

CHANGING THE CONVERSATION ON ADULT INFLUENZA VACCINATION



Campaign Overview: United States

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Executive Summary

The United States influenza awareness campaign is a sophisticated, mature and resource rich program with sustained efforts made by government, patient organisations and the wider civil society community.

The US campaign is the good example of how to extensively promote influenza vaccination without the basis of universal influenza vaccination program. Although annual influenza vaccination is recommended for all people aged 6 months and over, the influenza vaccine is covered by private health insurance plans and the government-funded program is only eligible for adults aged 65 years and over (Medicare Part B).

CDC is leading the national influenza awareness campaign and has developed a great deal of communication resources including web assets, fact sheets, infographics, posters, videos, podcasts, social media toolkits, news releases and so on. All materials are downloadable, shareable, and some of them are customizable to assist partners in spreading the messages to promote the awareness of influenza vaccination.

Although there has been an emphasis on universal communication for all people aged 6 months and older, CDC is still committed to reaching high-risk people influenza, including older people and adults with chronic disease, by creating targeted informative and education materials.

As a complementary part of government campaign, a lot of patients organizations and advocacy groups are rolling out targeted campaigns and sharing tailored messages to inform their members and constitutes about the seriousness of influenza and the importance of vaccination.

Demographic Details

The United States (US), in 2018, had an estimated population of 327.2 million with 18.7% (61.2m) under the age of 15 years and 15.8% (51.7m) aged 65 years and over.¹ By 2050, there will be 86.5 million people aged 65 years and older (22.4% of the total population) compared with 64.1 million (16.6%) under the age of 15 years.²

Parallel to pace of population ageing is the growing burden of noncommunicable diseases (NCDs) in the United States. In 2016, 88% of all deaths were attributable to NCDs, with cardiovascular disease (CVD) representing the leading cause, followed by cancer, chronic respiratory disease and diabetes.³ In addition to its life altering impact, the economic costs of NCDs are staggering with an estimated \$94.9 trillion from 2015 to 2050, both in terms of lost productivity and health care expenses.⁴

Context

Influenza is a serious, life-threatening infection for older adults who have a weakened immune system and equally so for those with chronic conditions such as cardiovascular disease, asthma and diabetes. It is reported that approximately 50% - 70% of hospitalizations and 90% of deaths due to influenza occurred in people aged 65 years and older during most seasons.⁵

In the recent influenza season 37% of older Americans were not vaccinated⁶ and according to survey from the National Council on Ageing, many underestimate the seriousness of influenza and are largely unaware of their vaccine options.⁷

To raise public attention on the importance of influenza vaccination the US Centers for Disease Control and Prevention (CDC) has an awareness campaign during the National Influenza Vaccination Week (NIVW) and through out the year. A variety of messages reminding the public to be vaccinated are disseminated through posters, news releases, animated images as well as web badges.

Patient and advocacy associations including the American Heart Foundation, American Lung Association, AARP, National Council on Aging and the Immunization Action Coalition are actively

responding and participating in the influenza awareness campaign by creating customized influenza-related messages and promotional materials targeting their constituents.

Government Campaign

Adult Immunisation Schedule

The Advisory Committee on Immunization Practices (ACIP) is responsible for recommendations on the use of vaccines for effective control of vaccine preventable diseases. This includes the target populations, timing and dosage of the vaccine.⁸⁹

The recommendations and corresponding immunisation schedule is an official guide for health care providers and vaccine recipients and provides the basis for the inclusion of vaccines in private health insurance plans and government-funded programs for eligible adults (e.g. Medicare Part B for adults 65 years and over).

