

# CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION



## Campaign Overview: South Korea



From 2003–2013 an average of **2,900** deaths per year were attributed to influenza

During the 2018–2019 season,

**82.7%**

of older adults (65+) received the flu vaccine

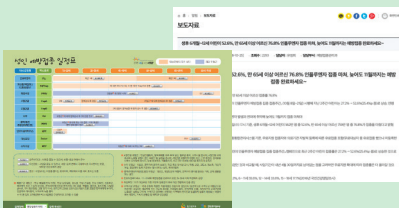


Korea's National Immunization Program (NIP) covers:

- Citizens aged 65+
- Pregnant women
- Children between 6 months and 12 years of age

## Government Campaign

The Ministry of Health and Welfare, in partnership with Korea Centers for Disease Control and Prevention (KCDC) launches an awareness campaign each year, which promotes free vaccination for priority groups. The communications campaign includes:



### Online Channels

- Adult immunization schedule
- Website
- News release
- Video



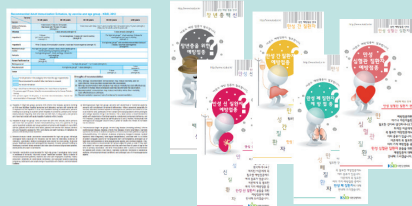
### Offline Channels

- Text reminders
- Vaccination notice
- Poster
- Infographic

## Non-government Organizations

### Korean Society of Infectious Disease

The Committee of Adult Immunization of the Korean Society of Infectious Diseases (KSID) recognized the need for vaccination guidelines for patients with chronic diseases and not covered by the NIP. Communication resources were produced, including:



- Adult vaccination guide and schedule
- Chronic condition-specific leaflets

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