

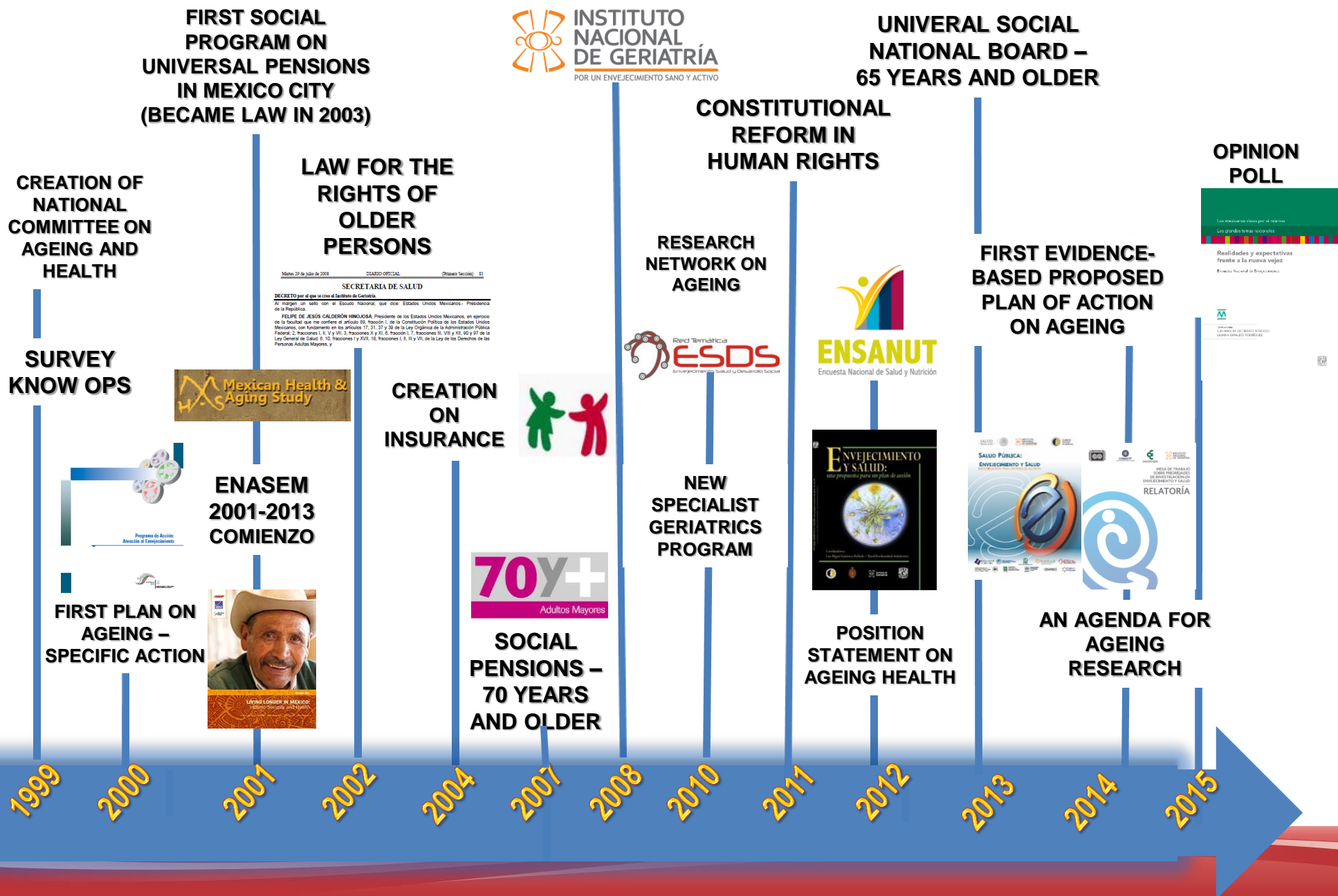
Communication and Advocacy to Promote and Develop a Policy of Healthy Ageing