Figure 1: Adult Immunisation Schedule

Table 1 Recommended Adult Immunization Schedule by Age Group, United States, 2020				
Vaccine	19-26 years	27-49 years	50-64 years	≥65 years
Influenza inactivated (IVI) or Influenza recombinant (IRI)	1 dose annually			
Influenza live, attenuated (LAI)	1 dose annually			
Tetanus, diphtheria, pertussis (Tdap or Td)	1 dose Tdap, then Td or Tdap booster every 10 years			
Measles, mumps, rubella (MMR)	1 or 2 doses depending on indication (if born in 1957 or later)			
Varicella (VAR)	2 doses (if born in 1980 or later)			
Zoster recombinant (RZV) (preferred)	2 doses			
Zoster live (ZVL)	2 doses			
Human papillomavirus (HPV)	2 or 3 doses depending on age at initial vaccination or condition	27 through 45 years		
Pneumococcal conjugate (PCV13)	1 dose			
Pneumococcal polysaccharide (PPSV23)	1 or 2 doses depending on indication			
Hepatitis A (HepA)	2 or 3 doses depending on vaccine			
Hepatitis B (HepB)	2 or 3 doses depending on vaccine			
Meningococcal A, C, W, Y (MenACWY)	1 or 2 doses depending on indication, see notes for booster recommendations			
Meningococcal B (MenB)	2 or 3 doses depending on vaccine and indication, see notes for booster recommendations			
Haemophilus influenzae type b (Hib)	19 through 23 years	1 or 3 doses depending on indication		

Recommended vaccination for adults who meet age requirement, lack documentation of vaccination, or lack evidence of past infection

Recommended vaccination for adults with an additional risk factor or another indication

Recommended vaccination based on shared clinical decision-making

No recommendation/Not applicable

Invitation letter

CDC has a vast array of educational materials for health care providers, as well as civil society and consumers. Customizable letters that can be used by health care professionals (e.g. doctors) to invite those most at-risk for influenza, including old people and patients with asthma, diabetes, heart disease or other chronic medical conditions to be vaccinated.¹⁰ Individuals aged 65 years and

over are informed of the vaccine options including the standard and enhanced influenza vaccines the latter developed especially for those most at-risk of serious complications.

Figure 2: Invitation Letter

Mr. Mrs. Ms. _____
**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>.

Flu vaccines are offered in many locations. Even if you don't have a regular doctor or nurse, you can get your flu vaccine at a health department, pharmacy, urgent care clinic, and maybe your school, college health center, or work.

* There are some people who should not get a flu vaccine, for instance, people who have had a severe reaction to a flu vaccine or any of its components in the past. For more information about who should and who should not get vaccinated, visit <https://www.cdc.gov/flu/prevent/whoshouldvax.htm>.

Doctor's signature or office stamp



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

310805-A

Web page

The CDC website provides the most up-to-date information on vaccine recommendations as well as comprehensive knowledge on the influenza illness and complications.^{11,12}

Through the website, which is constantly updated, the importance of vaccination in at-risk groups is described in easy to understand language with an emphasis on possible flu-related complications and age-specific vaccines for certain groups.¹³

Digital tools such as web buttons and badges that contain links to CDC information have been created to facilitate the reproduction of information.¹⁴

Brochure

The "Flu & You" brochure presents facts on influenza as well as the recommendations for fighting influenza.¹⁵ It describes common symptoms, warning signs, serious complications and consequences, transmission and duration of influenza, which is then followed by a three-step approach to fight influenza with vaccination being a priority.

Figure 3: Brochure

CDC Recommends a Three-Step Approach to Fight Flu:

#1 A flu vaccine is the first and most important step in helping to protect against flu and its potentially serious complications.

- While there are many different flu viruses, flu vaccines protect against the viruses that research suggests will be most common.
- Flu vaccination has been shown to reduce flu illnesses, doctors' visits, and missed work and school due to flu, as well as reduce the risk of serious flu complications that can result in hospitalization or even death.
- Vaccination also has been shown to not only help protect a pregnant woman from flu, but to also protect her baby for the first several months after birth.
- Flu vaccination varies in how well it works and some people who get vaccinated may still get sick, but several studies have shown that vaccination reduces severity of illness in those people.
- Everyone 6 months and older should get a flu vaccine every year before flu activity begins in their community. CDC recommends getting vaccinated by the end of October.
- Vaccination of people at high risk from flu is especially important to decrease their risk of severe flu illness.
- Take everyday actions to help reduce the spread of germs that cause respiratory illnesses.
- Try to avoid close contact with sick people.
- If you are sick with flu symptoms, CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities. Your fever should be gone without the use of a fever-reducing medicine.

