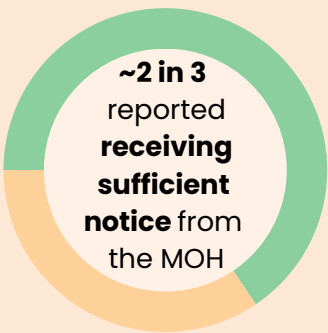


PLANNING AND IMPLEMENTING THE EXPANDED RSV PREVENTION PROGRAM

Insights from Ontario birthing hospitals administering nirsevimab

Between June and July 2025, 91 healthcare providers across 54 hospitals (62% of Ontario birthing hospitals) responded to an online cross-sectional survey to share their experiences planning and implementing the 2024/2025 expanded RSV prevention program.

PROGRAM RESOURCES & COMMUNICATIONS



Sufficient notice Insufficient notice

Most commonly used sources for RSV Guidance

- ✓ Ministry of Health
- ✓ Provincial Council for Maternal and Child Health (PCMCH)
- ✓ Better Outcomes Registry & Network (BORN) Ontario



Resources were generally clear, intuitive, and useful.



Areas for improvement include earlier communication, better access to translated materials, and centralized education.

IMPLEMENTATION STRATEGIES

Hospitals invested **significant time** and **resources** to implement the program, using an average of **13 strategies**. The most common included:



Sharing information with staff



Resources for staff & families



Updating/Revising hospital policies, procedures



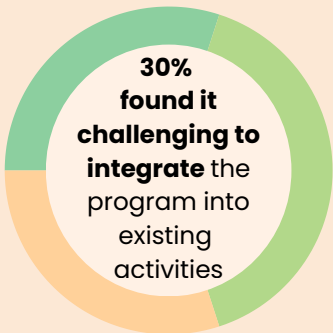
Establishing a working group

Half of hospitals reported plans to adjust their approach to the 2025–26 season



Increase staff collaboration, education with parents & families, and community partnerships to embed education prenatally

CHALLENGES TO DELIVERY



Not challenging Neutral Challenging



Top reported barriers in 24/25 season

- Insufficient or delayed product supply
- Storage and refrigeration limitations
- Additional workload related to storage
- Insufficient information to counsel parents (lack of information for staff and easily available translated resources)
- Unclear eligibility criteria
- Missing prenatal vaccine records
- Not within midwifery scope of practice
- Concerns with infant pain management



What concerns did hospitals hear from healthcare providers about nirsevimab?

- Unfamiliar with the new product
- Challenges with medical directives
- Lack of clarity about when patients should receive prenatal vaccination versus infant immunization
- Challenges with documentation of prenatal vaccine and/or infant immunization



3 in 4 respondents felt the RSV program **was well received by parents/ guardians**.



What concerns did hospitals hear from parents/guardians about nirsevimab?

- Concerns about product safety
- Concerns about potential side effects
- Insufficient time to make decision
- Concerns about the product being new
- Unfamiliar with the risks of RSV in infants

PLANNING CHECKLIST FOR NEXT SEASON

Consider the following as you head into the 2025–2026 RSV season

Communications & Resources

- ☐ Have you reviewed the updated materials (e.g., MOH, PCMCH, Centre for Effective Practice) for 2025–2026?
- ☐ Is there a plan to share RSV information with parents/guardians at your hospital?
 - How will this information address the top concerns from parents/guardians about nirsevimab?
- ☐ Do you have translated materials available to support local language needs?
- ☐ Do you know who to contact for questions about the RSV program?

Connecting with other partners

- ☐ Have you considered how to engage parents/guardians in RSV program planning and improvements?
- ☐ Have you connected with your public health unit to explore integrating RSV program information into broader initiatives?
- ☐ Have you worked with prenatal care providers to support RSV education and information sharing with parents/guardians and improve documentation of prenatal vaccination to help with identifying eligible patients?
- ☐ Have you connected with your regional network to share training materials?

Staff Training

- ☐ Do you have a plan to share RSV program information with staff?
- ☐ Do you have a strategy for onboarding new staff to the program?
- ☐ Do you have a refresher training planned?
- ☐ How can you work with staff to address their top concerns about nirsevimab?

Monitoring & Sharing

- ☐ Do you have a plan for monitoring uptake? How will you share this information?
- ☐ **Did you know?** BORN has the *RSV Program Prevention Report* you can use to facilitate monitoring
- ☐ Will you collect feedback from parents and guardians to inform improvements?

Are you interesting in learning about Ontario birthing hospital staffs' perceptions of BORN's RSV-prevention data and information products and data tips for this season? Please see BORN's RSV Data summary.

