Workshop in Enhancing Communication around Influenza Vaccination

Outputs from Break-out Groups Session 3

CDC Atlanta, Georgia, USA
11-13 June 2013
Exploring assumptions, challenges & successes in influenza campaigns

GOV /HEALTHCARE WORKER PERSPECTIVE

Obstacles that have blocked or hinder progress:

• Lack of motivation (poor/insufficient information, cost, risk perception, mistrust, health literacy, cultural factors)
• Lack of resources and capacity (human, financial, logistical, administrative)
• Lack of political commitment, leadership and government ownership
exploring assumptions, challenges & successes in influenza campaigns

gov /healthcare worker perspective

Factors that contribute to success:

• Strong leadership (at all levels) and political will
• A clear targeted and tailored implementation plan (roll out, communication plan)
• Quality access and availability of vaccines (sustainable supply and distribution system)
• Involvement of relevant stakeholders
Exploring assumptions, challenges & successes in influenza campaigns

GOV /HEALTHCARE WORKER PERSPECTIVE

Top recommendations for implementing effective seasonal influenza vaccination program/strategy:

• Ensure regular monitoring and evaluation of program (perception, coverage, cost and disease)

• Create mechanisms to involve stakeholders in planning, implementation and monitoring of the plan

• Develop appropriate roll out plan (context-specific)

• Strengthen the role of health care providers