Workshop on Enhancing Communication around Influenza Vaccination

Overview of the Workshop

Objectives

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Overall Workshop Goal

- Enhance and strengthen evidence-based communication capacity on influenza vaccination through:
  a) improving evidence-based communication about the benefits and safety of seasonal vaccination to increase uptake, and;
  b) strengthening risk communication capacity building, which will also directly support influenza pandemic preparedness.
Workshop Objectives:

• To bring together key stakeholders to identify and discuss common concerns and challenges in communicating the importance and benefits of seasonal influenza vaccination, addressing misinformation and promote acceptance by health professionals and the public, and in identifying effective communication tools.

• To provide a forum to discuss evidence-based mechanisms, best practices and effective models for strengthening national and regional communication capacities for influenza vaccination, including innovative use of a wide range of media tools.

• To delineate national and regional policy issues, priorities and options for building sustainable communication capacities in the short-, medium-, and long-term for seasonal influenza and pandemic preparedness.