

CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION

Campaign Overview: Japan



In 2017
51%
of older adults (60+)
did not
receive a flu vaccine



During the 2018–2019 flu season, **12,642** patients were hospitalized with influenza

People aged **60+** made up **63%** (8,021) of those patients



Japan's National Immunization Program (NIP) is regulated under the Preventive Vaccination Law which ensures that both

- adults 65 years and older, and
- adults from 60-64 years with certain medical conditions are eligible and recommended for government-funded vaccines

Government Campaign

Each year, the Ministry of Health, Labour and Welfare (MHLW) launches an influenza awareness campaign. Resources are provided to local governments and healthcare institutions. Messages are disseminated through:



Online Channels

- National immunization schedule
- Website information
- Videos

Offline Channels

- Leaflets
- Consultation hotline
- Public symposium

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¹³公開シンポジウム 新興感染症と向き合う最新の研究と市民の対策 | 政府インターネットテレビ | 政府インターネットテレビ. (n.d.). Retrieved 18 September 2019, from <https://nettv.gov-online.go.jp/prg/prg15229.html>.