Global Influenza Strategy 2019-2030

Influenza is a serious global health threat that impacts all countries: every year, there are an estimated 1 billion cases, 3-5 million severe cases, and 290 000-650 000 influenza-related respiratory deaths worldwide. In this interconnected world, the next influenza pandemic is a matter of when not if, and a severe pandemic is believed by many experts to be potentially the most devastating global health event with far reaching consequences.

The Global Influenza Strategy for 2019-2030 provides a framework for WHO, countries and partners to approach influenza holistically through robust national programmes – from surveillance to disease prevention and control – with the goal of strengthening seasonal prevention and control and preparedness for future pandemics. To achieve this, the strategy places a large focus on the following: 1. the development of better global tools, such as vaccines, antivirals and treatments, that would benefit all countries and instil public confidence and uptake; and 2. stronger country capacities that are integrated within national health security planning and universal health coverage efforts. Influenza prevention, control and preparedness are functional building blocks for capacity-building and can enhance core capacities across the health spectrum; a country-level approach and country ownership are vital for ensuring sustainability of national influenza programmes, which serve as an investment for greater health system strengthening and pandemic preparedness. With its focus on country impact, the strategy is aligned with the goals of WHO’s 13th General Programme of Work for achieving universal health coverage, addressing health emergencies and promoting healthier populations. The strategy builds on the success of the Global Influenza Surveillance and Response System and the Pandemic Influenza Preparedness Framework as it integrates broader goals for prevention, control and preparedness for all countries.

Vision: Attainment of the highest possible influenza prevention, control and preparedness to safeguard the health of all people.

Goals:
1. Reduce the burden of seasonal influenza.
2. Minimize the risk of zoonotic influenza.
3. Mitigate the impact of pandemic influenza.

High-Level Outcomes:
1. Better global tools: a focused, consensus-driven plan leads to greater research, innovation and availability of new and improved tools for the prevention, detection, control and treatment of influenza.
2. Stronger country capacities: every country has a prioritized influenza programme that is evidence-based; is optimized to fit the country’s needs; and contributes to national and global preparedness, response and health security.
Strategic Objectives and Actions:

1. Promote research and innovation to address unmet public health needs
   A. Promote research and innovation for improved and novel diagnostics, vaccines and treatments against influenza.
   B. Promote operational research for influenza prevention, control and programme delivery.
   C. Promote research to better understand the virus characteristics and host factors that drive the impact of influenza.

2. Strengthen global influenza surveillance, monitoring and data utilization
   A. Enhance, integrate and expand virological and disease surveillance.
   B. Build a strong evidence base for understanding the impact and burden of influenza.
   C. Develop effective influenza communication strategies across multiple sectors and between stakeholders.

3. Expand seasonal influenza prevention and control policies and programmes to protect the vulnerable
   A. Integrate nonpharmaceutical interventions into prevention and control programmes.
   B. Design and implement evidence-based immunization policies and programmes to reduce transmission and disease severity.
   C. Design and implement evidence-based treatment policies and programmes to reduce morbidity and mortality.

4. Strengthen pandemic preparedness and response for influenza to make the world safer
   A. Strengthen national, regional and global planning to enable timely and effective pandemic readiness.

Enablers

There are five key enablers that will help guide the activities of WHO, countries and partners as they implement the strategy:

- countries are at the centre;
- the Global Influenza Surveillance and Response System and other global influenza assets and strategies are strengthened and sustained;
- countries, industry and civil society continue to support and implement the Pandemic Influenza Preparedness Framework;
- partnerships are strengthened and expanded; and
- value for money.