Vaccines 4 Life

International Federation on Ageing

CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION

Campaign Overview: Brazil

People **60+** accounted for **69.7%** of deaths from influenza in 2019.

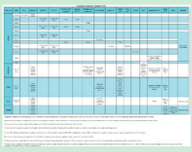
In 2019, **98%** of older adults received a flu vaccination

In line with World Health Organization guidelines, Brazil has a comprehensive influenza vaccination program which includes free vaccination for:

- Children (under the age of 6)
- Adolescents (aged 12–21)
- Older people (aged 60+)
- Indigenous people
- Pregnant and puerperal women (up to 45 days after delivery)
- Health workers
- Education professionals
- Prisoners, prison staff
- Those with noncommunicable diseases or other clinical conditions

Government Campaign

In 1999, the government of Brazil first launched the annual National Influenza Vacccination Campaign to educate and vaccinate citizens. From 10 April – 31 May 2019, the campaign was launched through various channels, with the central message: "Don't put your life and your loved one at risk. Get a flu shot."



Online Channels

- Website
- Vaccination schedule
- Press release
- Blog
- Video

Offline Channels

- Posters
- Outdoor ads
- Radio
- Press conference
- Mobile vaccination location

Non-government Organizations

Brazilian Immunization Society

The Brazilian Immunization Society supports the campaign of influenza prevention and adult vaccination through the creation and dissemination of:

- Age-specific vaccination calendar
- Video series featuring experts

Brazilian Diabetes Society

The Brazilian Diabetes Society engaged in the campaign to promote influenza awareness through sharing recommendations of influenza vaccination for people with diabetes on their website.

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