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.

### Online Channels
- National immunization schedule
- Website information
- Videos

### Offline Channels
- Leaflets
- Consultation hotline
- Public symposium

### 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:

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

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

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

### CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION

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