



CHANGING THE CONVERSATION **ON ADULT** INFLUENZA **VACCINATION: Expert Meeting**

06:30 - 08:00 EST | 16 September 2020





OBJECTIVES

Improve our collective understanding of gaps and potential areas for improvement in public health campaign and messages;

Share good practices of effective campaign and messages;

Discuss specific strategies to close the gaps toward a more comprehensive approach to improve public health communication and messages;

Build a sustainable advocacy network to push for policy and practice change.

Meeting Participants

IFA Team



Dr Jane Barratt



Ms Yifan Zheng



Ms Anna Sangster



Ms Chesley Ryder

Experts and Delegates

Dr Albert Rizzo

Dr Álvaro Sosa Liprandi

Dr Bernhard Ultsch

Ms Elizabeth Sobczyk

Dr Holly Seale

Dr Isabella Ballalai

Dr Kumanan Wilson

Ms Lauren Lovejoy

Dr Laura Tamblyn Watts

Mr Liam Hanson

Ms Lucie Marisa Bucci

Mr Mark Brooke

Ms Pilar Collantes

Ms Sharon Tynan

Agenda

This meeting is supported by an unrestricted educational grant from Sanofi Global

06:30	Welcome and intrductions Setting the scene
06:40	Changing the Conversation on Adult Influenza Vaccination – Ms Yifan Zheng Background and methodology Overview of findings Guidelines and framework
07:00	Good Practice from Local Campaigns and Champions Immunize Canada, Canada – Ms Lucie Marisa Bucci American Lung Association, United States – Dr Albert Rizzo
07:20	Lightbulb Moments: What makes good practice in adult influenza vaccination campaigns Barriers to receiving and understanding messages on influenza vaccination The 'how' of designing and disseminating effective messages
07:40	Local to global actions influencing policy Building a bridge: Decade of Healthy Ageing and WHO Immunization Strategy 2030 – Dr Jane Barratt Ending Immunisation Inequity – Ms Anna Sangster
07:50	Toward consensus and action Key principles, messages and actions to improve rates of adult influenza vaccination
08:00	Closing Remarks







On average, annually around the world:

1 billion influenza illness

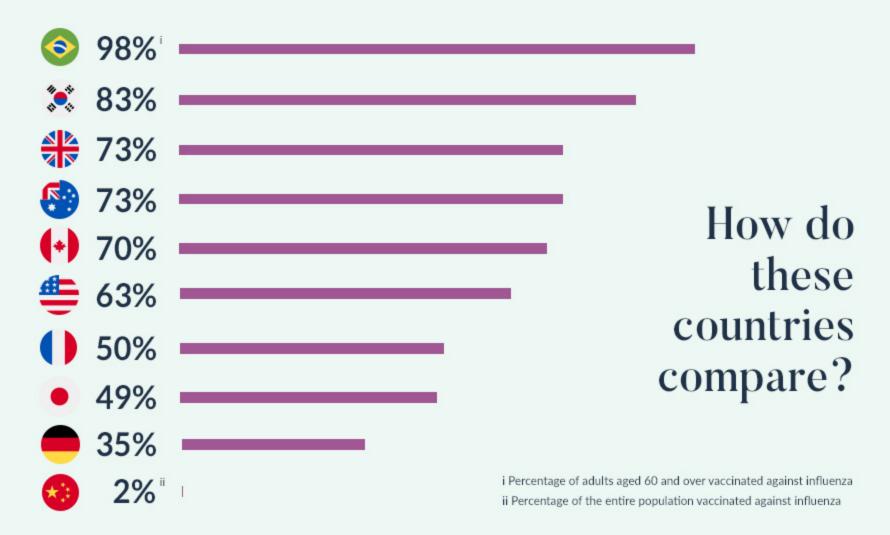
3-5 million severe cases

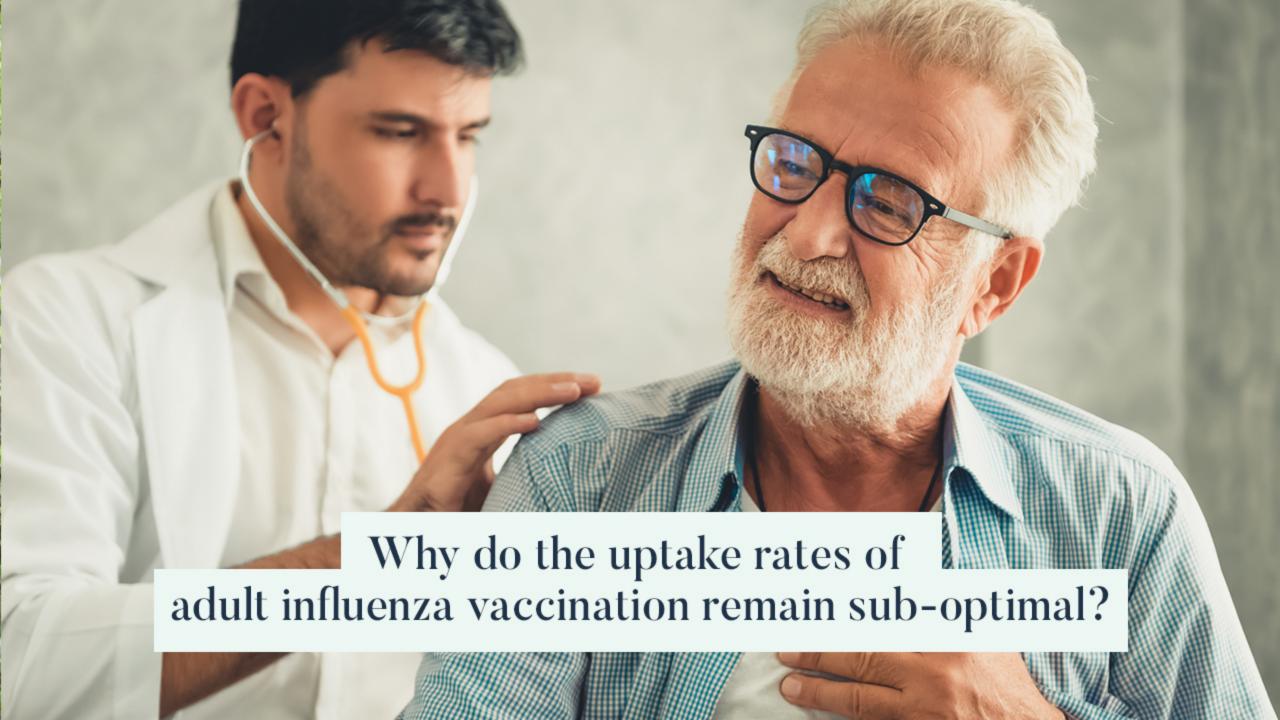
290,000 and 650,000 influenza-related deaths

