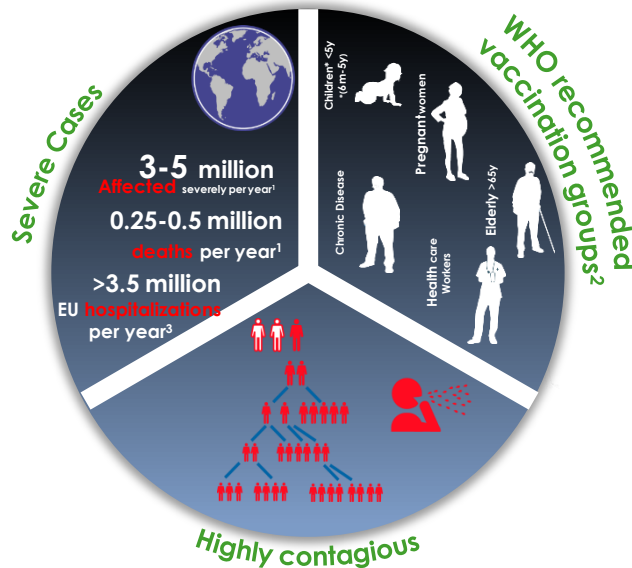




GLOBAL ADVOCACY INITIATIVES FOR INFLUENZA VACCINATION

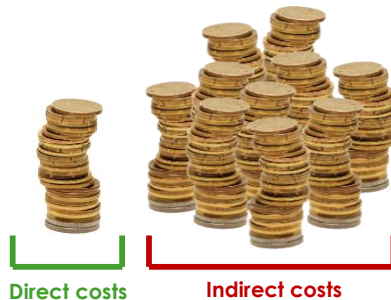
Atika Abelin – 6th MENA INFLUENZA STAKEHOLDERS MEETING – 7 April, 2017 - Prague

