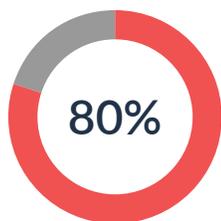


# Stakeholder Showcase

## Executive Summary

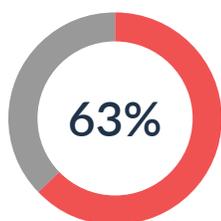


## Background



*recommended seasonal influenza vaccination target for those considered at-risk*

Recognizing that older adults have an increased risk for poor health outcomes following an influenza infection, efforts must be made to increase influenza vaccination rates in all age groups in Canada. (1) The National Advisory Committee on Immunization (NACI) sets a vaccination target of 80% for influenza immunization for adults aged 65 years and older, adults between 18 and 64 with underlying chronic medical conditions, and health care professionals. Yet, vaccination rates remain suboptimal, typically ranging between 62% to 65% every year. (2,3)



*annual seasonal influenza vaccination rates*

In May 2022 the International Federation on Ageing (IFA) gathered 17 civil society organizations (CSOs) working for and with older adults in Canada together in a Stakeholder Showcase in order to understand good practices in influenza vaccination advocacy strategies; learn through the exchange of knowledge and assets; consolidate knowledge assets and campaign strategies; and identify gaps that consider how to improve influenza vaccination advocacy campaigns.

## Findings

The Stakeholder Showcase culminated in a joint commitment from participating CSOs to:

1. Advocate for inclusive and accessible influenza vaccination roll-outs.

2. Prioritize influenza vaccine promotion through multi-sector collaboration.

3. Create a platform for knowledge exchange to encourage influenza vaccination and combat vaccine misinformation.

As a first step towards a knowledge exchange platform the IFA has compiled the current practices being used by CSOs participating in the Stakeholder Showcase. This good practices message bank describes how CSOs maximize their influenza vaccination campaign reach, the strategies used to target vaccine hesitancy and misinformation, and the partnerships that CSOs engage in to promote influenza vaccination. The message bank is created to act as a resource for CSOs that are launching influenza vaccination campaigns or are updating their current campaigns.

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## Recommendations

In light of the joint commitment and research evidence, these four actions are recommended to assist in the promotion of inclusive and accessible influenza vaccination in adults in Canada:

1. Vaccination campaigns must prioritize and implement a life-course approach to immunization in order to ensure that all populations have equitable access to information regarding immunization and immunization itself. Vaccination should be framed in a positive manner.
2. Message development, format, and distribution of influenza vaccination campaigns must consider the social determinants of vaccination. Social determinants include income, education, access to affordable health services, and social inclusion.
3. Access to vaccines and vaccination must be prioritized. For example, supplying influenza vaccinations at Covid-19 vaccination clinics is one strategy to make influenza vaccination convenient for all age groups.
4. Collective efforts across sectors and disciplines must be supported in order to promote influenza vaccination in Canada

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## Conclusion

Older adults disproportionately benefit from influenza vaccination as they are most at risk for poor outcomes following influenza infection. By fostering collaboration amongst CSOs that are 'on the ground' with older adults in order to promote influenza vaccination and the health and well being of Canadian seniors.

## Reference

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