Source: WHO, "Influenza (Seasonal)," https://www.who.int/news-room/fact-sheets/detail/influenza-(seasonal)

WHO recommends

of older people (aged 65 and over) are vaccinated against influenza.





CHALLENGES AND GAPS

Lack of awareness

Ineffective communication

Good practice unknown

Shortage of evaluation of impact of messages and distribution pipelines



Three Phase Approach to Changing the Conversation on Adult Influenza Vaccination

Influenza Campaign Barometer

Environmental Scan

Understand the gaps and limitations of adult influenza awareness campaign

Building Consensus

Expert Meeting

Share and gain consensus on the gaps and solutions to push for policy and practice change

Building
Capacity and
Advocacy
Skills

Good Practice Repository and Educational Webinars

Share good practices and campaign resources to drive sustainable advocacy efforts

Goal

Improve public health messages and campaigns that stimulate increased awareness and uptake rates of adult influenza vaccination

Environmental Scan Methodology

Country selection











Western Pacific Region (WPR)







European Region (EURO)







Pan American Health Organization Region (PAHO)

Time frame

2018 - 2019

Process

Government Campaign

Non-government Campaign

Country-level Scan



Cross-country Comparison

Structure Analysis

Message Analysis

Content analysis

Message Analysis

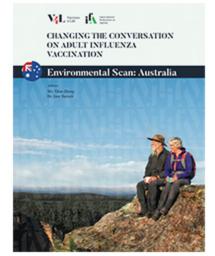
Morrison's framework: Four essential elements in public health message

- a message recipient
- threats to health
- actions to be performed to reduce the threat
- benefits achieved from performing the actions

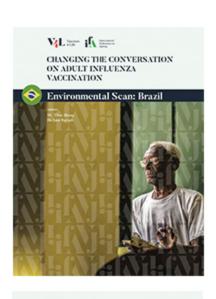
Protection Motivation Theory (PMT):



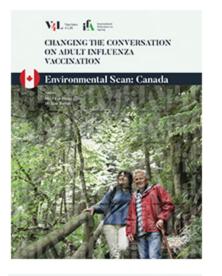
Country-level Scans

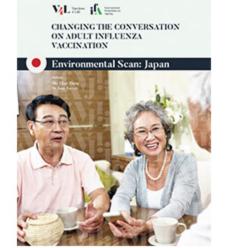






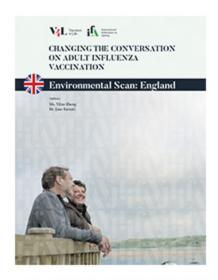
















BRAZIL CAMPAIGN

Brazil Campaign: Overview

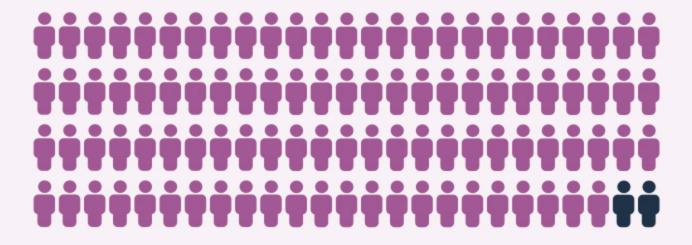
The 21st National Influenza Vaccination Campaign focused on:

- Children (under the age of 6)
- Adolescents (aged 12–21)
- Older people (aged 60+)
- Indigenous people
- Pregnant and puerperal women (up to 45 days after delivery)
- Health workers
- Education professionals
- Prisoners, prison staff
- Those with non-communicable diseases or other clinical conditions

