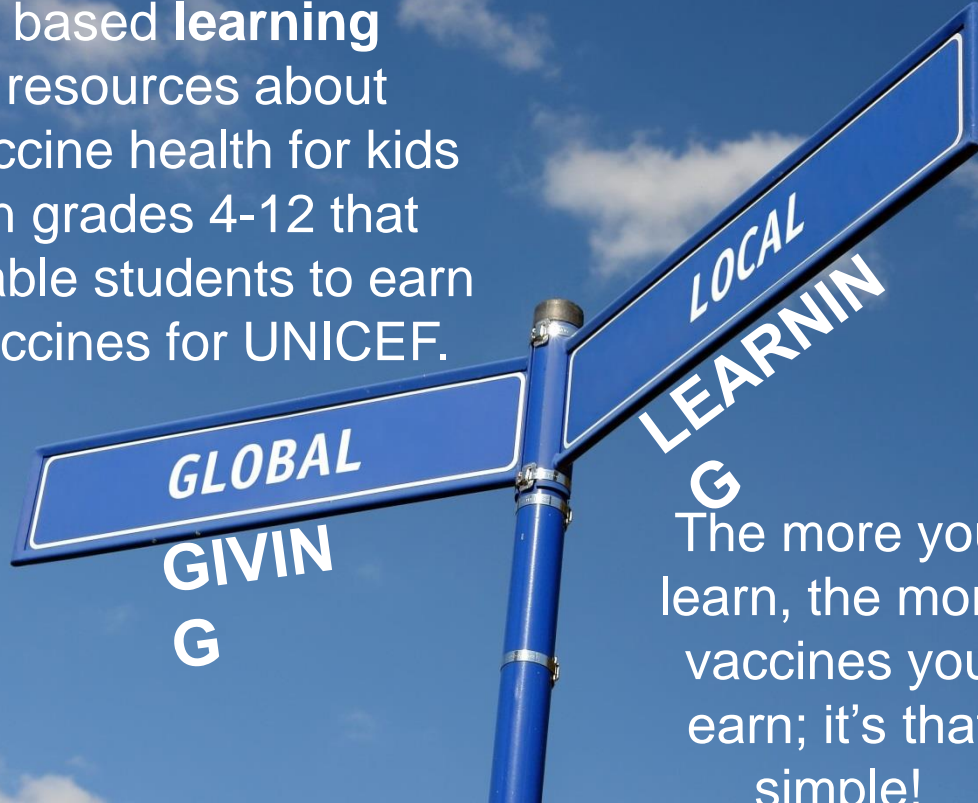


T
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Together
Everyone
Achieves
More



What is it?

100 free online quiz-based **learning** resources about vaccine health for kids in grades 4-12 that enable students to earn vaccines for UNICEF.



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The more you learn, the more vaccines you earn; it's that simple!

[Teacher Centre](#) ▶

[Lessons](#)

[Leaderboards](#)

[My Teams](#)

If you are currently in the classroom, go to the Lessons section.



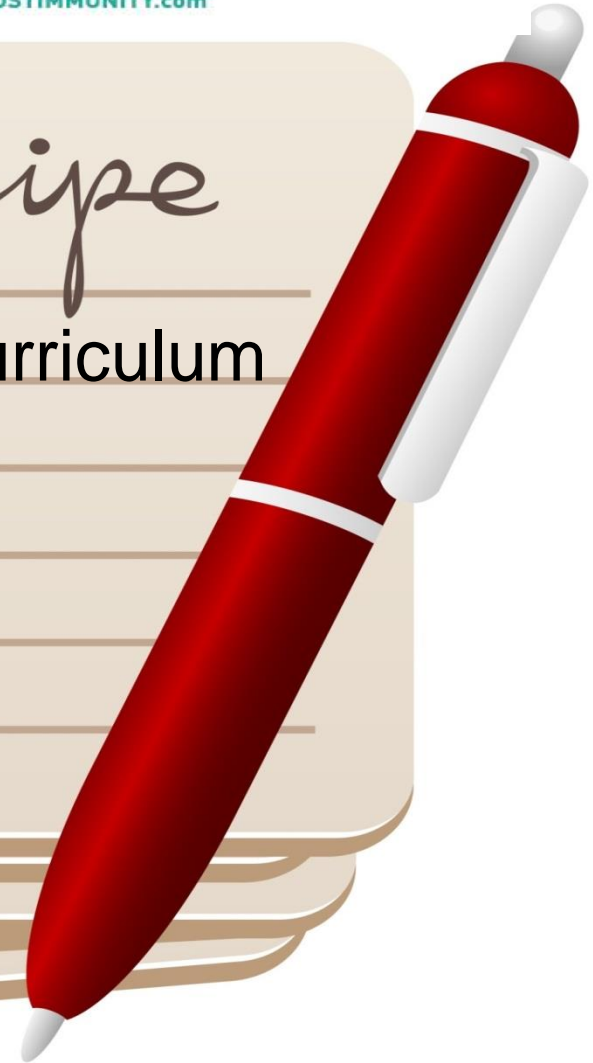
Lessons

Topics: Evaluating online information sources, global inequality in health, the immune system, vaccines & antibiotics, germs and infections, how diseases spread and outbreaks



Recipe

- Learning materials aligned to curriculum
- A spoonful of giving (altruism)
- A shot of gamification (quizzes)
- A pinch of competition





INTERNET

SLUSH

blessing and a curse

Speaking Up



Anti-vaxxers are loud. Why not pro-vax?

