

# CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION

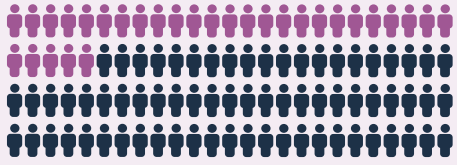


## Campaign Overview: Canada



People **65+** accounted for **29%** of influenza cases in the 2018-2019 flu season

During the 2018-2019 season, **30%** of older adults **did not** receive a flu vaccine



- No country-wide, harmonized immunization program
- 12 out of 13 provinces or territories offer a free influenza vaccine for:
  - People aged 65 and over
  - Children and adults with severe chronic conditions

## Government Campaign

The Public Health Agency of Canada (PHAC), which has a mission to promote and protect the health of Canadians, leads the national influenza awareness campaign by providing public messages to support informed decision making on vaccination. Campaign messages are disseminated through various channels:



### Online Channels

- Website
- Videos



### Offline Channels

- Posters
- Leaflet
- Adult vaccination guide

## Non-government Organizations

### Immunize Canada

Each year, Immunize Canada launches immunization awareness campaigns with free, customizable resources that are available online:



- Website
- Poster
- Vaccine schedule
- Fact sheet
- Infographic
- Press releases

### CARP

The Canadian Association of Retired Persons (CARP) has an annual campaign which targets adults 65 and over along with their relatives. Campaign messages are shared through:



- Expert panels
- Blogs
- Videos

Additionally, the Heart and Stroke Foundation and the Canadian Lung Association engage in influenza vaccination campaigns to a lesser degree, with targeted messages to members and their families. These messages are transmitted mainly through organizational websites or social media platforms.

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