Influenza: A Serious⁽¹⁾ Public Health Concern



Consultations
Hospitalizations

Absenteeism
Lost productivity

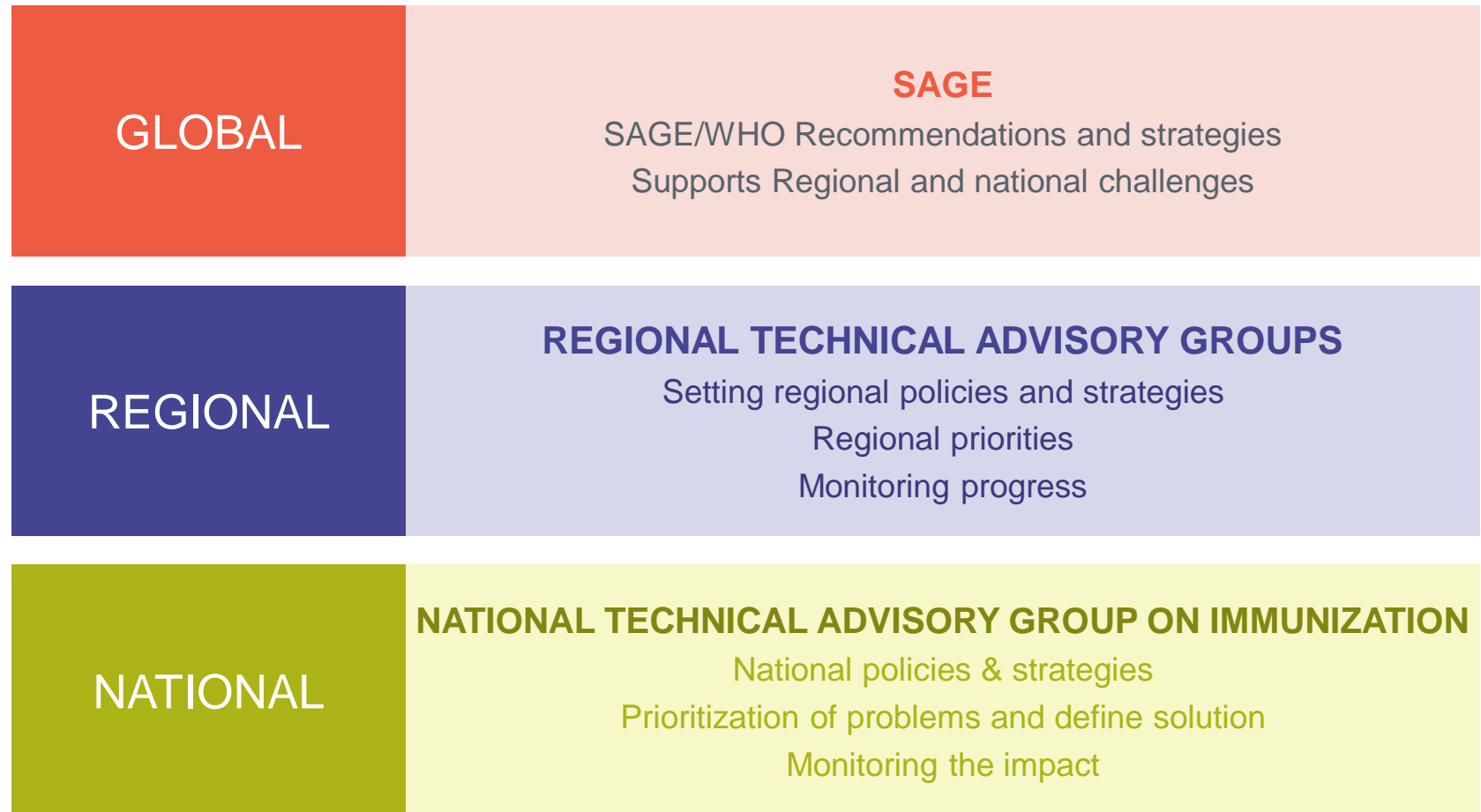


- Globally influenza occurs with an **annual attack rate** about **5%–10%** in adults and **20%–30%** in children¹
- **Vaccination** is especially **important for people at higher risk of serious influenza complications**, and for **people who live with or care** for high risk individuals.
- **WHO recommends annual vaccination** for:
 - pregnant women
 - Children (aged 6 months to 5 years)
 - Elderly (≥65 years of age)
 - individuals with chronic medical conditions
 - Health-care workers
- **Increase vaccination coverage** of at risk populations is encouraged widely by health organizations worldwide^{2,4,5}

- Influenza causes a **significant economic burden**^{5,6}
- Costs **escalate with complications** and in the elderly population⁶
- Influenza **indirect costs** are tenfold direct costs⁷

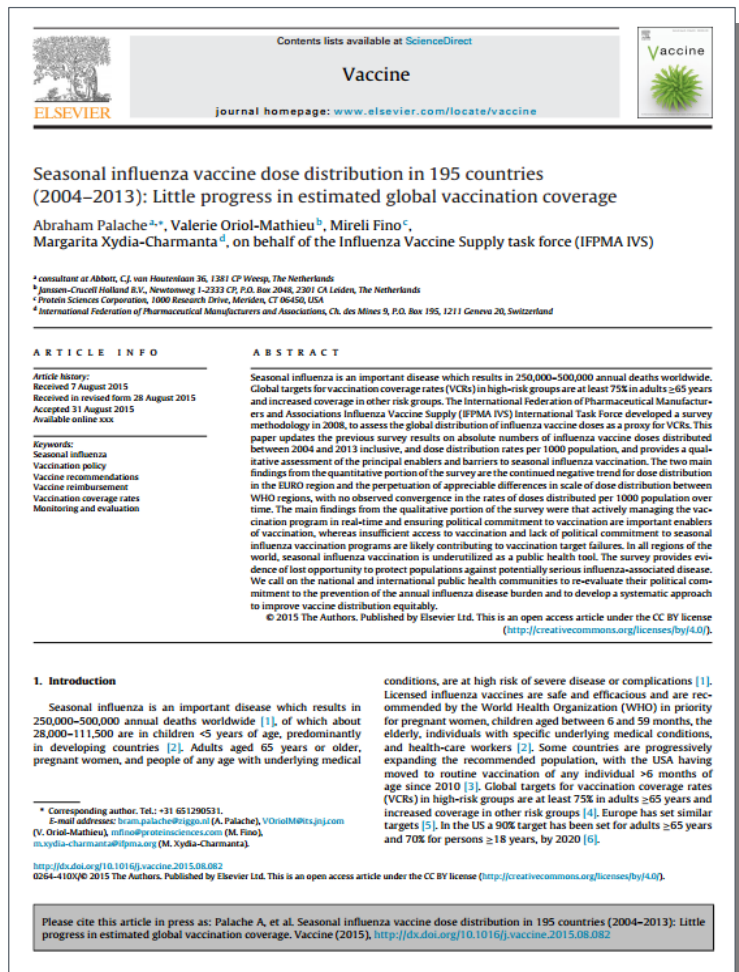
1) WHO 2014. *Influenza Factsheet* 211. <http://www.who.int/mediacentre/factsheets/fs211/en/>. 2) WHO, *WER*. 2012;87(47):461–476. 3) Ryan, J. et al. *Vaccine* 2006. 24(47-48):6812–6822. 4) Resolution WHA 56.19. WHO 2003 5) Commission Of The European Communities. 2009 http://www.epha.org/IMG/pdf/seasonflu_rec2009_en.pdf 6) Molinari NA. et al. *Vaccine* 2007;27(25):5086–5096 7) Szucs T. *J of Antimicrobial Chemotherapy* 1999;4:11–15.

