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

INDUSTRY

Obstacles that have blocked or hinder progress:

• Lack of Policy – at a national level, clearly communicated
• Access – Increasing availability of vaccine and also making it easier for people to get to the vaccine
• Awareness and Acceptance – Means of communication through effective channels using appropriate messaging at multiple levels; from national champions to local community leaders
• Lack of Funding
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Factors that contribute to success:

• Required metrics to measure success through monitoring and evaluation
• Programmatic Capacity Building (ex. Regulatory support)
• Evidence-based information that is timely and accessible to all (to counter mis-information)
• Key role of healthcare workers in the uptake of vaccine
Exploring assumptions, challenges & successes in influenza campaigns

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

• Improving communication at all levels (National levels → Local levels) “Think Global Act Local”

• Need for GAVI investment case

• Using trusted local leaders to deliver the messaging

• Key role of health care workers in access, awareness and acceptance