#2 While sick, limit contact with others as much as possible to keep from infecting them.

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water. If soap and water are not available, use an alcohol-based hand rub.
- Avoid touching your eyes, nose and mouth. Germs spread this way.
- Clean and disinfect surfaces and objects that may be contaminated with germs like flu.

#3 Take flu antiviral drugs if your doctor prescribes them.

- If you get sick with flu, antiviral drugs can be used to treat your illness.
- Antiviral drugs are different from antibiotics. They are prescription medicines (pills, liquid or an inhaled powder) and are not available over-the-counter.
- Antiviral drugs can make illness milder and shorten the time you are sick. They may also prevent serious flu complications. For people with high risk factors, treatment with an antiviral drug can mean the difference between having a milder illness versus a very serious illness that could result in a hospital stay.
- CDC recommends prompt treatment for people who have flu infection or suspected flu infection and who are at high risk of serious flu complications.
- Studies show that flu antiviral drugs work best for treatment when they are started within 2 days of getting sick, but starting them later can still be helpful, especially if the sick person has a high risk factor or is very sick from flu. Follow your doctor's instructions for taking these drugs.

If You Do Get Sick with Flu...

Flu Symptoms can include:

- Fever* or feeling feverish/chills
- Cough
- Sore throat
- Runny or stuffy nose
- Muscle or body aches
- Headaches
- Fatigue (tiredness)
- Sometimes diarrhea and vomiting, though this is more common in children than adults

*It's important to note that not everyone with flu will have a fever.

What should I do if I get sick?

If you get flu symptoms, stay home and avoid contact with other people as much as possible except to seek medical care. Most people are able to recover at home from flu without medical care. However, some people are at high risk of developing serious flu complications (see information under People at High Risk).

How long can a sick person spread flu to others?

People with flu are most contagious in the first 3 to 4 days after their illness begins. Some otherwise healthy adults may be able to infect others beginning 2 days before symptoms develop and up to 5 to 7 days after becoming sick. Some people, especially young children and people with weakened immune systems, might be able to infect others with flu viruses for an even longer time.

How long should I stay home if I'm sick?

CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities. Your fever should be gone without the use of a fever-reducing medicine. Stay away from others as much as possible to keep from making others sick. Continue to cover coughs and sneezes and wash hands even after you return to work. It is important to know that even if you don't have a fever, you may have flu and be contagious if you get flu symptoms.

Fact sheet

"No More Excuses: You Need a Flu Vaccine" aims to dispel the myths and doubts about influenza vaccine.¹⁶ It brings attention to the value of influenza vaccination in healthy people and reiterates vaccine safety. Although this fact sheet is directed to the general public, messages about serious complications for at-risk groups is highlighted.

"Who Should Get It, and Who Should Not" explains the differences between the flu shot and nasal spray flu vaccine to better inform consumers the most appropriate vaccine based on their health conditions and age.¹⁶ Enhanced vaccines are recommended for older Americans.

Specific to older people and people living with chronic diseases, fact sheets provide targeted information that the stress dangers of influenza infection and the value and safety of vaccine.

Figure 4: Fact sheet

Adults 65 and Older

Need a Flu Shot

FIGHT FLU

Information for adults 65 years and older

Influenza (the flu) can be a serious illness, especially for older adults.

FACT: People 65 years and older are at high risk of serious flu complications.

People's immune systems become weaker with age placing people 65 years and older at high risk of serious flu complications compared with young, healthy adults. During most seasons, people 65 years and older bear the greatest burden of severe flu disease. Between about 70 percent and 85 percent of seasonal flu-related deaths in the United States occur among people 65 years and older. And people 65 and older account for between about 50 percent and 70 percent of the flu-related hospitalizations.