Influenza immunization policy is “driven” by recommendations

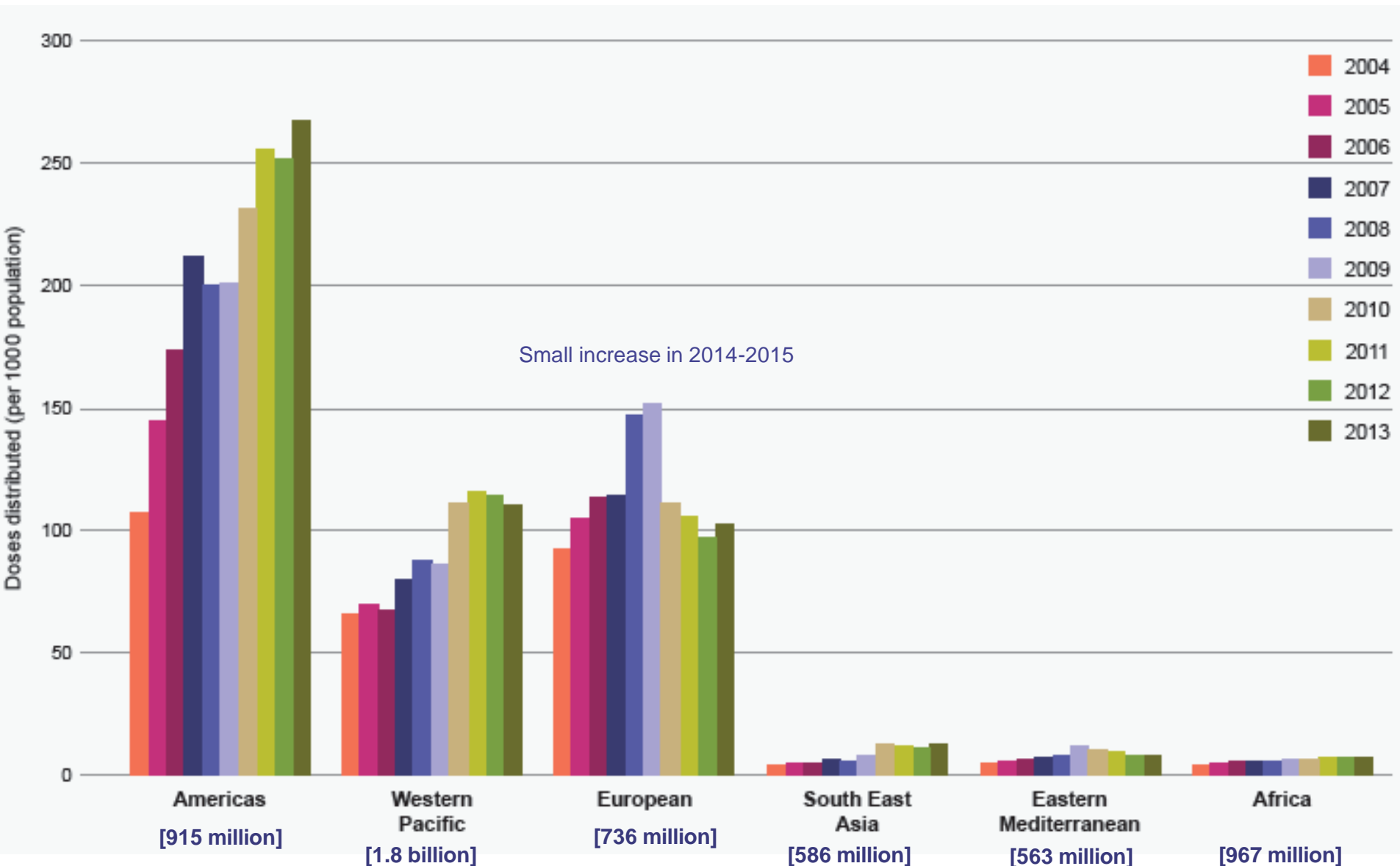


Global influenza vaccine distribution data

- Publication in 'Vaccine' (2015)