In 2019,

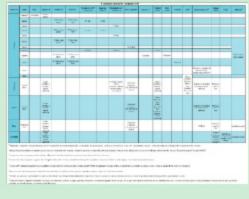
98%

of older adults recieved a flu vaccination



Brazil: Government Campaign









Online Channels

- Website
- Vaccination schedule
- Press release
- Blog
- Video

Offline Channels

- Posters
- Outdoor ads
- Radio
- Press conference
- Mobile vaccination location

Brazil Campaign: Interactive Communication







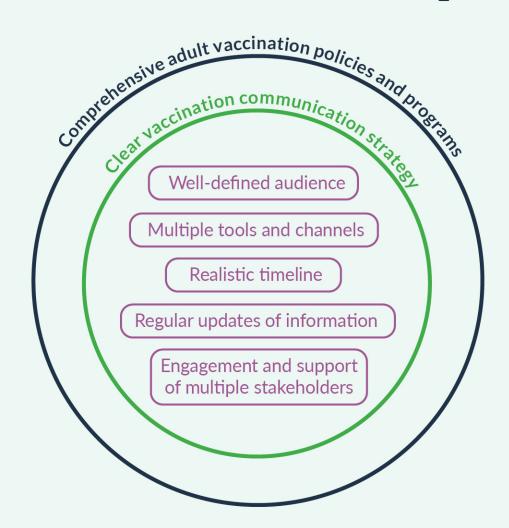
D Day

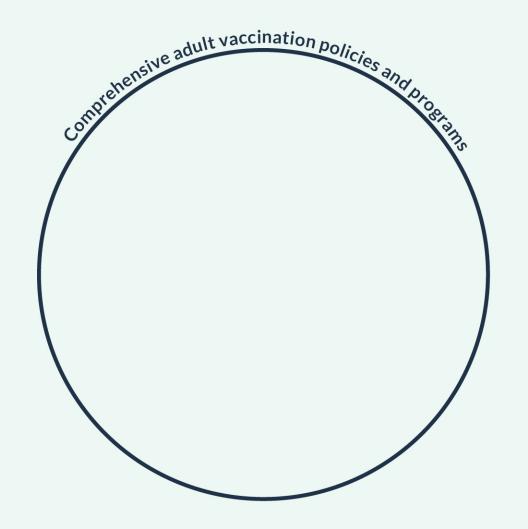
Street Campaign

Mobile vaccination spot

FRAMEWORK FOR AN EFFECTIVE **ADULT** VACCINATION COMMUNICATION CAMPAIGN









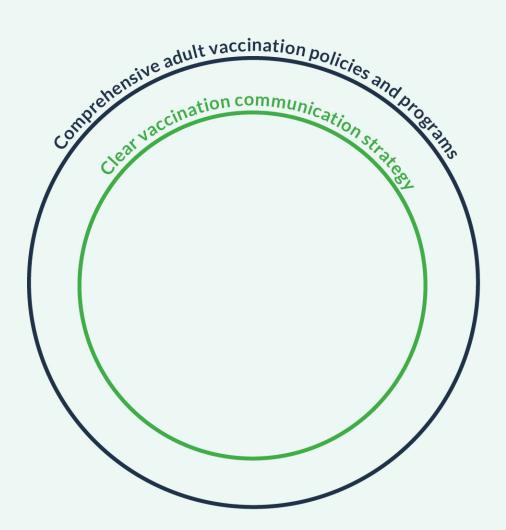
Seasonal influenza vaccine is offered for free to:

- 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



Comprehensive, risk-based immunization program provides free vaccination to:

- ° Indigenous people
- Pregnant women
- ° People aged 65 and over
- Those with chronical medical conditions



CANADIAN PANDEMIC INFLUENZA PREPAREDNESS:

Planning Guidance for the Health Sector



4.9 Communications

Communication of information and advice is often the first and most important public health interventionduring an emergency. This is especially true for an emerging pandemic, where behaviour change is a central part of risk management. Providing clear and consistent information about the disease, who it affects, how it spreads and ways to reduce risk is an effective way to help reduce the spread of infection before other interventions like vaccine are available. Open and honest public communication also reinforces trust in public health authorities and helps to minimize societal and economic disruption.

Communications planning for an influenza pandemic uses a risk communications approach.⁴¹ It integrates a broad range of communication capacity and expertise, including social marketing,

onality, flexibility and stakeholder

Communications and Stakeholder Liaison Annex

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1.0 Introduction

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1.3 Changes in this Version

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2.1.2 Risk Communications

2.2 Uncertainties and Unpredictability

2.3 Lessons Learned from the 2009 H1N1 Pandemic

2.3.1 Programmatic Lessons Learned

2.4 Communications Considerations in the Canadian Context

2.4.1 Information Needs of Vulnerable Populations

2.4.2 Preferences for Accessing Health Information

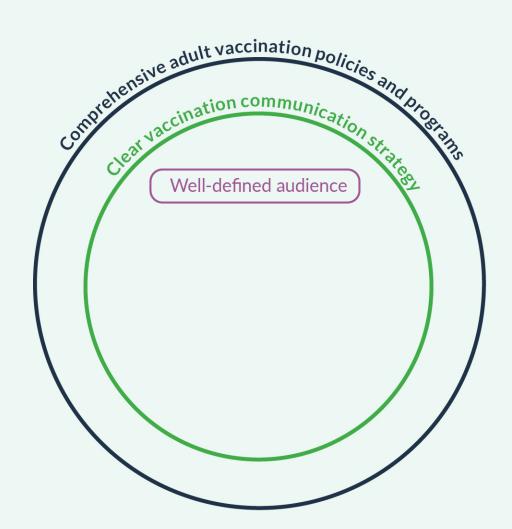
2.4.3 Building Trust and Credibility through Spokespersons

