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:
- 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

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.

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

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