



Many countries recommend seasonal influenza vaccination, and a number undertake communication campaigns to raise awareness amongst target groups. The approaches used by these campaigns can be used more widely to help inform the development of local vaccination initiatives elsewhere.

Executive Summary

- **US health authorities undertake comprehensive outreach programs.** The annual US campaign targets a wide range of groups to raise awareness of the importance of vaccination, and provides many free resources (including print, web, video and audio) to assist local efforts.
- **English National Health Service (NHS) aims to increase staff vaccination.** The 'NHS flu fighter' campaign provides guidance and materials to support local immunization initiatives.
- **Brazil conducts national immunization campaigns.** In 2011, the country undertook its 13th national campaign, and expanded the supply of vaccine to pregnant women, children aged six months to two years, the elderly from 60 years old, healthcare workers and indigenous people.
- **US Joint Commission Resources (JCR) promotes healthcare worker vaccination.** In 2010/11, organizations taking the JCR 'Challenge' achieved 80% staff coverage, versus 64% nationally.
- **'Don't let the flu get you!' campaign supports patient outreach in New Zealand.** The program provides a range of resources to help health professionals reach out to target patient groups.
- **American Lung Association reveals 'Faces of Influenza'.** The campaign features famous and everyday people to put a 'face' on influenza, and offers support materials for grassroots campaigns.
- **US National Influenza Vaccine Summit promotes collaboration.** The summit brings together many public and private organizations 'to collaborate in influenza prevention activities'.

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Campaigns Around the World

Seasonal Influenza Vaccination Series: Paper 7



IFPMA

Influenza Vaccine Supply
International Task Force

A number of health authorities and professional organizations around the world conduct outreach campaigns to raise awareness of seasonal influenza and encourage vaccination amongst recommended groups. Several offer advice and provide materials and resources to support local initiatives, which can also be used to help inform vaccination programs further afield.

US Center for Disease Control and Prevention conducts comprehensive outreach programs

In the United States, the Center for Disease Control and Prevention (CDC) conducts an annual awareness campaign on the importance of influenza vaccination¹. This includes advertisements, public service announcements and a broad range of free communication materials for local use¹. These are available in a wide variety of formats (posters, information sheets, web tools and audio/visual materials, with many available in Spanish) and target a range of groups, reflecting the US recommendation that everyone aged \geq six months is vaccinated². In addition, the National Influenza Vaccination Week is held at the end of the year to encourage immunization through December and into the New Year¹. This initiative provides a range of resources to assist local outreach, including print materials, web tools and a media relations toolkit. During the 2010/11 season, an estimated 43% of the US population aged six months or over was vaccinated, 1.8% more than the year before³.

English National Health Service targets staff with 'flu fighter' campaign

In the 2010/11 winter season, 34.7% of frontline healthcare workers were vaccinated against influenza in the English National Health Service (NHS). During the 2011/12 season, the NHS flu fighter campaign aims to increase vaccine coverage amongst staff⁴. The initiative includes a range of downloadable resources to support local vaccination programs, including campaign guides, posters and web tools. The campaign also provides case studies, videos, letters and presentations, and 'mythbusters' to help address a number of common misconceptions about the disease and vaccine.

Brazil conducts national influenza immunization campaigns

From 25 April to 13 May 2011 Brazil undertook the country's 13th seasonal influenza immunization campaign, with approximately 32.75 million doses of vaccine⁵. The campaign included a Day of National

Mobilization on 30 April, and in 2011 the Ministry of Health expanded the supply of vaccine to pregnant women, children aged six months to two years, the elderly from 60 years old, indigenous people and healthcare workers⁶. The campaign provided a range of resources, such as radio segments, video adverts, a poster and artwork for T-shirts and baseball caps.

Joint Commission Resources challenges US health organizations to increase staff vaccination

Since 2008, the Joint Commission Resources (JCR) has issued its 'Flu Vaccination Challenge' to US health organizations to increase coverage rates amongst their workers⁷. The JCR, a not-for-profit healthcare safety and quality improvement organization, provides a range of campaign materials to help participants reach at least 75% coverage, which includes advice on best practice and educational resources^{7,8}. During the 2010/11 season, over 800 organizations joined the challenge, and achieved an average coverage of 80%, compared with the 64% national average⁷.