2.4.4 Public and Stakeholder Engagement

2.5 Ethical Considerations

2.6 Legal Considerations



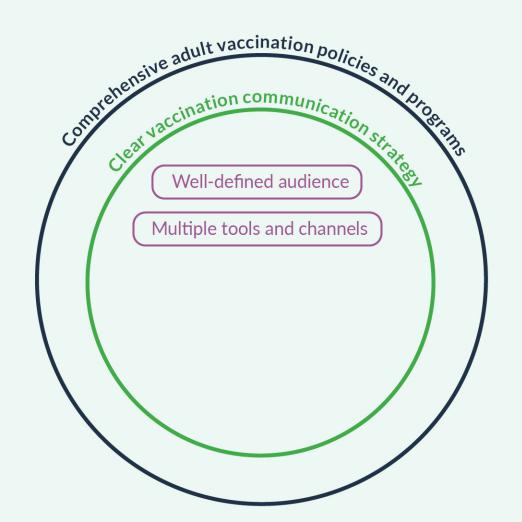
















Online information

Offline channels

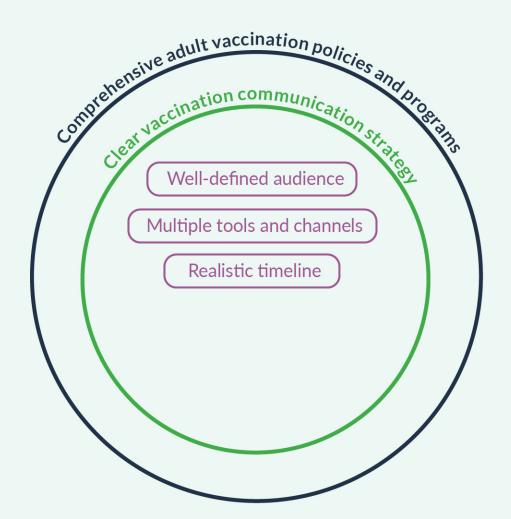








Interactive communication







you are at high risk for flu complications

(this means if you get the flu, you are more likely to be seriously ill) because you have ...

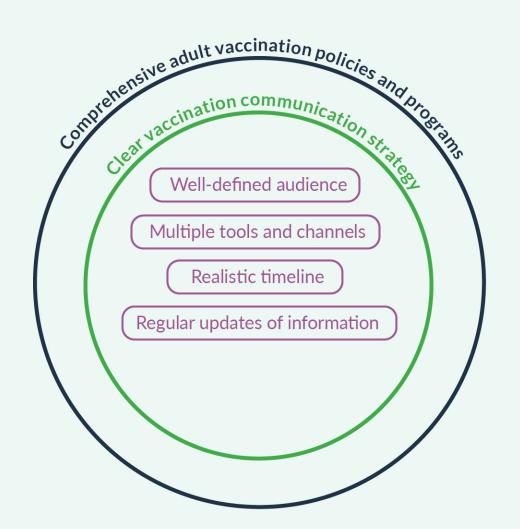
- ☐ Asthma
- Diabetes
- ☐ Heart disease
- Other chronic medical condition(s)
- Or are 65 years or older

As your doctor, I recommend that you:

- Get a flu vaccine every year, as soon as vaccine is available. While everyone 6 months of age and older should get an annual flu vaccine, it's especially important for people at high risk of serious flu complications. High risk patients are recommended to receive the flu shot, not the nasal spray flu vaccine.
- · Ask family and caregivers to get a flu vaccine to protect you
- If you're 65 years or older, you should get either a regular flu shot, a high-dose flu shot, or an adjuvanted flu shot. The latter two are designed especially for people in your age group. You should not get the nasal spray flu vaccine.

Find information about the different flu vaccines and who they are approved for at https://www.cdc.gov/flu/prevent/keyfacts.htm.









INFORMATION FOR CONSUMERS IN 2019

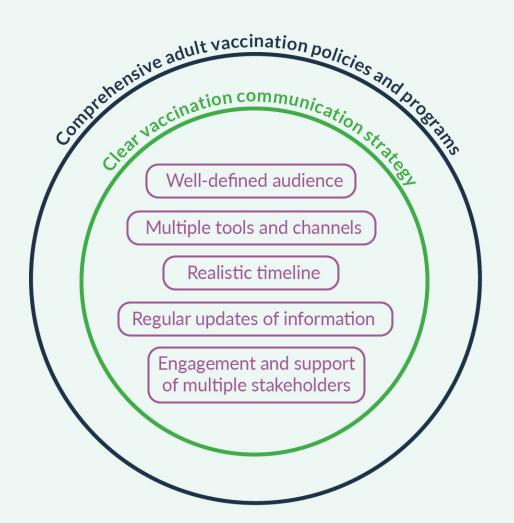
- Vaccination is the most effective way of reducing the impact of influenza in the community.
- To protect yourself from influenza, you should get vaccinated every year. The influenza virus is always changing so the influenza vaccine changes too.
- The influenza vaccine is recommended for anyone aged 6 months and over and is provided free for those most at risk from influenza and its complications.
- Getting the vaccine from April will protect you before the peak flu period, from around June to September, in most parts of Australia.
- Let your immunisation provider know your age or the age of your child before getting the influenza vaccine. The brand of influenza vaccine you get depends on your age.
- The influenza vaccine does not contain any live virus, so you cannot get influenza from the vaccine.



Guidance

Summary of data to support the choice of influenza vaccination for adults in primary care

Published 29 January 2018



















































Message Analysis



Aging is associated with an increase in the risk and severity of influenza.

Influenza and influenza-related complications can be severe, life-changing or life-threatening for seniors.



About 50% of seniors 65 years of age and older have two or more chronic health conditions like diabetes, heart disease, or lung disease which increase the risk of influenza infection and complications.



Hospitalization because of influenza may lead to loss in health and ability to be independent.