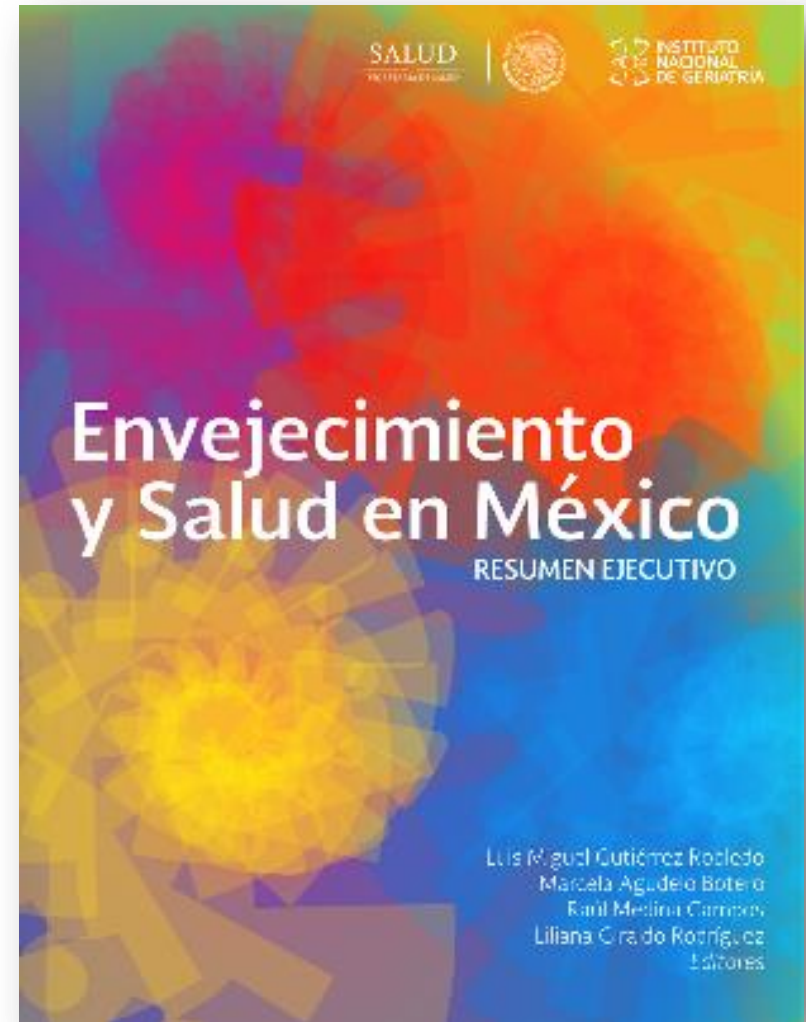
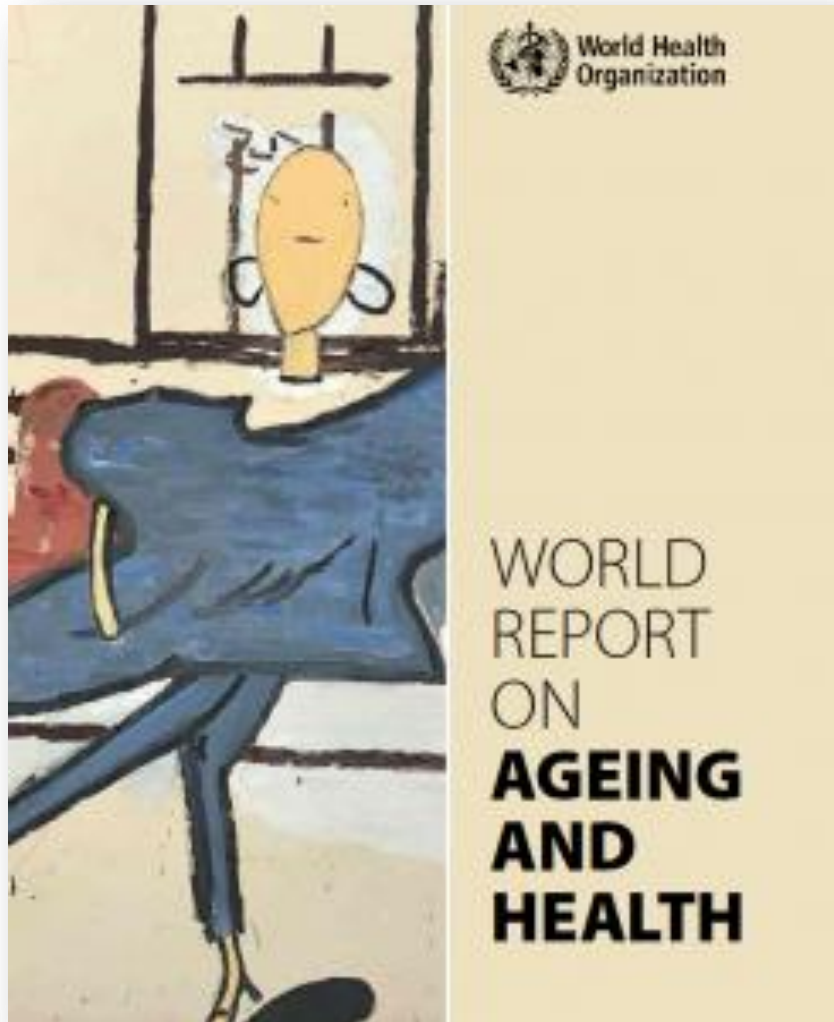
Dr. Luis Miguel F.
Gutiérrez Robledo