An annual flu vaccine is the best way to reduce your risk of flu and its potentially serious consequences.

FACT: While flu vaccine can vary in how well it works, vaccination is the best way to prevent flu and its potentially serious complications.

Flu vaccination has been shown to reduce the risk of flu illness and more serious flu outcomes that can result in hospitalization or even death in older people. While some people who get vaccinated may still get sick, flu vaccination has been shown in several studies to reduce severity of illness in those people.

People 65 years and older can get any flu shot approved for use in that age group with no preference for any one vaccine over others. There are regular-dose flu shots that are approved for use in people 65 and older and there are also two vaccines designed specifically for people 65 and older.

1. **A high dose flu vaccine** (Fluzone® High-Dose) contains 4 times the amount of antigen as a regular flu shot. The additional antigen creates a stronger immune response (more antibody) in the person getting vaccinated.
2. **An adjuvanted vaccine** (FLUAD™) is a standard dose flu vaccine with an adjuvant added. An adjuvant is an ingredient added to a vaccine to help create a stronger immune response to vaccination.

Poster

Informational posters are another medium that reminds both the general public and those who are at-risk of the serious nature and life-threatening consequences of influenza.

The posters intended for the general audience feature common messages that “Even healthy people can get flu and it can be serious” and “everyone 6 months and older should get a flu vaccine.”

For older adults, poster messages focus on the benefits and safety of immunisation and availability of publicly covered vaccine under Medicare.

Posters designed for the National Influenza Immunization Week (NIVW)¹⁷ carry the message that as long as the flu virus is circulating it's not too late to be vaccinated.

Infographic

Infographics use facts, figures, and animations to display facts about influenza and vaccination. The reasons why annual influenza vaccination is recommended for everyone 6 months and older are explained in terms of the seriousness of infection and the individual and population-level benefits

(reduce mortality). The call to action is for everyone 6 months or older to be vaccinated against influenza.¹⁸

Figure 5: Infographic

American Indians and Alaska Natives (AI/ANs) are at higher risk of developing serious complications from flu

A yearly flu vaccine can help protect you and others around you from flu

Flu is a leading cause of pneumonia

Flu and pneumonia rank among the top 10 causes of death for American Indians and Alaska Natives.

American Indians and Alaska Natives are more likely to die from pneumonia and flu than are US residents of other races.*

Across the U.S., flu causes hundreds of thousands of hospitalizations each season.

American Indians and Alaska Natives are at higher risk than others for:

- Pneumonia and bronchitis
- Hospitalization
- Death

Flu poses an even greater risk to American Indians and Alaska Natives who:

- are young children or elders
- are pregnant women
- have diabetes, severe obesity, heart disease, or asthma and other lung problems

Flu symptoms can include:

FATIGUE* (FEELING VERY TIRED)

HEADACHE

MUSCLE ACHES OR BODY ACHES

Runny or stuffy nose

CHILLS

COUGH

SORE THROAT

FEVER

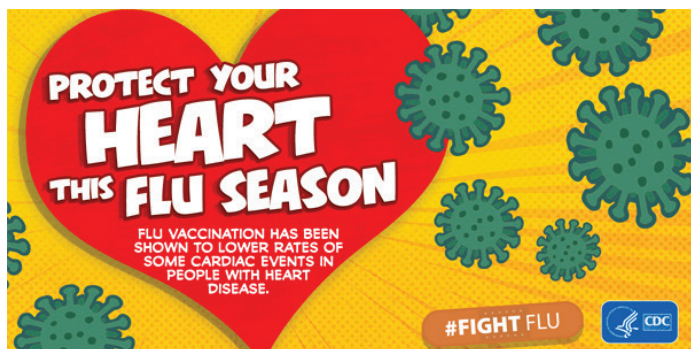
*Not everyone with flu will have a fever

Image and GIF

Animated images and GIFs designed to attract attention to different age cohorts and at-risk populations promote the value of influenza vaccination.^{19,20} Shared by CDC through various social media such as Facebook and Twitter the images have a far reaching effect in providing a snapshot of vaccination benefits while encouraging readers to be vaccinated.

