

Civil society organizations contribute to Canada's influenza response

TORONTO, Sep 29, 2022 – The International Federation on Ageing (IFA) is proud to publish the results of their [Influenza Stakeholder Showcase](#), held in May 2022. Together with 17 civil society organizations (CSOs) committed to influenza vaccination advocacy, the IFA learned about good practices in influenza vaccination advocacy strategies, consolidated knowledge assets and campaign strategies of participants, and identified gaps that consider how to improve influenza vaccination advocacy campaigns.

Vaccination against influenza (the flu) is the most impactful public health intervention that provinces, civil society organizations (CSOs), and individuals can support in order to protect older adults and immunocompromised individuals from poor outcomes following influenza infection. As Canada approaches the oncoming flu season while also combatting the Covid-19 pandemic, widespread influenza vaccination is more important than ever.

“Getting vaccinated against the flu is about more than individual protection, it also signals your commitment to keep those around you healthy and safe,” said Cera Cruise, Project Officer at the IFA responsible for executing this project.

Organizations that participated in the Stakeholder Showcase are based throughout Canada with mandates ranging from focusing specifically on lung health to engaging with older adults in the community. The IFA is running a social media campaign to promote influenza vaccination and has created resources such as the IFA Guide to Flu Vaccination in Canada and the Good Practices Message Bank for CSOs to use in their influenza vaccination advocacy work.

“With seven influenza vaccines being approved for use in Canada this flu season, it can be confusing to understand which ones are available and how to be best protected from the flu. We created our Guide to Flu Vaccination to make individuals' choices clearer and to inform adults over 65 of the possibility of receiving an enhanced vaccination to better protect themselves. At the end of the day, the most important thing to remember is that any shot is better than no shot,” said Cruise about thought process behind creating the IFA Guide.

To learn more about the Influenza Stakeholder Showcase visit [Vaccines4Life](#) and explore the IFA social media platforms [@IFAgeing](#).

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The [International Federation on Ageing](#) (IFA) is an international, non-governmental organization (NGO) with a unique membership base comprising government, NGOs, academics, industry, and individuals in over 80 countries. Nearly 50 years old, the IFA has become known as a leading and innovative organization that works across disciplines and sectors toward common goals that improve the lives of older people. Through the IFA's formal relations with the World Health Organization (WHO) and general consultative status at the United Nations and its agencies, the IFA is in the position to advocate directly with member states and contribute to and inform intergovernmental dialogue.