CUMBRE LATINO AMERICANA PARA LA PROMOCION DE LA
INMUNIZACION DE LOS ADULTOS
CIUDAD DE MEXICO, MEXICO - 9 – 10 ABRIL 2016



Cronología de la política en Salud y Envejecimiento







INSTITUTO
NACIONAL
DE GERIATRÍA

POR UN
ENVEJECIMIENTO
SANO Y ACTIVO



ACADEMIA NACIONAL
DE MEDICINA DE MÉXICO



LOUIS
PASTEUR

"VACUNACIÓN EN EL ADULTO MAYOR: PERSPECTIVA DE CURSO DE VIDA"

24 AL 26 DE NOVIEMBRE DE 2014
CIUDAD DE MÉXICO



150Años

ACADEMIA NACIONAL DE MEDICINA / MÉXICO

COLECCIÓN DE ANIVERSARIO

VACUNACIÓN EN EL ADULTO MAYOR: PERSPECTIVA DE CURSO DE VIDA

DOCUMENTO DE POSTURA

Luis Miguel F. Gutiérrez Robledo
Lourdes García García



CONACYT
Consejo Nacional de Ciencia y Tecnología



1er. Consenso Mexicano de Vacunación en Adultos

7 y 8 de abril de 2016, Hotel NH Aeropuerto, Ciudad de México

Vaccination with an Lifetime Outlook: Adults and Older Adults

Hesitation before Vaccination

- To ensure the impact of vaccination policies there should be correction of program and supply difficulties
- Hesitation for vaccination is the cause of less than optimal understanding
- Hesitation before vaccination results from a complex interplay of behavioural and social factors

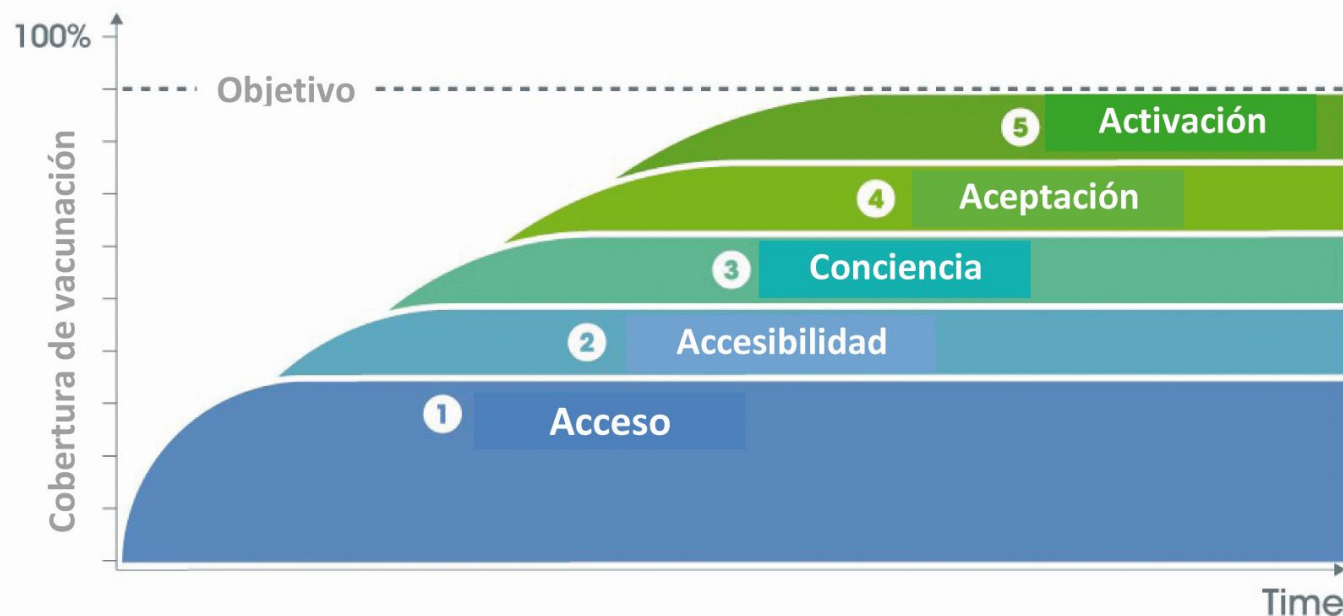
The “5 A’s”

The Understanding of Vaccination

- Accessibility, Access, Awareness, Acceptance and Activation: To help diagnose the root cause of the gaps in vaccination, a pragmatic taxonomy called the “5 As” was developed.