Who



"to obtain input into a task by enlisting people via the internet"

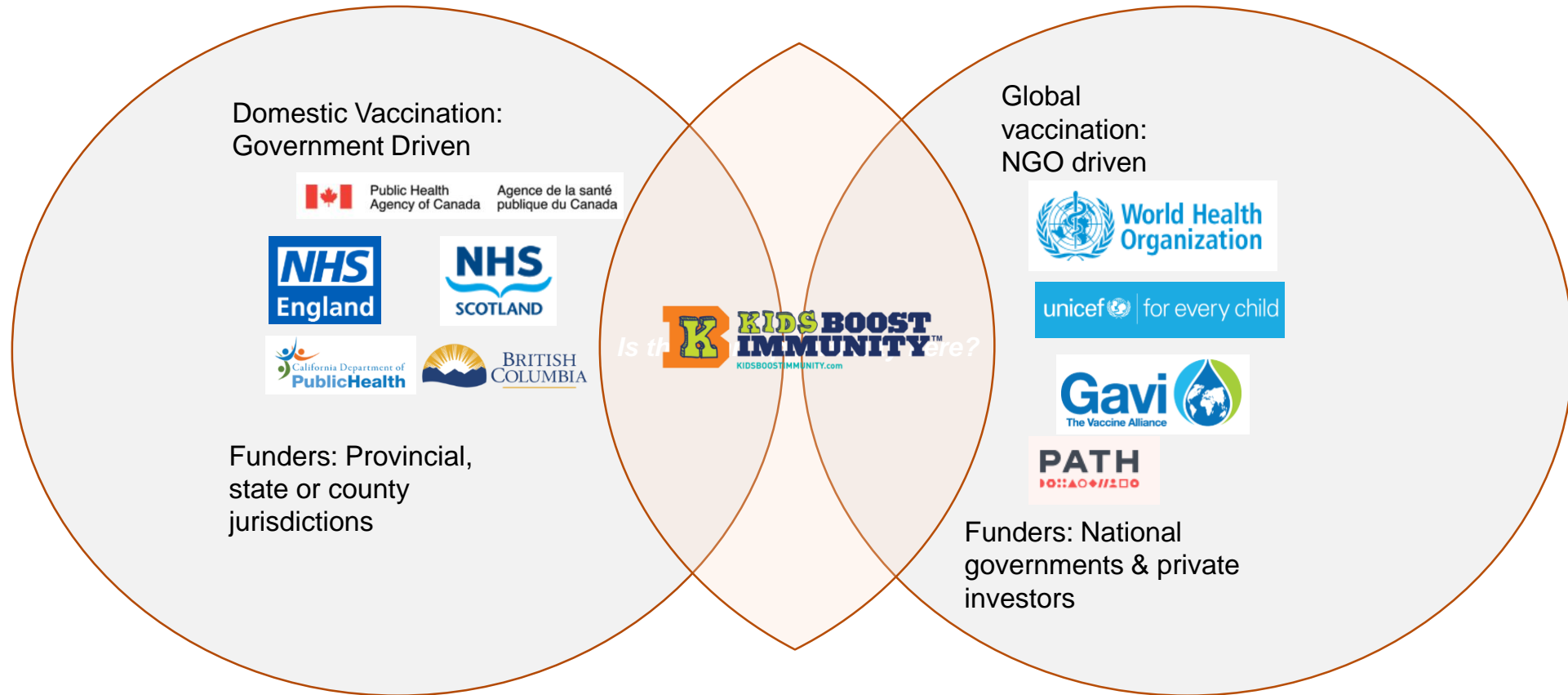
Crowdsourcing



(of vaccination and science literacy)
lifts all boats

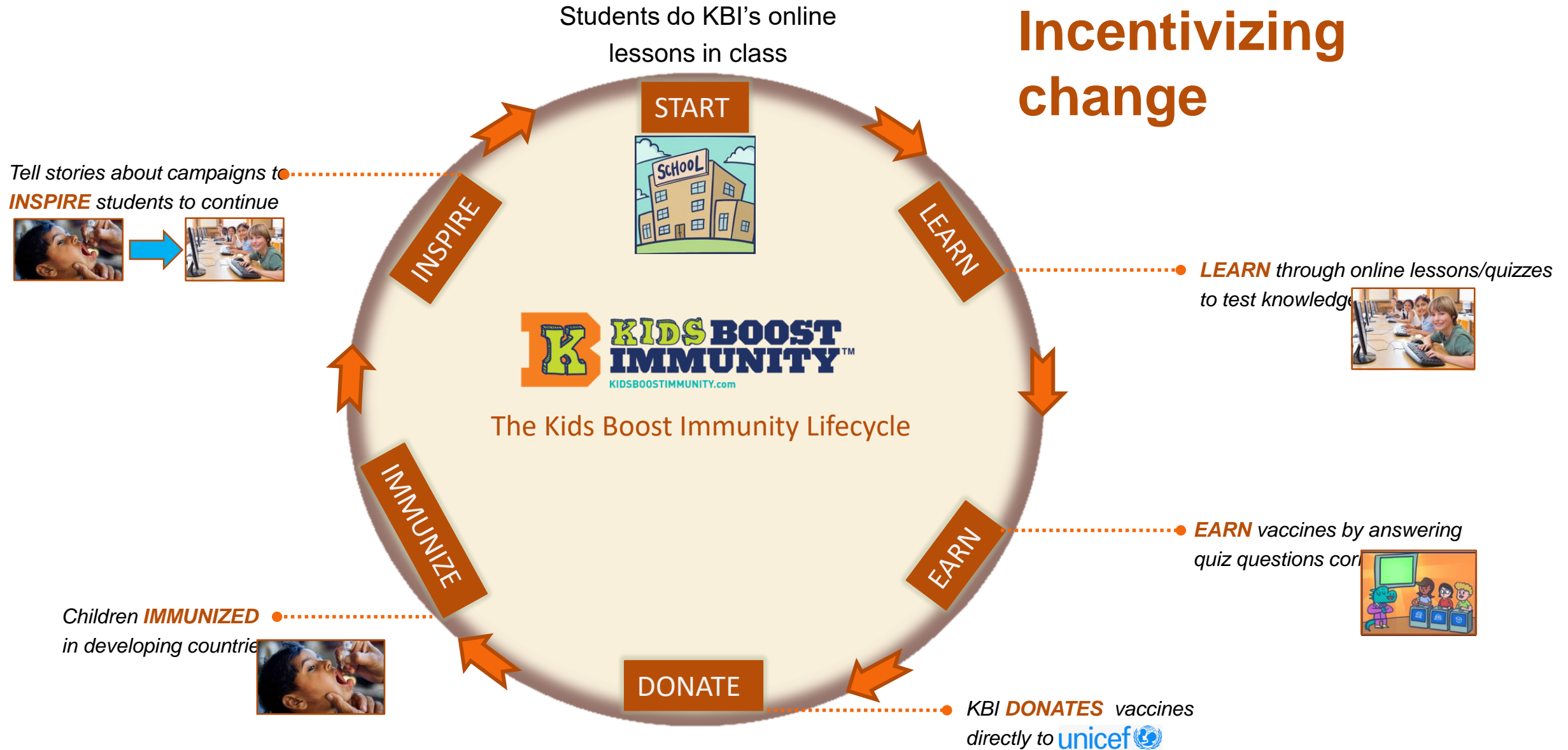
What makes Kids Boost Immunity innovative

Domestic and international programs
typically operate in mutually exclusive domains:



Kids Boost Immunity's 'one-world' approach to vaccine advocacy connects school education directly to global disease prevention.
The result: a force multiplier effect where each domain benefits the other.

Incentivizing change