New Zealand supports patient outreach with 'Don't let the flu get you!' campaign

The New Zealand National Influenza Strategy Group (NISG) was formed to assist the country's Ministry of Health, with a primary focus on increasing vaccine uptake amongst the at risk who are eligible for free immunization (the elderly, those with chronic conditions and pregnant women)^{9,10}. The 'Don't let the flu get you!' campaign supports healthcare professionals reach out to these groups. The 2011 campaign pack provides key messages, details for ordering vaccines, consent forms, clinical information and patient materials, such as recall letters and posters. Additional support for health professionals is provided online, with a separate website targeting patients. During the 2011 season, New Zealand achieved 'a very pleasing result', distributing 993,500 doses of vaccine¹¹.

American Lung Association puts a 'face' on influenza

The American Lung Association's 'Faces of Influenza' campaign urges all Americans aged six months and older to be vaccinated¹². The campaign features a range of famous and everyday people, including the national spokesperson, Olympic Gold Medallist Kristi Yamaguchi, to put a 'face' on influenza¹². The campaign provides information on the disease, risk groups and vaccination and addresses a number of common myths,

both in English and Spanish. Grassroots campaigns are supported with a comprehensive toolkit that provides educational materials and templates for use with local media and other stakeholders.

US National Influenza Vaccine Summit promotes prevention through collaboration

The American Medical Association and CDC sponsor an annual National Influenza Vaccine Summit, which brings together healthcare workers, public health professionals, vaccine manufacturers, distributors and consumers 'to coordinate and collaborate in influenza prevention activities'¹³. The meeting covers a range of topics, including a review of the previous influenza season, vaccine production and awards for innovative immunization campaigns¹⁴. The summit also provides a range of resources for the public and health professionals via a single web portal, providing links to information and advice from selected organizations. Building on the success of the US initiative, the European Scientific Working group on Influenza (ESWI) held the first European Influenza Summit in 2011¹³.

Conclusions

Many health organizations conduct campaigns to encourage influenza vaccination amongst target groups. Several provide advice and resources for local use, which can also help inform vaccination initiatives elsewhere. For instance, the US health authorities undertake a comprehensive annual program, which includes a broad range of support materials. Similarly, campaigns in Brazil and New Zealand provide a variety of resources. In England, the National Health Service aims to increase vaccine uptake amongst staff, and provides both guidance and support. In the US, the American Lung Association's 'Faces of Influenza' campaign promotes the importance of immunization, the Joint Commission Resources challenges health organizations to increase staff vaccination, and the National Influenza Vaccine Summit encourages collaboration between public and private sector stakeholders.

For an inventory of world-wide Vaccination Campaigns and Factors Affecting Uptake please visit www.ifpma.org/global-health/influenza

References

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About the IFPMA

IFPMA represents the research-based pharmaceutical companies and associations across the globe. The research-based pharmaceutical industry's 1.3 million employees research, develop and provide medicines and vaccines that improve the life of patients worldwide. Based in Geneva, IFPMA has official relations with the United Nations and contributes industry expertise to help the global health community find solutions that improve global health.

IFPMA manages global initiatives including: IFPMA Developing World Health Partnerships Directory studies and identifies trends for the research-based pharmaceutical industry's long-term partnership programs to improve health in developing countries, IFPMA Code of Practice sets standards for ethical promotion of medicines, IFPMA Clinical Trials Portal helps patients and health professionals find out about on-going clinical trials and trial results.

About the Influenza Vaccine Supply (IVS) Task Force

The IVS Task Force includes 16 vaccine manufacturing companies that are involved in research, development and production of influenza vaccines, representing more than 95% of world production. The IVS member companies are, Abbott, Adimmune Corporation, Baxter, Biken, CSL Limited, Crucell, Denka Seiken, GlaxoSmithKline Biologicals, Green Cross Corporation, Hualan Biologicals, Kaketsuken, Kitasato Institute, MedImmune, Novartis Vaccines & Diagnostics, Sanofi Pasteur, Sanofi Pasteur MSD, and Sinovac.



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