Seasonal Dose Distribution 2004-2013



The main findings from dose distribution survey

Very few countries reaching
75% coverage in targeted population
according to WHA resolution

In all regions of the world,
seasonal influenza vaccination is
underutilized as a public health tool

Slight increase in EURO Region in 2014

Actively managing the vaccination program
in real-time and ensuring
political commitment to vaccination
are important enablers of vaccination

Differences in scale of dose distribution
between WHO regions

Insufficient access to vaccination and
lack of political commitment to seasonal
influenza vaccination programs are likely
contributing to vaccination target failures



- Global federation of national member associations representing over 9 million physicians in 111 countries
- Leading member of the World Health Professions Alliance (WHPA)
- Strives to achieve the highest international standard of medical education, medical ethics and healthcare for all people around the world

Areas of Work

- Medical ethics
- Human rights
- Public health (NCDs, communicable diseases, health and environment, immunization, social determinants, tobacco control)
- Health systems
- Policy and advocacy
- Campaigns



WMA INFLUENZA VACCINATION CAMPAIGN



Phase
I

Introducing the campaign



Phase
II

Vulnerable Populations

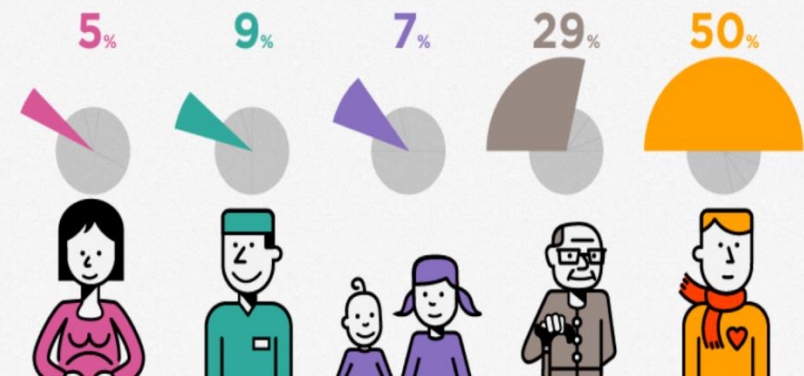
PRIORITY RISK GROUPS

ACCORDING TO WORLD HEALTH ORGANISATION



DISTRIBUTION OF VACCINATION GAP BY RISK GROUP

% of total vaccination gap (out of 60 million people)



WMA INFLUENZA VACCINATION CAMPAIGN



Let's make a small thing

a big deal

**Protect Yourself and
Those You Care For**



**Others will follow your lead.
Get the flu vaccine.**

WMA INFLUENZA VACCINATION CAMPAIGN



Phase
III

Focus on Children

Campaign Videos



WMA INFLUENZA VACCINATION CAMPAIGN



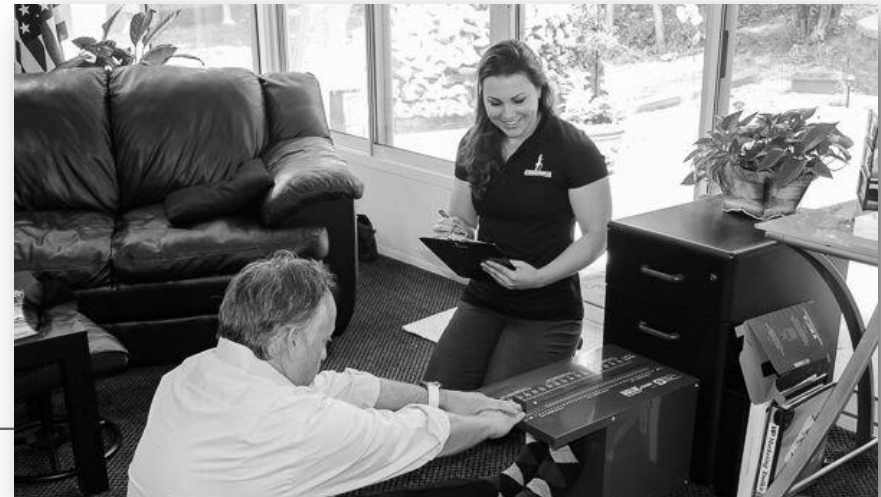
Phase IV

Worksite Wellness and Influenza Immunization



The workplace is the second most common location to receive an influenza vaccine, first being the physician's office.

