

# CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION



## Campaign Overview: United States



**People 65+** accounted for **70-90%** of deaths & **50-70%** of hospitalizations from influenza between 2005 and 2011.

During the 2018-2019 season, **37%** of older adults **did not** receive a flu vaccine



- No universal influenza vaccination program
- Private health insurance plans reimburse for influenza vaccines
- People 65+ only are eligible for government-funded programs

### Government Campaign

The US Centre for Disease Control and Prevention (CDC) implements an awareness campaign during National Influenza Vaccination Week (NIVW) and throughout the year. The communications campaign includes:

#### Online Channels

- Adult immunization schedule
- CDC Web Tool
- News releases
- Video
- Social media images, and gifs

#### Offline Channels

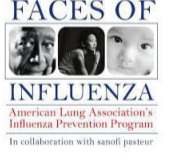
- Patient letter
- Brochure
- Fact sheet
- Poster
- Infographic
- Podcast

### Non-government Organizations

#### American Lung Association

Two main initiatives, "Faces of Influenza" and "MyShot" were promoted through:

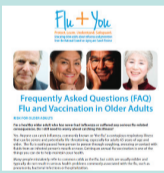
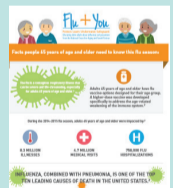
- Websites
- Newsletters
- Press release
- Pamphlets in physician waiting rooms



#### National Council on Ageing

The "Flu + You" campaign was targeted towards older adults and promoted through:

- Fact sheets
- Infographic
- Blogs



Additionally, other patient and advocacy associations such as the American Heart Foundation, AARP and the Immunization Action Coalition actively participate in the influenza awareness campaign.

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