The image targeting at-risk individuals with heart disease features a message that “flu vaccination has been shown to lower rates of some cardiac events in people with heart disease”.

Figure 6: Social Media Image



Video

Videos produced by CDC aim to communicate the value of influenza vaccination and address questions and misconceptions about the disease and vaccination.²¹

“#HowIRecommend” is a series of short, informative videos from clinicians explaining the importance of vaccination, how to effectively address questions from patients about safety and effectiveness, and how to persuade patients to be vaccinated.²² Targeting the growing population of older Americans Dr Pamela Tockwell describes her exchanges with older patients and the reasons for being vaccinated against influenza.²³

Podcast

Podcasts share expert recommendations on influenza prevention.²⁴ “A Cup of Health with CDC” series is a weekly podcast from the Morbidity and Mortality Weekly Report, brought to listeners by Dr. Erin Kennedy who discusses the importance of an annual flu vaccination for at-risk groups including young children; pregnant women; older people (over 65 years) and those with chronic health conditions, such as asthma, diabetes, and heart disease.

Public Service Announcement

Public service announcements (PSAs) containing information, guidance and recommendations from CDC experts on important aspects of flu prevention

and the flu season aim to raise the awareness of influenza.²⁵ The announcements comprising texts and animations are presented in the form of videos to encourage everyone six months and older to be proactive in influenza immunisation.

Press conference

CDC, along with the National Foundation for Infectious Diseases (NFID) held a press conference on 26 September 2019 to officially launch the 2019-2020 flu vaccination campaign.²⁶ Health and Human Services (HHS) Secretary Alex Azar, and CDC Influenza Division Director Dr. Dan Jernigan received their flu shot at the conference. Dr. Jernigan took questions from the media and emphasized that it was now time for everyone 6 months and older to have their flu shot. Secretary Azar encouraged Americans to use the hashtag #WhyIFightFlu this season and to talk about why they are vaccinated.

News release

News release are routinely used by the CDC to announce new and noteworthy influenza-related events, research, message to the public. For example, the article released post the NFID and CDC press conference stresses the benefits of influenza vaccine and provides a guidance to audiences on age-specific vaccines.²⁷

On evidence of the correlation between age and influenza-related complications, hospitalizations and deaths, the CDC recommends the use of high-dose influenza vaccines for persons aged 65 years and older.²⁸

The matte article published for the National Influenza Vaccination Week contains a call to action on influenza vaccination for the general public and especially those at-risk of influenza-related complications.²⁹

Vaccine Information Statement

The Vaccine Information Statement (VIS) is an information sheet produced by the CDC explaining the benefits and risks of the vaccine.³⁰ It provides information about the specific risks of influenza in at-risk groups to be shared with caregivers and family members who have not been vaccinated.

Non-government Organizations

AARP

AARP represents over 38million older Americans and plays a critical role in educating members and promoting the value of influenza vaccination through press releases, videos and news broadcasts.

Press release

“Vaccines You’ll Need After 50” is a press release that sends the message that influenza vaccination is for all Americans no matter what their age but most particularly those over 65 years of age who are one of the groups most vulnerable to influenza-related hospitalization and sometimes death.³¹

The serious impact of influenza infection on the functional ability of older people is elaborated in the news article “Medical Experts Advise: Get Your Flu shot”, where influenza is described as the “first domino in progressive decline” for those who are frail and older.³²

Video

Videos produced by AARP educate older adults on how to protect themselves and strengthen their defenses to avoid influenza infection. One of the recommendations is to talk with their doctor about the enhanced vaccine recommended for older people.^{33,34}

News broadcast

“AARP Live Minutes” in partnership with RFD-TV is a segment highlighting particular issues of interest to older people. During a broadcast in the October viewers were urged to have their flu shot early and reminded those over 65 years of age should consider the recommended enhanced vaccine.³⁵