A reported one third of workers aged 18-49 years and one fifth of employees aged 50-64 years receive the vaccine at work.



PROPOSED WMA/IFPMA WORKSITE WELLNESS AND INFLUENZA CAMPAIGN



Physicians have a threefold role that make excellent targets for the campaign as well as advocates for the cause:

1. **Recipients** – they need to be vaccinated themselves (patient safety issue)
2. **Educators/advocates** – the need to recommend vaccines to their patients
3. **Providers** – they provide the vaccine

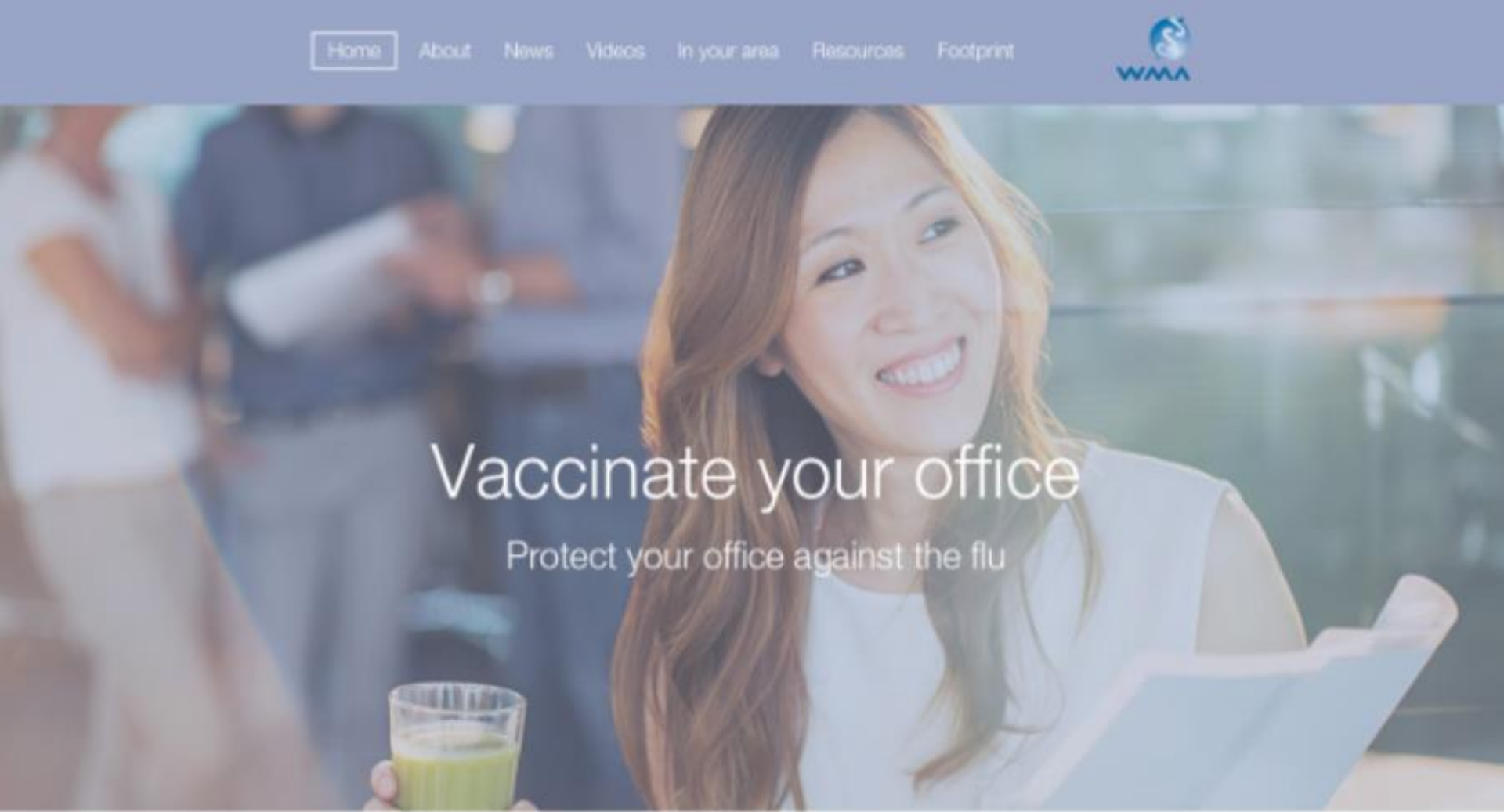


NEXT STEPS

IFPMA approval process ongoing for the WMA campaign proposal on worksite wellness

