

CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION



Campaign Overview: France



People **65+** accounted for **90%** of deaths on average.

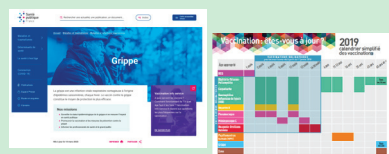
During the 2018–2019 season, **49%** of older adults **did not** receive a flu vaccine



- Seasonal influenza vaccine is offered for free to:
 - Older adults
 - Pregnant women
 - Obese people
 - Nursing home residents
 - Healthcare workers in regular contact with people at high risk
 - Relatives of vulnerable newborns
 - People with chronic medical conditions

Government Campaign “Don’t Let the Flu Spoil the Winter”

The L’Assurance Maladie in partnership with Public Health France develops an annual influenza awareness campaign. The 2018-2019 campaign stressed the importance of vaccination for those most at-risk and dispelled misconceptions. Campaign messages were transmitted through multiple channels:



Online Channels

- Website
- News release
- Immunization schedule
- Video



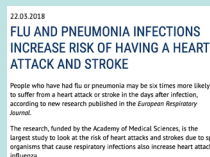
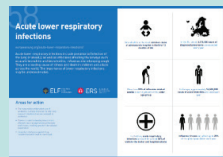
Offline Channels

- Fact sheet
- Posters
- Brochure
- Information package
- TV spot
- Immunization booklet

Non-government Organizations

European Lung Foundation

The European Lung Foundation is actively communicating about influenza vaccination through their website, infographics and press releases.



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