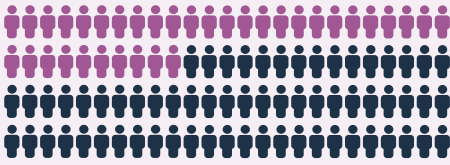


CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION



Campaign Overview: Germany



In 2018, **35%** of older adults received the flu vaccine



- The National Immunization Program provides free influenza vaccination to:
 - Older adults
 - Pregnant women
 - Healthcare workers
 - People with chronic medical conditions
- Multiple authorities are concerned with vaccination, including:
 - The Robert Koch Institute (RKI)
 - The Germany Standing Committee on Vaccinations (Ständige Impfkommision, STIKO)
 - The Federal Centre for Health Education (BZgA)

Government Campaign “We Go Ahead of Flu”

Since 2006, the BZgA and the RKI have jointly implemented an annual influenza awareness campaign which targets high-risk groups. Campaign messages were disseminated through:



Online Channels

- Website
- News release
- Immunization schedule



Offline Channels

- Fact sheet
- Posters
- Brochure

Non-government Organizations

German National Association of Senior Citizens (BAGSO)



BAGSO has developed an informative brochure to answer the primary question “Which vaccinations are particularly important and for whom”.



German Respiratory Society

The German Respiratory Society published several news articles to alert those already living with respiratory illness about the seriousness of influenza.



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