Immunization prevents 40% of hospitalizations due to influenza in seniors over 65.





The immune system weakens with age, but specifically-designed vaccines help create a stronger immune response.



Annual immunization is an effective and safe way for seniors to lower their influenza risk.



Talk to your doctor, nurse, pharmacist or local public health office about getting immunized against influenza.





Messages elements

Elementary concepts	Example in message						
Recipient (R)	Seniors aged 65 years and over; and those with chronic conditions like diabetes, heart disease or lung disease						
Threat (T)	Increased risk and severity of influenza; life- changing or life-threatening complications; hospitalization; loss of health and functional ability						
Action (A)	Annual immunization; specifically designed vaccines; talk to your doctor, nurse, pharmacist or local public health office						
Benefit (B)	Stronger immune response						

Message Analysis



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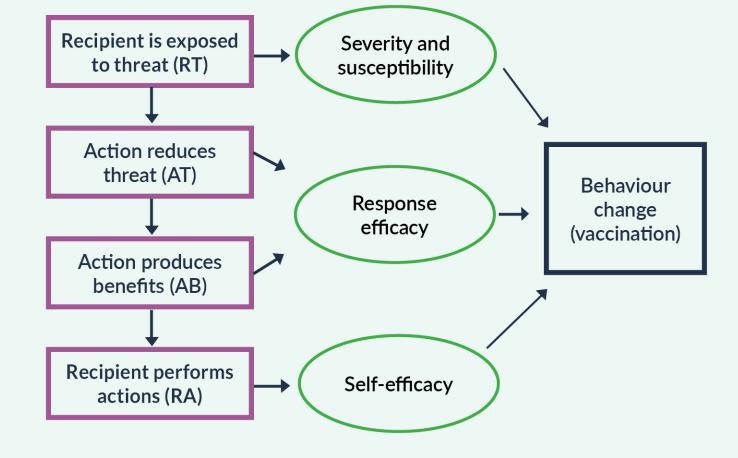


itatistics Canada. Ittp://www.statcan.gc.ca beditor Morton C. Hoza

reditor, Mortan C. Hazarda, of hospitalization of the elderly. Annals of Internal lections. 1993;19(3); 219–223.

DC study concludes for vaccination prevents hospitalizations in older people.

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Environmental Scan Results: Influenza Campaign Barometer

		*	(*)	**			V	
Comprehensive policies and	Influenza vaccination is recommended for at-risk populations							
programs	Influenza vaccination is provided free for at-risk populations							
Clear communication strategy	Published context-specific communication strategy and campaign plan							•
Well-defined	Universal message distributed to undifferentiated populations							
audience	Dedicated and tailored information for specific at-risk audience							
	Online communication							
Multiple tools and channels	Messages are disseminated offline							
	Interactive communication							
Realistic	Timely flu season alert and vaccination reminder							
timeline	National/regional events scheduled for intensive awareness campaign							A
Regular updates of information	Information is updated on a regular basis to reflect the most recent evidence and policy							
Engagement and support of civil society	Civil society contributes to the national campaign							•

Well-developed

Partially developed

Not yet developed / No evidence

▲ Area with needed attention



PRINCIPLES FOR MESSAGE DESIGN AND DELIVERY

- 1. Integrate multiple elements and statement patterns
- 2. Assemble facts and figures
- 3. Use charts and graphs
- 4. Keep messages simple
- 5. Tailor messages and materials for specific audiences
- 6. Narrative messages
- 7. Timely warnings
- 8. Messages in multiple languages
- 9. Audience-driven channel selection

THANK YOU







GOOD PRACTICE FROM LOCAL CAMPAIGNS AND CHAMPIONS

Speakers:

Ms Lucie Marisa Bucci – *Immunize Canada*Dr Albert Rizzo – *American Lung Association*



A Coalition for Influenza Immunization: How Immunize Canada is Changing the Conversation on Influenza Immunization in Adults

Lucie Marisa Bucci Senior Manager Ibucci@cpha.ca







Influenza in Canadian adults

- Provincial and Territorial Influenza Hospitalizations and Deaths (start of 2019 flu season to date)
 - Highest cumulative hospitalization were among adults 65 years of age and older
- Surveillance of laboratory confirmed influenza-associated hospitalization and death by the Serious Outcomes Surveillance (SOS) network
 - 90% of hospitalized cases reported at least one type of comorbid condition.
- 2019 influenza vaccination coverage was 42%.
 - Coverage for adults 65 years of age and older was 70%.
 - Coverage for adults aged 18 to 64 years of age with a chronic medical condition was 43%.
 - Both groups are below national coverage goals of 80%.
- Settings for vaccination were pharmacies (35%) and doctor's offices (33%).

