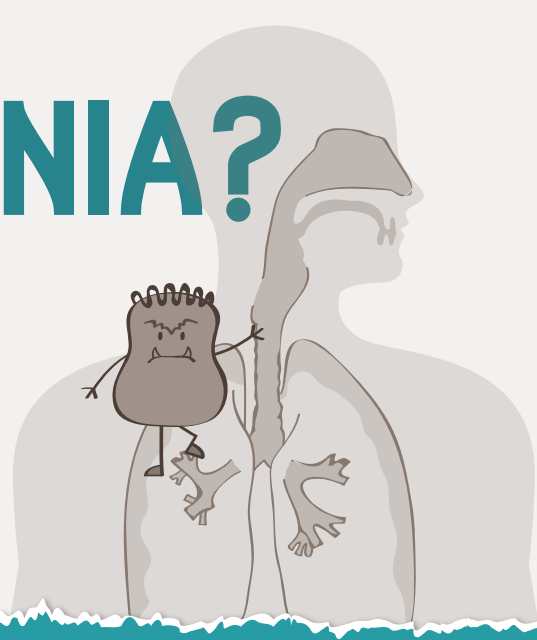


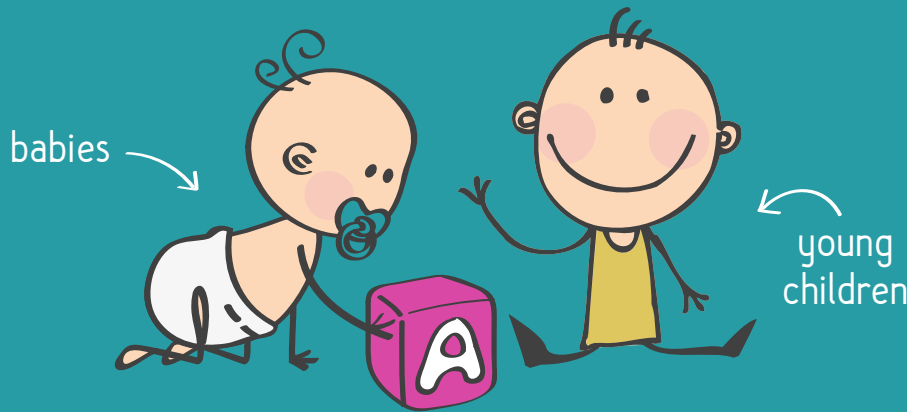
WHAT IS PNEUMONIA?

Pneumonia is a serious lung infection usually caused by bacteria or virus. *Streptococcus pneumoniae* is the most common cause of bacterial pneumonia in children.¹



WHO IS AT RISK OF PNEUMONIA?²

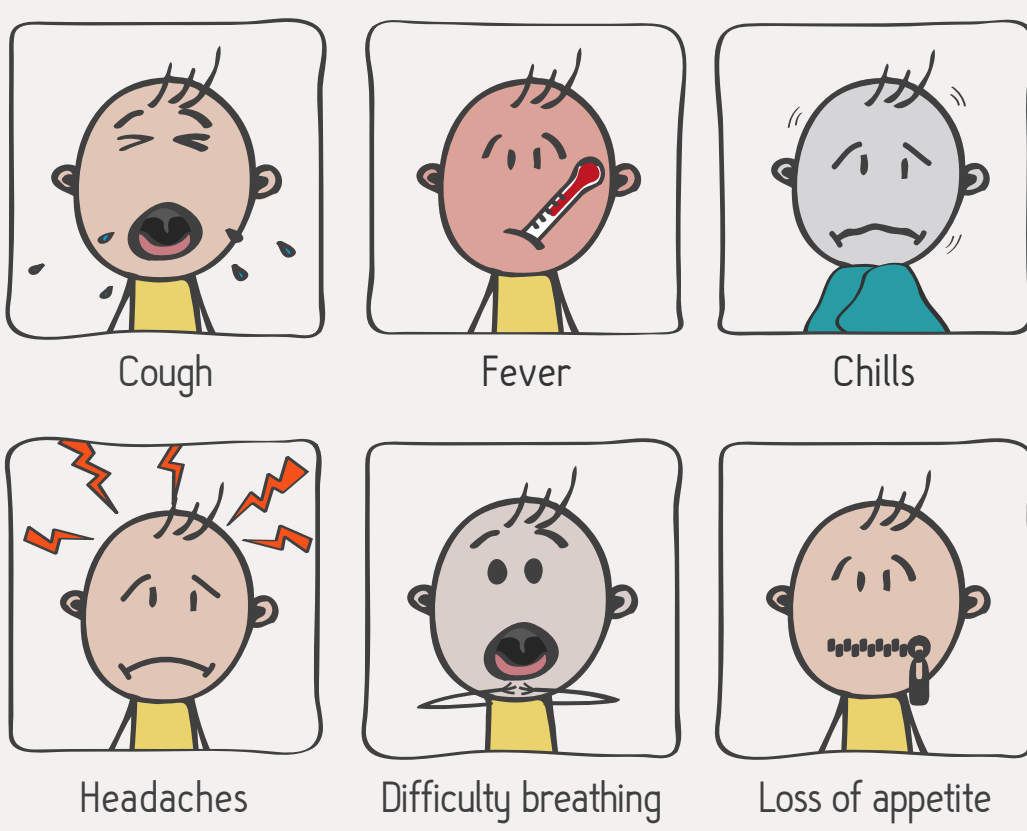
PNEUMONIA IS MOST SERIOUS IN:



IT CAN ALSO BE A PROBLEM IN THE **ELDERLY, SMOKERS** AND **PEOPLE WITH LUNG CONDITIONS OR A WEAK IMMUNE SYSTEM.**

WHAT ARE THE SYMPTOMS OF PNEUMONIA?^{2,3}

SYMPTOMS VARY DEPENDING ON THE AGE OF THE CHILD³



SYMPTOMS CAN SOMETIMES DEVELOP AFTER A COLD OR SORE THROAT.⁴

HOW COULD YOUR CHILD GET PNEUMONIA?^{1,5}

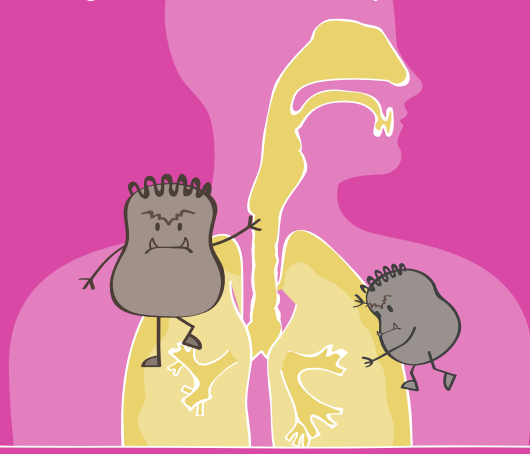
Children can **breathe in bacteria** or **viruses** through the nose or mouth when an infected person:^{1,5}



Coughs

Sneezes

These bacteria and viruses can **infect the lungs** if they are inhaled, potentially leading to the onset of pneumonia^{1,5}



WHAT IS THE IMPACT OF PNEUMONIA IN CHILDREN?

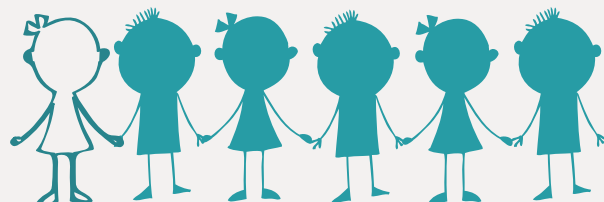
Leading infectious cause of death in children under <5 worldwide⁶



ALMOST 1 MILLION DEATHS ESTIMATED ANNUALLY⁶

ESTIMATED ALMOST

1 IN 6 DEATHS



DUE TO PNEUMONIA, MOSTLY IN THE DEVELOPING WORLD.⁶

HOW CAN YOU HELP PROTECT CHILDREN AGAINST PNEUMONIA?^{7,8}



Covering mouth when sneezing or coughing



Hand washing



Breast feeding



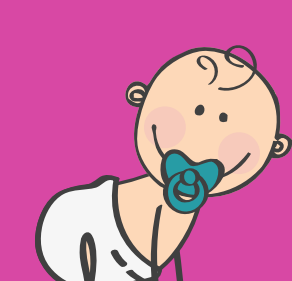
Smoke-free environment



Vaccination

WHAT'S NEXT?

TALK TO YOUR DOCTOR TODAY ABOUT PROTECTING YOUR CHILD AGAINST PNEUMONIA



1. World Health Organization. *Pneumonia fact sheet*, November 2013. Available at: <http://www.who.int/mediacentre/factsheets/fs331/en/> (Last accessed May 2014). 2. NHS Choices. *Pneumonia*. Available at: <http://www.nhs.uk/conditions/pneumonia/Pages/Introduction.aspx> (Last accessed May 2014). 3. United Nations Children's Fund/World Health Organization. *The forgotten killer of children* 2006. Available at: [http://unicefinnovation.org/sites/unicef.jjcddev2.com/files/Pneumonia_The_Forgotten_Killer_of_Children\[1\].pdf](http://unicefinnovation.org/sites/unicef.jjcddev2.com/files/Pneumonia_The_Forgotten_Killer_of_Children[1].pdf) (Last accessed May 2014). 4. The American Lung Association – Understanding Pneumonia. Available at: <http://www.lung.org/lung-disease/pneumonia/understanding-pneumonia.html> (Last accessed August 2014). 5. Public Health Agency of Canada. *Vaccine-Preventable Diseases*. Available at: <http://www.phac-aspc.gc.ca/im/vpd-mev/pneumococcal-eng.php> (Last accessed May 2014). 6. Liu L *et al.* Global, regional, and national causes of child mortality in 2000–13, with projections to inform post-2015 priorities: an updated systematic analysis. *Lancet*, 2014. DOI:10.1016/S0140-6736(14)61698-6 7. WHO, UNICEF. Global action plan for prevention and control of pneumonia (GAPP). 2009. Available at: http://whqlibdoc.who.int/hq/2009/WHO_FCH_CAH_NCH_09.04_eng.pdf (Last accessed June 2014). 8. Centers for Disease Control (CDC). Respiratory Hygiene/Cough Etiquette in Healthcare Settings. Available at: <http://www.cdc.gov/flu/professionals/infectioncontrol/resphygiene.htm> (Last accessed September 2014)