Planning and preparation of the campaign

Launch of the campaign in 2017

A background image of a smiling woman with long brown hair, wearing a white sleeveless top. She is holding a glass of green juice in her right hand and a blue folder in her left. The background is blurred, showing other people in an office setting.

Vaccinate your office

Protect your office against the flu

It is important to be healthy and we want to make it easy for you. If we're not vaccinated against influenza, the sick, elderly, children and pregnant women we care for are at risk of catching this potentially deadly, but preventable, disease directly from us.

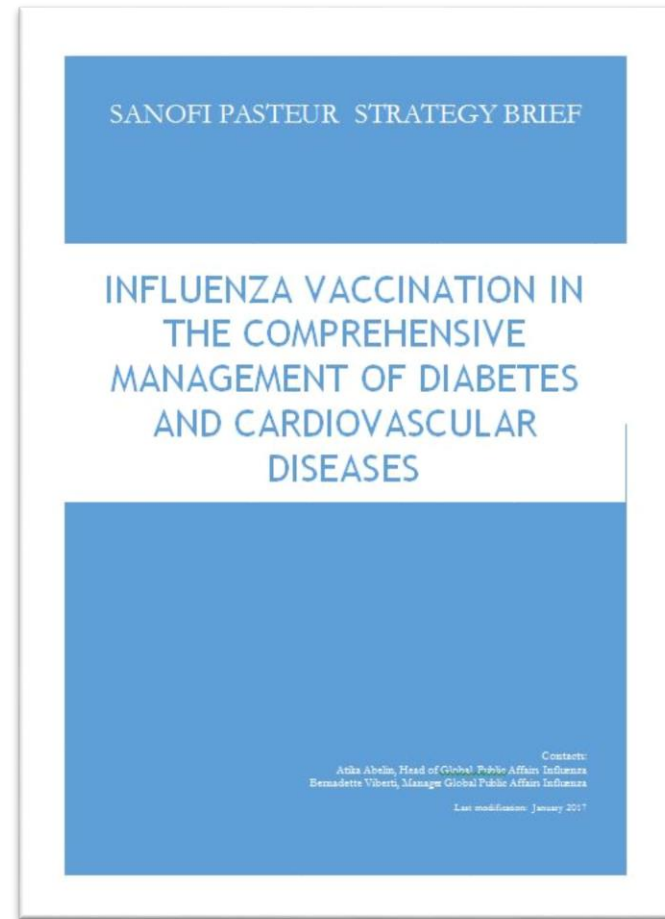
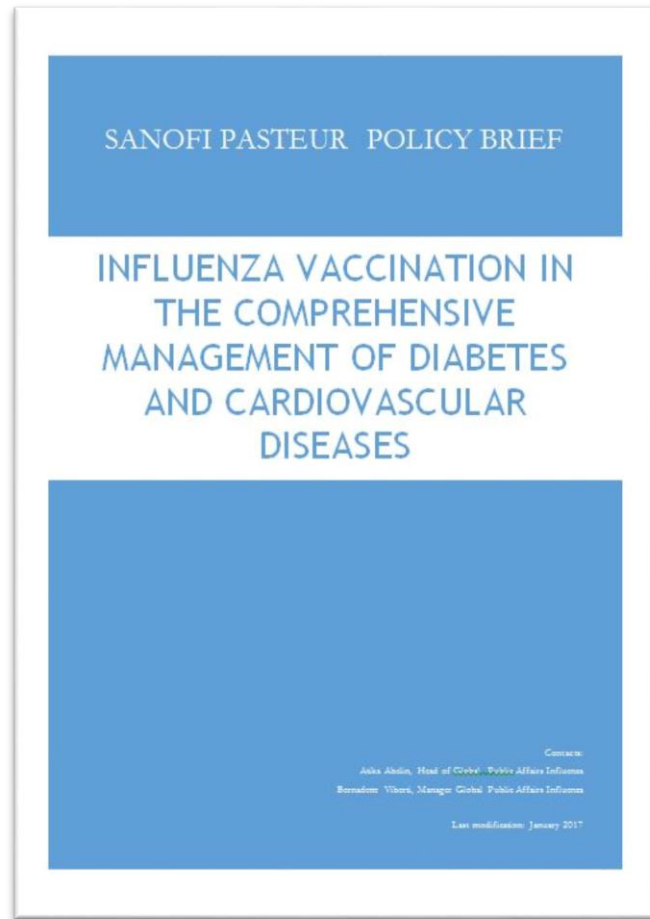
So why are immunization rates amongst healthcare workers so low – as low as 40% in the USA, for example? Is it the misconception that we cannot get infected or spread the disease ourselves, or simply the fear of side effects from the shot?