National Council on Aging

In 2016, the NCOA collaborated with an industry partner to produce the “Flu + You” campaign to educate older adults and their families about the

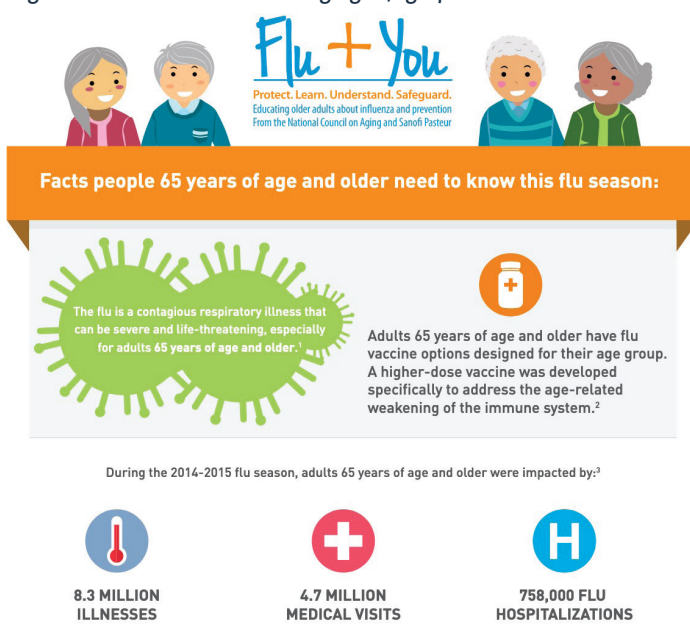
seriousness of influenza, the importance of the annual flu vaccination, and the vaccine options. A variety of campaign materials were created to foster the circulation of key messages to older Americans including fact sheets, infographics and posters.

Fact sheets

The NCOA has produced fact sheets reflecting study results about the knowledge level and attitude of influenza in adults aged 65 years and over. In large part the seriousness of influenza was greatly underestimated, and respondents were largely unaware of the various vaccine options.

Frequently asked questions such as when/where/how to be vaccinated, and whether vaccination will cause influenza were addressed through a detailed fact sheet as were misconceptions about influenza and vaccination.

Figure 7: National Council on Aging Infographic



Poster and infographic

Posters and infographics are other mediums for communication used by the NCOA to improve the uptake rates of vaccination. For instance, infographics are used to illustrate that influenza may lead to medical visits and hospitalization and worsen underlying chronic conditions (e.g. heart disease and diabetes), and that the enhanced vaccine is recommended for older adults.³⁶

The poster featured happy, healthy older people from different cultures along with the reminder “talk with your health care providers about their flu vaccine options to maintain your health”.

Blog

“Healthy Aging In Winter and Beyond: 4 Important Vaccines for Seniors Covered by Medicare” is a blog to introduce vaccines to older people.³⁷ The article answers five influenza-related questions including what is influenza, why it is important for older adults to receive the flu shot, when/where they should be vaccinated and how and for whom can the cost be covered by Medicare.

Immunization Action Coalition

The Immunization Action Coalition (IAC) works to increase immunization awareness and facilitate communication about the safety, efficacy and use of vaccines by creating and distributing educational materials for health care professionals and the general public.

Web page

The IAC website contains a body of resource rich information on vaccines and vaccine preventable diseases (VPD) organized by age groups to help readers understand the impact, the vaccines recommended and vaccine safety.

A clear and consistent message throughout the site is that “influenza is most dangerous for people with health conditions such as heart and lung disease, the very young and very old, and pregnant women” and “vaccination is the most effective step you can take to be protected from this serious disease”.

Fact sheet

A set of fact sheets produced by IAC outlines vaccines recommended for people in different age groups and with different health conditions.

The fact sheet (translated into Spanish, Chinese, Korean, Vietnamese, Russian, Arabic, and French) intended for all adults states that a single-dose influenza vaccine is recommended every fall (or winter) for self-protection and the protection of people around you.

