We are offering you a show-stopping PSA from the American Lung Association to raise awareness of respiratory syncytial virus (RSV), the leading cause of infant hospitalization in the United States. By age two, nearly 100% of children will have been infected with RSV. While often presenting with mild cold-like symptoms, RSV can cause severe illness in infants and young children, especially those under 8 months old. The good news: There are safe and effective immunization options to help reduce the risk of serious outcomes.

RSV is a common virus, but its burden on families and healthcare systems is significant. Each year, as many as 80,000 children under five are hospitalized due to RSV, with the youngest babies at greatest risk. A staggering 75% of children hospitalized due to RSV were born full-term with no underlying health conditions. It’s a virus that doesn’t just impact high-risk groups—it impacts all infants.

In the 2024–2025 season, the widespread use of RSV immunizations led to a significant drop in infant hospitalizations, with rates falling up to 52% among babies under two months old. October and November are critical months to talk to your pediatrician or OB-GYN about RSV protection, especially since many babies are due for well visits during this time.

Jennifer Nau  
Senior Director | Marketing  
American Lung Association  
[jennifer.nau@lung.org](mailto:jennifer.nau@lung.org)   
312-210-7727