Who Benefits?

It's a win-win-win-win!



Online quizzes make learning fun while helping others at the same time

Students *win*



Meets learning outcomes for teachers while fostering awareness of global health issues

Teachers *win*



Increases literacy reducing vaccine hesitancy for the next generation

Public Health
win



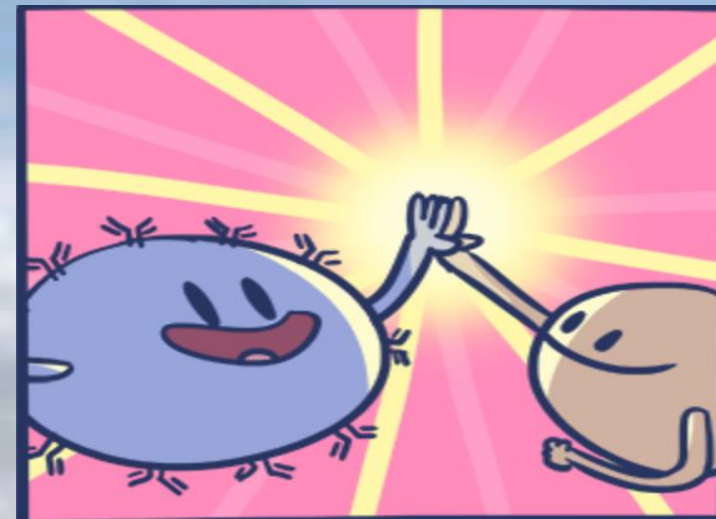
Children get vaccinated around the world through UNICEF

Kids *win*





**We need
schools!**



**Partner with
us!**

You, yes you!

Help us act local and vaccinate global
BE AN IMMUNIZATION SUPERHERO