American Heart Foundation

Web page

The American Heart Foundation (AHF) provides information on their web site about “Flu and Pneumonia Prevention” with a detailed description of the special problems that influenza poses for people with cardiovascular disease³⁸ and the critical importance of the annual influenza vaccine.

News release

News releases are also used to update patients about the danger of influenza and the importance of vaccination. Various communications focus on the relationship between influenza and certain heart diseases, as well as the benefits and effectiveness of the influenza vaccine in reducing all-cause and cardiovascular deaths.^{39,40,41}

American Lung Association

The American Lung Association (ALA) implements various awareness raising actions to improve the understanding of its members on the importance of influenza vaccination.

The “Faces of Influenza” campaign promote influenza vaccination through a public education initiative urging families to be vaccinated as soon as possible.⁴² The most recent campaign focused on collecting and displaying portraits of many famous and not-so-famous Americans, who are committed to the preventative action of influenza vaccination to help stop the spread of influenza.

“MyShot” was a campaign that reinforced the serious consequences of influenza and the need to be protected by being vaccinated early.⁴³ This message was promoted across multiple channels including websites, newsletters and physician waiting rooms across the country.

Web page

The Association is working to increase the awareness of its constituents about influenza prevention through up to date information on the website such as influenza causes, risk factors, symptoms, diagnosis, prevention and treatment.⁴⁴ The association between influenza and other chronic

lung diseases such as pneumonia and asthma is clearly explained along with a call-to-action as one of the medical tips for patients to keep their lungs healthy.^{45,46,47}

In support of the MyShot campaign, a special website was created (GetMyShot.org) to help people 50 years of age and older and their caregivers access information and resources that explain the need to take the flu seriously every year.⁴⁸ Online communications focus on the potential dangers of flu, how the flu can have direct and indirect effects on chronic conditions, and the need to prioritize vaccination. There is also a guide for patients on how to talk with health care providers about which vaccine options may be right for them.⁴⁹













Case stories

To increase awareness and discussion about the serious impact of flu in older adults, particularly those with chronic health conditions, the MyShot campaign shares patients and health care providers personal stories detailing why they prioritize a flu shot.⁵⁰ These stories were presented by video and text to illustrate the potential impact of flu on vulnerable groups (severe illness, worsening of chronic health conditions, hospitalization and leading to missed workdays).

Press release and blog

Press releases and blogs are also used by the Association to inform members about the danger of influenza and the importance of annual vaccinations.^{51,52,53,54} All news articles convey a call to action to encourage readers to take influenza vaccination seriously as it is not only a lifesaving and healthy strategy but also protects those around them.

Status of National Influenza Vaccination Campaign

Comprehensive policies and programs	Influenza vaccination is recommended by government and advisory bodies for at-risk populations including older adults and people with chronic diseases	
	Influenza vaccination is funded under the National Immunization Program (NIP) and administered through the state program for at-risk populations including older adults and people with chronic disease	
Clear communication strategy	Published context-specific communication strategy and action plan which defines communication goals, target audiences, expected roles of partner organizations, communication tools and timeline	
Well-defined audience	Universal message distributed to undifferentiated populations (general audiences regardless of age and underlying health condition)	
	Dedicated and tailored information for specific at-risk audience	
Multiple tools and channels	Online communication such as web content, digital technology, social media, online publications, email	
	Messages are disseminated offline by TV, radio, printout (e.g. leaflet, poster, brochure, outdoor ads)	
	Interactive communication including individual consultation, street campaign and face-to-face mobilization	
Realistic timeline	Timely flu season alert and vaccination reminder	
	National/regional events scheduled for intensive awareness campaign such as national vaccination day/week/month	
Regular updates of information	Information is updated on a regular basis to reflect the most recent evidence and policy, such as recommending newly licensed vaccines for specific recipient	
Engagement and support of civil society	Communication on influenza by patient associations, ageing organizations and advocacy groups	

 Well-developed
  Partially developed
  Not yet developed / No evidence

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