



PHARMACY
ASSOCIATION
OF SASKATCHEWAN

2017-2018 Flu Season: Jeff Knox Jr., Saskatchewan Roughrider and the Honourable Jim Reiter, Minister of Health highlighting the importance of getting your flu shot.

Where: Shoppers Drug Mart, Victoria Square Mall, Regina, 3pm.

Who: Jeff Knox Jr., Saskatchewan Roughrider, Health Minister Jim Reiter and PAS CEO Dawn Martin

Today, October 23rd, the 2017-2018 flu vaccinations begin in Saskatchewan and residents can receive their flu shot from their pharmacist. This year, 316 pharmacies across the province are participating in the publicly-funded influenza immunization program.

Last year, 36% of those who received the flu shot, went to their pharmacist. Pharmacists administered over 90,000 of the 238,000 flu shots given last year.

The goal of this year's campaign is to bring greater awareness of the importance for everyone to get their flu shot, particularly those who are at greater risk of complications from flu, such as seniors. Jeff Knox Jr. is helping PAS spread that message, with his personal story about flu impacting his family.

A public survey conducted by Abacus Data in early 2017 showed that many people didn't get their flu shot because they considered themselves "healthy". This is a common misconception. Jeff's story underlines the importance of everyone getting the flu shot, even those who consider themselves healthy.

In addition to regular public health clinics, pharmacies are providing flu shots to residents, enhancing access and opportunity within the health system.

For more information:

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