FluWatch report: July19 to August 22, 2020. Available at: https://www.canada.ca/en/public-bealth/services/publications/fluwatch/2019-2020/weeks-30-34-july-19-august-22-2020.html
Public Health Agency of Canada. 2018-2019 Seasonal Influenza Vaccination Coverage Survey. 2019. Available at: https://www.canada.ca/en/public-bealth/services/publications/healthy-living/2018-2019-influenza-flu-vaccine-coverage-survey-results.html

A coalition for influenza immunization

- 1995: the *Partners in Health Coalition* consisted of the Canadian Public Health Association (CPHA), the Canadian Lung Association (CLA), the Canadian Medical Association (CMA), the Heart & Stroke Foundation of Canada, the Canadian Diabetes Association (CDA), the College of Family Physicians of Canada (CFPC) and the Canadian Paediatric Society (CPS). New members were added and the name was changed to the **Canadian Coalition for Influenza Immunization (CIII)**.
- 1996: the Canadian Public Health Association (CPHA), the Canadian Paediatric Society (CPS), the Canadian Medical Association (CMA), and Health Canada participated in a Coalition to mount a campaign that would raise awareness of immunization issues nationally. **The Canadian Immunization Awareness Program (CIAP)** was launched by the Coalition at the Canadian Immunization Conference in December 1996.
- 2004: the two coalitions merged to form the Canadian Coalition for Immunization Awareness and Promotion (CCIAP).
- 2012: CCIAP became Immunize Canada
 - Immunize Canada is a national coalition with a specific interest in promoting the understanding and use of vaccines as recommended by the National Advisory Committee on Immunization (NACI).

Barriers to communicating about influenza

- Vaccination literacy
 - The OECD defines level of literacy on a scale of 1 through 5. I being the lowest and 5 the highest.
 - Statistics Canada considers level 3 as the minimum level required for proper health literacy.
 - According to a report by the Canadian Research Data Centre Network (CRDCN), 55% of Canadians 16 to 65 years of age have a health literacy level below 3.
 - 12% of adults 65 years of age and older are competent in matters of health.
- Knowledge about influenza
 - Adults do not always identify themselves at risk of influenza.

Conseil Canadian sur l'Apprentissage (2008). La Littératie en santé au Canada : une question de bien-être http://www.ccl-cca.ca/pdfs/HealthLiteracy/HealthLiteracyReportFeb2008F.pdf

Evans MR, Prout H, Prior L, Tapper-Jones LM, Butler CC. A qualitative study of lay beliefs about influenza immunisation in older people. *Br J Gen Pract*. 2007;57(538):352–358.

Barriers to communicating about influenza

Misinformation

- Misinformation is formed through inaccurate opinions, views, and perspectives, and touches at personal experiences and beliefs.
- Since people are more likely to react to content that is personal in nature, misinformation not only spreads quickly on social networks, it also stimulates further engagement and rapid spread by users through personal contact networks (i.e., family and friends).

Vaccine hesitancy

- Erosion of public trust in vaccines
 - Belief that influenza vaccines are ineffective.
 - Concerns regarding vaccine safety.
- Access to influenza vaccines
 - Limited business hours of medical clinics is considered an impediment to immunization.
 - Travel distance, which can be a challenge for some individuals.
 - The risk of COVID-19 exposure has only added more uncertainty to these pre-existing challenges.

Johnson DR, Nichol KL, Lipczynski K. Barriers to adult immunization. Am J Med 2008;121(7B):S28-35. Armstrong K, Berlin M, Schwartz JS, Propert K, Ubel PA. Barriers to influenza immunization in a low-income urban population. Am J Prev Med 2001;20:21–25.

Despite barriers, there are opportunities...

Gateways to communicating with adults about influenza immunization:

- The prompt to receive the seasonal influenza vaccine by a healthcare provider remains a significant motivator for immunization.
- Caregivers play a key role in maintaining the health of older Canadians.
- More adults are using social media and Internet networks to stay connected.

Evans MR, Prout H, Prior L, Tapper-Jones LM, Butler CC. A qualitative study of lay beliefs about influenza immunisation in older people. Br J Gen Pract 2007;57:352–358.

Changing our approach to change the conversation on influenza

- Mindful about our target audience
 - Assess their perception of benefits and risks of influenza immunizations (i.e., talk with patient groups, implement surveys, understand the sciences of risk communication, behavioural change, marketing and others).
- Learn how to re-package scientific knowledge
 - Adopting storytelling techniques to present science in a different way and to create new conversations about immunizations.
- Explore new opportunities for communicating
- Understand the value of predicting rather than reacting
- Evaluate and collect as much data as possible
 - Pre-testing communication strategies is not always an option but post-communication evaluations should always be done.

Working together

- Adults are Canada's fastest growing demographic.
- According to the Canadian Medical Association's *A policy framework to Guide a National Seniors Strategy for Canada (2015)*, the proportion of older adults is expected to reach 25% of the population by 2036.
- Preventive care which includes immunization against infectious diseases like influenza but also other pathogens that have high morbidity and mortality rates in older adults is more important than ever.
 - While we are focused on communication strategies that focus on influenza immunization, we should also promote the opportunity to receive other vaccines.
- As barriers to influenza immunization in adults change, we need to adapt communication approaches to ensure all adults are protected against disease. This requires working together

 with other coalitions and with coalition members.

Thank you!

For questions:

Lucie Marisa Bucci Senior Manager Ibucci@cpha.ca





Albert Rizzo, MD, FCCP, FACP, FAASM Chief Medical Officer American Lung Association

American Lung Association's MyShot Campaign Overview

Changing the Conversation on Adult Influenza Vaccination
September 16, 2020







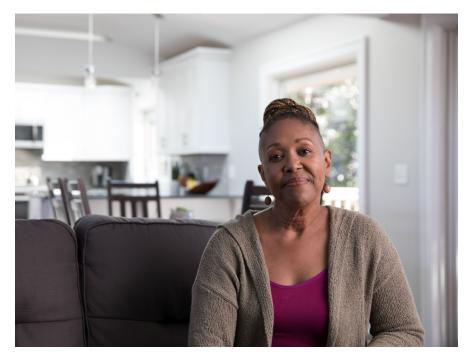
A public education campaign designed to reach people 50 years and older on the potential dangers of flu. Brought to you by the American Lung Association in collaboration with Sanofi Pasteur.