CHRONIC DISEASES / NCDS & INFLUENZA



FLU & CHRONIC DISEASES/NCDS TOOL BOX

FOR INTERNAL USE



ENGAGEMENT WITH THE WORLD HEART FEDERATION (WHF)



- Interest to work further with the IFPMA IVS
- Agreement to add influenza vaccination in WHF roadmap for secondary prevention
- IFPMA IVS side-event WHF Cardiology Summit and the WHF Congress 2016
 - “Heart disease and influenza prevention: synergies and opportunities”, coordinated by Atika Abelin
 - Audience feedback: need to further raise awareness on the important link between influenza and NCDs, such as heart disease
- IFPMA IVS submitted proposals for further collaboration in 2017, which are being reviewed and finalized between the IFPMA and WHF



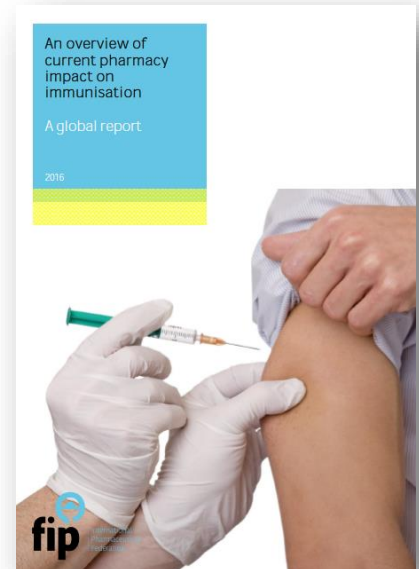
ENGAGEMENT WITH THE INTERNATIONAL PHARMACEUTICAL FEDERATION (FIP)



IFPMA IVS participated at the FIP Annual Congress (August-September 2016, Buenos Aires), at the stakeholders roundtable on the role of pharmacists in vaccination

IFPMA IVS met with the FIP senior management in Buenos Aires and agreed on collaboration approaches, to be discussed and approved by the IVS PPC in September

Opportunity to host a side-event/symposium on influenza vaccinations at the FIP Annual Congress, 2017



Expert Groups,
Medical Societies
Coalitions,
Regional Alliances
Others

ESWI - European Scientific Working Group on Influenza

Flu



All targets

- **ESWI web portal - www.eswi.org**

- Influenza knowledge center ([link](#))

- FAQ, videos, infographics, podcasts, press releases



- **ESWI TV ([link](#))**

By topic:

[General Influenza - The influenza virus - Pandemic influenza](#)

[Seasonal influenza - Public health policy - Communication](#)

[Vaccination - Socio-economic impact of influenza - Healthcare workers](#)

FREQUENTLY ASKED QUESTIONS

[When should antiviral drugs against influenza be used?](#)

[Will there be a new pandemic?](#)

[Can you get influenza from the vaccine?](#)

[Does the vaccine have any side effects?](#)

[Should the vaccine be given every year?](#)

[Do healthy people need to get vaccinated?](#)

[Why is vaccination against flu necessary?](#)

[Should health care workers be vaccinated?](#)

