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

GOVERNMENT POLICY PERSPECTIVE

Obstacles that have blocked or hinder progress:

Culturally specific determinants that need better understanding

• Perception of influenza risk and vaccine
• Low priority in policy and program priorities
  • Structural determinants (access, availability, costs)
• Relationships with stakeholders (media, governments, NGOs)
Exploring assumptions, challenges & successes in influenza campaigns

GOVERNMENT POLICY PERSPECTIVE

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

• Early engagement partners (pre-crisis)
• Targeted messaging tailored to local cultural context
• Ensuring information accuracy and transparency
• Try to incorporate two-sided communications