- MyShot is an American Lung Association educational campaign, developed in collaboration
 with Sanofi Pasteur, the vaccines division of Sanofi, that highlights the dangers of influenza
 for people 50 years of age and older and particularly for people with one or more chronic
 health conditions.
- 70% of adults ages 50 years and older have at least one chronic medical condition, such as lung disease, heart disease or diabetes.
- When combined with the flu, these conditions can worsen.



About MyShot

- The campaign features personal stories of medical experts and adults 50 years of age and older from various walks of life discussing their firsthand experiences with the flu and why they prioritize getting vaccinated.
- Resources on the <u>GetMyShot.org</u> include:
 - Flu stats and information about who is at increased risk of flu-related illness and complications
 - Adults 50 years of age and older from various walks of life discussing their firsthand experiences with the flu
 - Tips on how to talk to a doctor about flu risks and vaccination
 - Social media resources
 - Vaccine locator



JoJo O'Neal, an asthma patient, shares her experience of getting the flu twice in the same flu season, and how it affected her lung disease.



Driving 50 Year+ Consumer Awareness

MyShot is an education-focused behavior change program, designed to encourage 50+ patients to get the flu shot that may be right for them (i.e., one that offers better protection for older adults). In the next two slides, we outline a high-level articulation of what MyShot is trying to achieve – and from this, how we can demonstrate our initial success in helping to grow the 50+ market.

The steps of this behavior change program are:

 We do a range of activities for our audience to see/interact with them, across different channels Through this, the audience is exposed to different messages about flu immunization, designed to impact their attitudes (e.g., impact on chronic conditions, etc.) Together, these changing attitudes will help to change the audience's beliefs about flu immunization and what option is right for them – and then they will take steps to do so

REACH & EXPOSURE

ENVIRONMENTAL AND OTHER EXTERNAL VARIABLES

(4. But there are lots of things that are happening at the same time that will also impact attitudes)



AWARENESS & OPINION

PERSONAL ATTITUDES

SELF-EFFICACY

PERCEIVED SOCIAL ATTITUDES

BELIEFS & BEHAVIORS

Accessing further information

Belief that they will get vaccinated

Sharing positive beliefs

Getting flu shot (HCP, pharmacy, etc.)



Driving 50 Year+ Consumer Awareness

The different attitudes and opinions that impact an individual's likelihood to get the flu shot are included here:

ENVIRONMENTAL AND OTHER EXTERNAL VARIABLES

- Flu activity, outbreaks, pandemics
- Pop culture
- Cost, pricing
- HCP/pharmacist recommendations
- Friends and family advice
- Policy

REACH & EXPOSURE

MyShot EDUCATIONAL MyShot

MyShot Campaign

AWARENESS & OPINION

PERSONAL ATTITUDES

- Belief that flu vaccine is beneficial
- Knowledge about where and when to get flu vaccine (for self, family)
- Perception that flu is serious
- Attitudes about potential impact of flu (short-/long-term)
- Perceived chance of catching flu

SELF-EFFICACY

- Perceived ability to avoid the flu
- Perceived ability in controlling health outcomes/staying healthy

PERCEIVED SOCIAL ATTITUDES

Perception that others (esp. peers and authority) also get a flu vaccine every year

BELIEFS & BEHAVIORS

Accessing further information

Belief that they will get vaccinated

Sharing positive beliefs

Getting flu shot (HCP, pharmacy, etc.)

> American Lung Association

MyShot Ecosystem Reaching Target Audience

Owned

- Microsite and MyAlerts
- ALA newsletters, Lung.org, support groups
- Sanofi.us

Social

- @ALA and @SanofiUS content
- Organic and paid engagement/posts Influencers, bloggers

Earned Media/PR

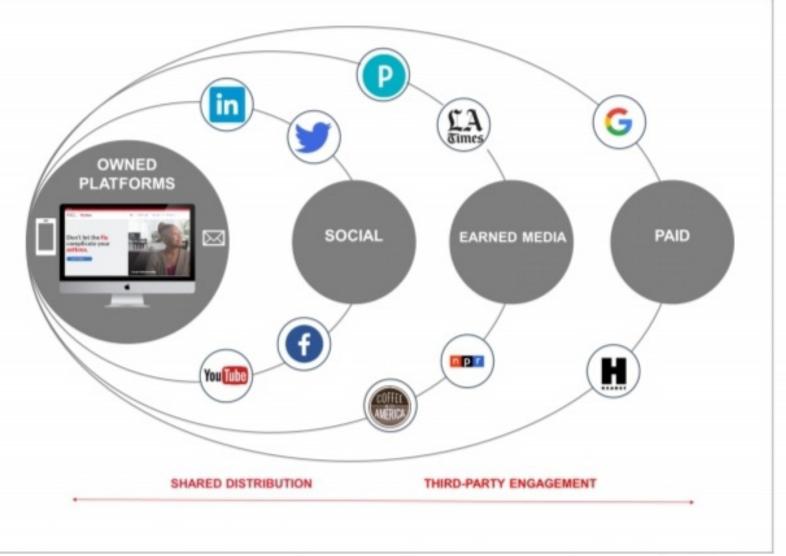
- National and local outlets
- Long-lead publications

Paid

- Hearst native editorial partnerships
- Banner ads
- Google search and display ads

Shared

- Partner communication channels
- Audience sharing





Impactful Results



Microsite and Educational Resources





Did you know?

