

A longer life is a shallow achievement when quality of life and function is compromised through poor lifestyle decisions

Barriers

to improving rates of adult vaccinations to target in advocacy

Inconsistent policies, standards and guidelines

> Limited and lack of evidence

Professional

and public

education

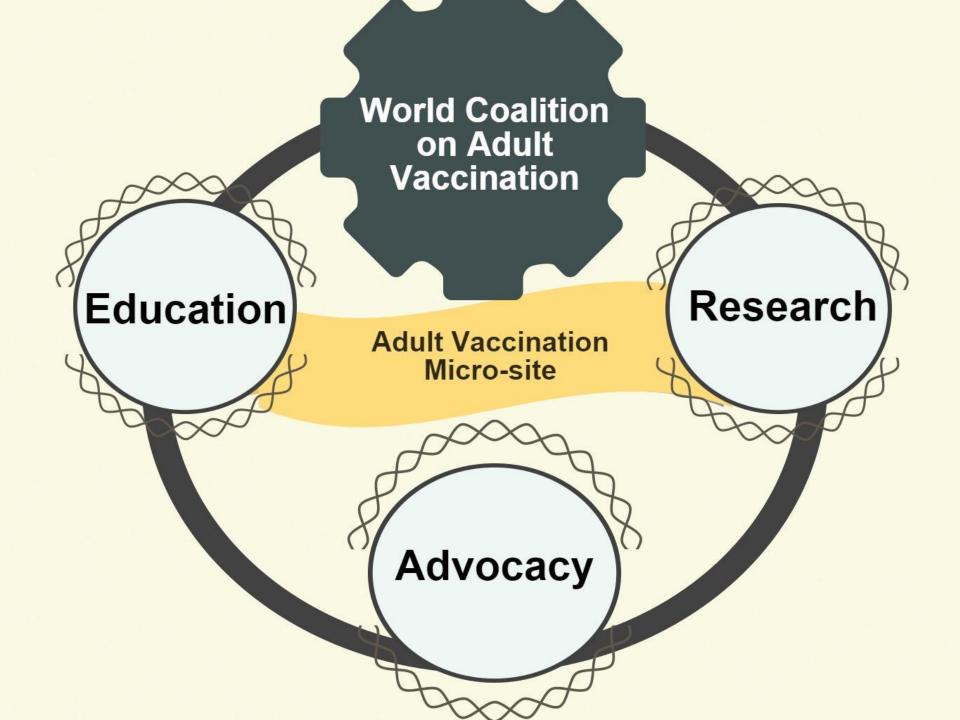
Registers and other data collection limited and unconnected

Reimbursement

Costs and

Competing age cohorts

Poor public health awareness

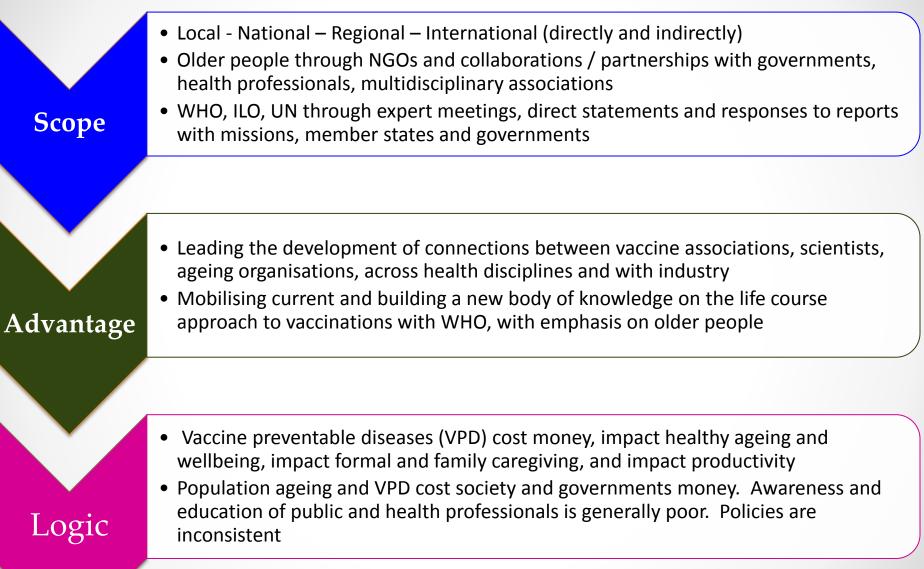


Purpose

Coalition of organisations which includes scientists and clinicians, NGOs and academia collaborating on a common agenda around adult vaccinations.

