

CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION



Campaign Overview: England



During the 2018–2019 season, **72%** of older adults received a flu vaccine



- Governments of England, Scotland, Wales and Northern Ireland are responsible for immunization
- In England, a tripartite agreement is held between the Department of Health, Public Health England (PHE) and National Health Service England (NHS England).

Government Campaign “Help Us Help You”

Public Health England (PHE), in partnership with the National Health Service (NHS) England, have the “Help Us Help You” vaccination campaign which targets pregnant women, parents of children, older adults and patients with long-term conditions. Campaign messages were accessible online and offline:



Online Channels

- NHS vaccination schedule
- NHS website
- Digital banner ad
- News release
- Video testimonial

Offline Channels

- Brochure
- Leaflet
- Poster
- GP invitation letter
- Fact sheet
- Wallet card

Non-government Organizations

Diabetes UK

Diabetes UK stood out for their efforts to show the importance of influenza vaccination for people with diabetes. This information was shared through:



- Webpage
- Guide
- Videos
- Press release
- Case story

British Lung Foundation

A reminder to “get a flu jab” highlighted the importance of vaccination for all people with lung diseases.



- E-bulletin
- Website
- True-stories shared

British Heart Foundation

Messages about the increased risk of influenza and related complications in people with heart disease were transmitted through:



- Magazine
- Fact sheet
- Press release
- Website

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