Getting the flu shot may

Avoiding severe complications if infected



Lung Association Network and Partner Support

+ AMERICAN LUNG ASSOCIATION.



Nationwide News from the American Lung Association





Flu Fighter: MeiLan Han

Meet flu fighter Dr. MeiLan K. Han, professor of internal medicine in the Division of Pulmonary and Critical Care Medicine at the University of Michigan Health System and director of the Michigan Airways Program, Her research focuses on COPD, and she is a strong advocate of flu and pneumonia vaccination in her older patients. She understands that older patients and those with chronic health problems are at higher risk for complications from the flu, and she is dedicated to educating her patients about those risks.





Get your flu shot to help protect yourself and your family from the flu.

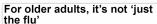
AMERICAN LUNG ASSOCIATION



News Stories









every moment I have because I know it can be taken away very quickly



Social Media Google and Banner Ads





Like





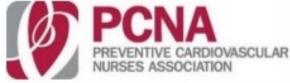
MyShot Reached 312 Million in Immunization & CHC Communities



Wovenmedia





























Highlights of Third-Party Support



Flu Fighter: Jim Piette Cheshild Meer thu Fighter (an Piette, a vocadoranter, Michardstern dad and grandlad. Ruhing and haming remained big parts of jims life finitioning this chronic advantable polantionary disease SCOPDI diagnesis, list everything chiesged when the got slick with fig. He was homebround for five weeks, dishin ear to because he couldn't breathe, became excremely week and lost. 35 pourses, site always had trauble breathing, but now he carr do much without running out of air. This is why Jim is voorking with the American Liung Association as a spokesperson for the labidors same and older albout the gotternial complications from thu.

Jim and JoJo listed as Flu Fighters – shared on CDC website and Twitter accounts



MyShot featured on weekly Summit call and e-update



Influenza Linked to Severe Complications for Heart Disease Patients

People with chronic health conditions like heart disease are at greater risk of hospitalization or even death if they contract the flu. Yet, many adults don't receive the annual flu vaccine.

Learn more about the flu landscape for adults with heart disease and the importance of yearly flu vaccination.

Featured Mike in e-newsletter and article about the importance of flu vaccines for heart disease patients





As we head into flu season, Sanofi shares The MyShot campaign. It has important information about the potential dangers of flu and the critical importance of getting a flu shot every year.

CLICK TO LEARN MORE

"Sarroff is a DiabeterStates 2019 National Strategic Partner.

Promoted MyShot on Twitter along with website and e-newsletter features





HEALTH Media NETWORK

Placed advocate videos on 5,600+ physician waiting room TVs across the country, garnering 300M+ impressions







SHOTENTHACT ORIS

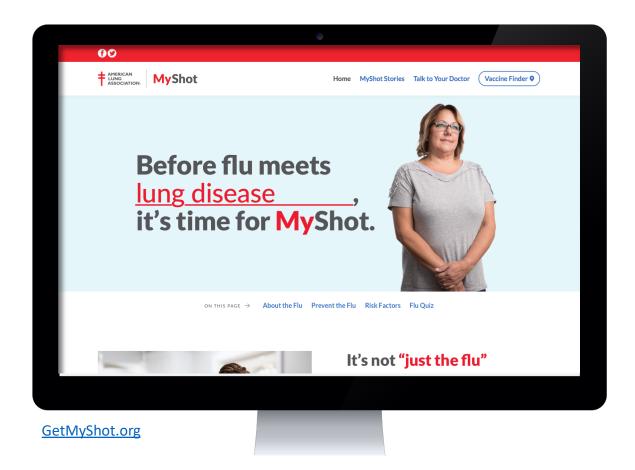
Brian's Story

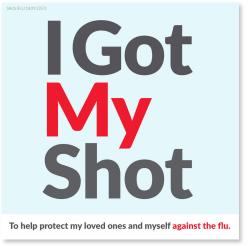
Brian lived with COPO and needed a tung
transplant to live a normal healthy life again. His
doctor insists on an annual flu shot to protect him.

Shared advocate stories across their website and social channels

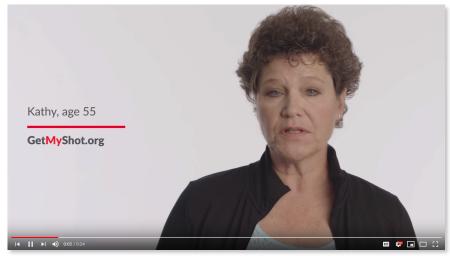


Campaign Assets





GetMyShot.org/social-media-resources/



YouTube.com/AmericanLung



Our Vision A World Free of Lung Disease





Lightbulb Moments:

What Makes Good Practice in Adult Influenza Vaccination Campaigns?





Decade of Health Ageing

WHO Immunization Agenda 2030

UN Sustainable Development Goals



Towards Ending Immunization Inequity

Towards Ending Immunization Inequity"is a five country initiative that seeks to understand the underlying effect of social determinants on influenza messages and campaigns as a unique policy lever to improve uptake rates of adult vaccination.

Phase 1

Preliminary research

Phase 2

Focus groups

Phase 3

Cross-sectional survey



KEY MESSAGES

Tailor campaign messages to at-risk groups

Scale up the use of interactive communication approaches

Monitor the quality and timeliness of messages

Evaluate the communication throughout the campaign

Engage with key stakeholders groups, including patient organizations, ageing associations

Vaccines4Life

Vaccines4Life is a knowledge mobilization platform that serves as a point of connection on the most urgent matters related to adult vaccination.