

# CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION



## Campaign Overview: Australia

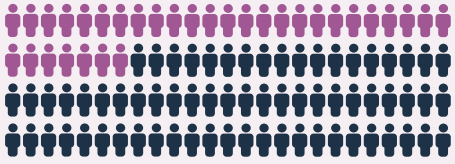


People **65+** accounted for **75%** of deaths and **38%** of hospitalizations from influenza in 2019

During the 2016–2017 season,

**32%**

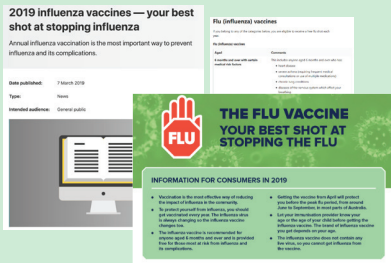
of older adults **did not** receive a flu vaccine



- A comprehensive, risk-based immunization program provides free influenza vaccination to to:
  - Indigenous people
  - Pregnant women
  - People aged 65 and over
  - Those with chronic medical conditions

## Government Campaign

To promote awareness of influenza vaccination, the Federal Department of Health (DOH) annually launches a national campaign with information shared through:



### Online Channels

- Website
- National immunization schedule
- Press release

### Offline Channels

- Consultation hotline
- Fact sheet

## Non-government Organizations

### Immunisation Coalition

As the leading voice in advocating for life-course immunisation in Australia, the Immunisation Coalition is dedicated to promoting public awareness regarding the importance of influenza vaccination by providing educational materials and informative communication programs.



- Web page
- Video
- Online survey

### Diabetes Australia

Diabetes Australia has created messages to bring attention to the severity and life-altering facts of influenza for those with diabetes.



- Infographic
- Web page
- Press releases

Additionally, the National Centre for Immunisation Research and Surveillance, the Heart Foundation, Lung Foundation Australia, National Seniors Association (NSA) and COTA Australia engaged in the communication campaign to a lesser degree, with messages transmitted mainly through organizational press releases.

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