Goal to create and mobilise networks of vaccine, infectious disease and public health experts, geriatricians, academics and industry with civil society to help shape policies to improve the uptake rate of adult vaccinations

Being Strategic



Brief Overview

6. Ongoing country-specific knowledge creation, synthesis and exchange (2014 ongoing) to working with country partners to influence policy e.g. Japan

5. Latin American Adult Vaccination Advocacy Summit (April 2016)

4. Globally influencers - Side events at the United Nations and World Health Assembly (2016)

3. European Summit of NGOs, and Global Summit of Champions (2015) agreed on the need for across discipline strategy to improve the uptake rates of adult vaccination

2. European Summit of Scientists, agreed on the need to develop European Guidelines (June 2015)

1. IFA Global Conference 2012, 2014 and 2016

A Growing Coalition

Non governmental organisations 50+ Hellas, Greece; Agence De Medecine Preventive, Spain; CoMO, Global; EIWH, Belgium; European Men's Health Forum, UK; FOIFA, Japan; Fundacion Irene Megias Contra Meningitis, Spain; Generations United, USA; The Happy Ageing Alliance, Italy; IAIM, Global; ILC, UK; NGO Committee on Ageing, Austria; Secretariat of Healthy Aging and Quality of Life, Brazil; Vaccine Ambassadors, USA

Academics / Scientists

Health Professionals Center for Research on Infectious Disease, Spain; Central European Vaccine Advisory Board; European Federation of Internal Medicine; European Respiratory Society; Hacettepe University; Hungarian Society of Infectology and Clinical Microbiology; International Society of Chemotherapy; Italian Society of Hygiene; National Health Institute, Portugal; Turkish Society of Internal Medicine; University of Barcelona; Austrian Society of Geriatric Medicine and Gerontology; Turkish Geriatrics Society

• Heart of England NHS Foundation; International Council of Nurses; Spanish Society of Family and Community Medicine

Expert Centre











World Coalition on Adult Vaccination

2016 Focus is to develop:

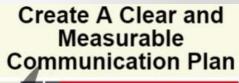
- 1. Governance and management model (Goal, Mission, Terms of Reference)
- 2. Operational plan
- 3. Communication strategy (includes branding)
- 4. Specific working groups:
 - European Coalition on Adult Vaccination
 - European Coalition Academic Working Group
- 5. Repository of experts (Expertfile) on adult vaccinations
- 6. Specific meetings (Summits)
 - Mexico Dr. Luis M. Guttierrez Robledo
 - Spain Dr Fernandez-Garcia and Dr Polentinas-Castro (SemFYC)

Education

2016 Focus is to develop:

- 1. Concept and template for country-level fact sheets
- 2. Standard key message presentations for coalition members (and others)
- 3. Calendar of events where Adult Vaccinations are to be promoted through presentation, discussion group, symposium as part of healthy ageing strategy
- 4. Framework for targeted webinars by discipines and sectors, country and regional.

The road to improving the uptake of adult vaccinations



Targeted Messages

Focus on:

- Content
- Timing
- Measuring impact





Bi-monthly Vaccination Newsletters

Focus on:

- Country updates

- Global trends and influencers
- Advocacy opportunities
- Growing connections, coalition and country and global influencers
- Important news from the ground - "Words from an Expert"



IMMUNIZE

Research

2016 Focus is to:

1. Conduct an environmental scan on actions and activities in the WHO and UN agencies on adult vaccinations

2. Develop a template for coalition members and others to populate in regards to current status of adult vaccinations in their country

3. Assist in developing a research framework and agenda on adult vaccination that responds to knowledge gaps and potential barriers against vaccination

4. Facilitate discussions between EFIM and EUGMS; and Dr. Garau and scientists at the Rome Summit on the development of European guidelines

5. Facilitate discussion on adult vaccinations being a focus at a future European Council on Interdisciplinary Aging (EICA) meeting

Advocacy

2016 Focus is to:

1. Determine key target countries that the IFA (and the Coalition) may focus on this year

2. Act as a secretariat to assist and facilitate European colleagues who are driving actions on EU actions and non-EU actions

3. Webinar with European NGOs to understand further actions that could contribute to national strategies and buy-in at a country level

4. Continue to build relationships and partnerships and be a source of information, expertise and assistance via a trusted communication platform

Social Media

Focus on development of:

- Calendar of events where adult vaccination could be promoted
- sample key messages in tweets and Facebook posts for defined important days

Adult Vaccination Micro-Site

Focus on establishing a micro-site as a:

- point of connection to experts
- source of info on who is doing what
- source for media tools, key messages
- repository on country status and issues
- way to connect with colleagues within country (bringing together sectors and disciplines)

"go to" place on adult vaccinations









The best relationships usually begin unexpectedly.