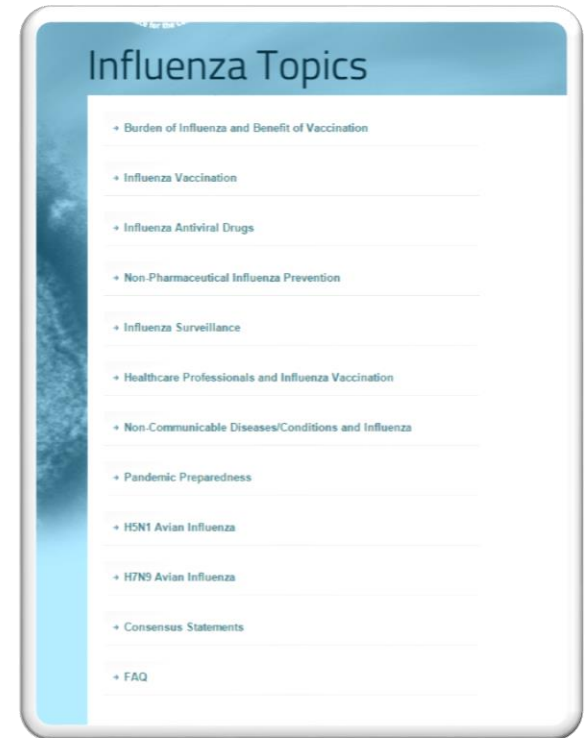
[What is the difference between influenza and a common cold?](#)

- **CISN (Country Influenza Stakeholder Networks): Turkey (*in Turkish*) – ([link](#))**



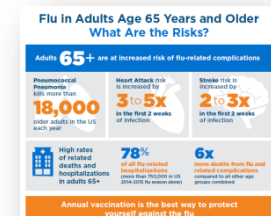


- Influenza Resource and Literature
 - Burden of Influenza and Benefit of Vaccination
 - Influenza Vaccination
 - Influenza Antiviral Drugs
 - Non-Pharmaceutical Influenza Prevention
 - Influenza Surveillance
 - Healthcare Professionals and Influenza Vaccination
 - Non-Communicable Diseases/Conditions and Influenza
 - Pandemic Preparedness
 - H5N1 Avian Influenza
 - H7N9 Avian Influenza
 - Consensus Statements
 - FAQ
- Overview on the recent QIV literature ([link](#))



Resources on Flu

- Facts about influenza ([link](#))
- Experts answer questions about Flu ([link](#))
 - “Vaccinate your Family” FaceBook page ([link](#))
- Influenza vaccination for adults age 65 years and older
 - Infographic (2017) “Flu in Adults Age 65 Years and Older, What Are the Risks?” » ([link](#))
 - FAQ ([link](#))
- Influenza Vaccination Coverage by Age Group
 - Infographic ([link](#))
- Campaigns & Material
 - *Family F ighting flu “Rock out the flu event”*: evening of live music, food & drinks, and fellowship as together we raise funds for Families Fighting Flu! ([link](#))
 - “Are you a flu fighter” coloring book ([link](#))



ENGAGEMENT WITH NURSES

ICN (International Council of Nurses)

ICN

- A Federation of more than **130 national nurses associations** (NNAs) worldwide.
- Founded in 1899, the **world's first and widest reaching international organisation** for health professionals.
- **Immunisation**, a Global Priority
- ICN strategy seeks to support the realisation of the WHO goals in relation to immunisation by utilising and empowering the nursing workforce.

potential areas of collaboration

- Conduct a **comprehensive analysis to validate the role of nurses in flu vaccination** and their level of knowledge in immunization
- **Develop educational material: E-learning / Webinars**
- **Vaccinator Accreditation delivered by ICN**
- **Communication campaigns**
- **Advisory Board**

WHO: Shame the vaccine skeptics

France – In the era of fake news, policymakers ought to tackle people’s growing mistrust in vaccines by **appealing to emotion rather than reason**, a top World Health Organization official said today.

“Shame those who think that acting as free riders is the way to go,” Marie-Paule Kieny, WHO’s assistant director general in charge of health systems and innovation, told a conference at the Biovision life sciences forum.

She advised policymakers to **“stop hiding”** behind technocratic and scientific lingo and to emphasize the fact that vaccination is a **“social responsibility”** key to protecting not just individuals, but entire populations from infectious diseases.

“We should also maybe stop pretending that all vaccines are very efficacious and 100 percent safe,” she said. Flu vaccines, particularly, are only effective in about half of cases but they do help protect the most vulnerable, she said, adding this should be recognized and better emphasized in public health campaigns.

Her suggestions: To an emotional reaction, oppose another emotional reaction. **Be more active on social media and show on TV a child who is immune-deficient or has cancer and could be infected in school by another child who is not vaccinated, with the message that “it could be your grandson.”**

“We should not think that the population is stupid. ... But if we were to talk to them in language that they understand, we may have a better success than by hiding behind technocratic language and hiding behind our certitudes, as experts,” Kieny said.