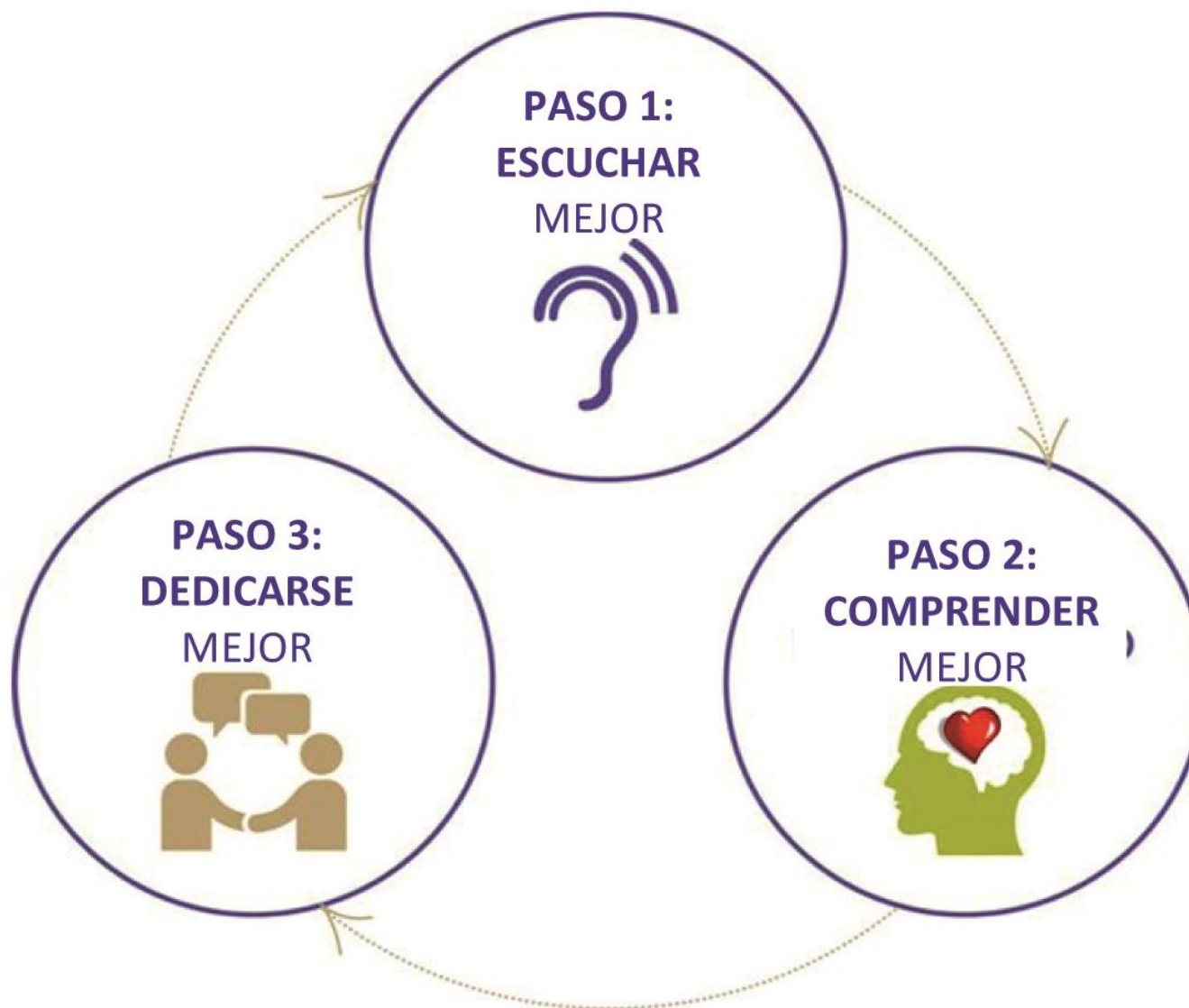
Thomson A, Robinson K, Vallée-Tourangeau G The 5As: A practical taxonomy for the determinants of vaccine uptake. Vaccine. 2016

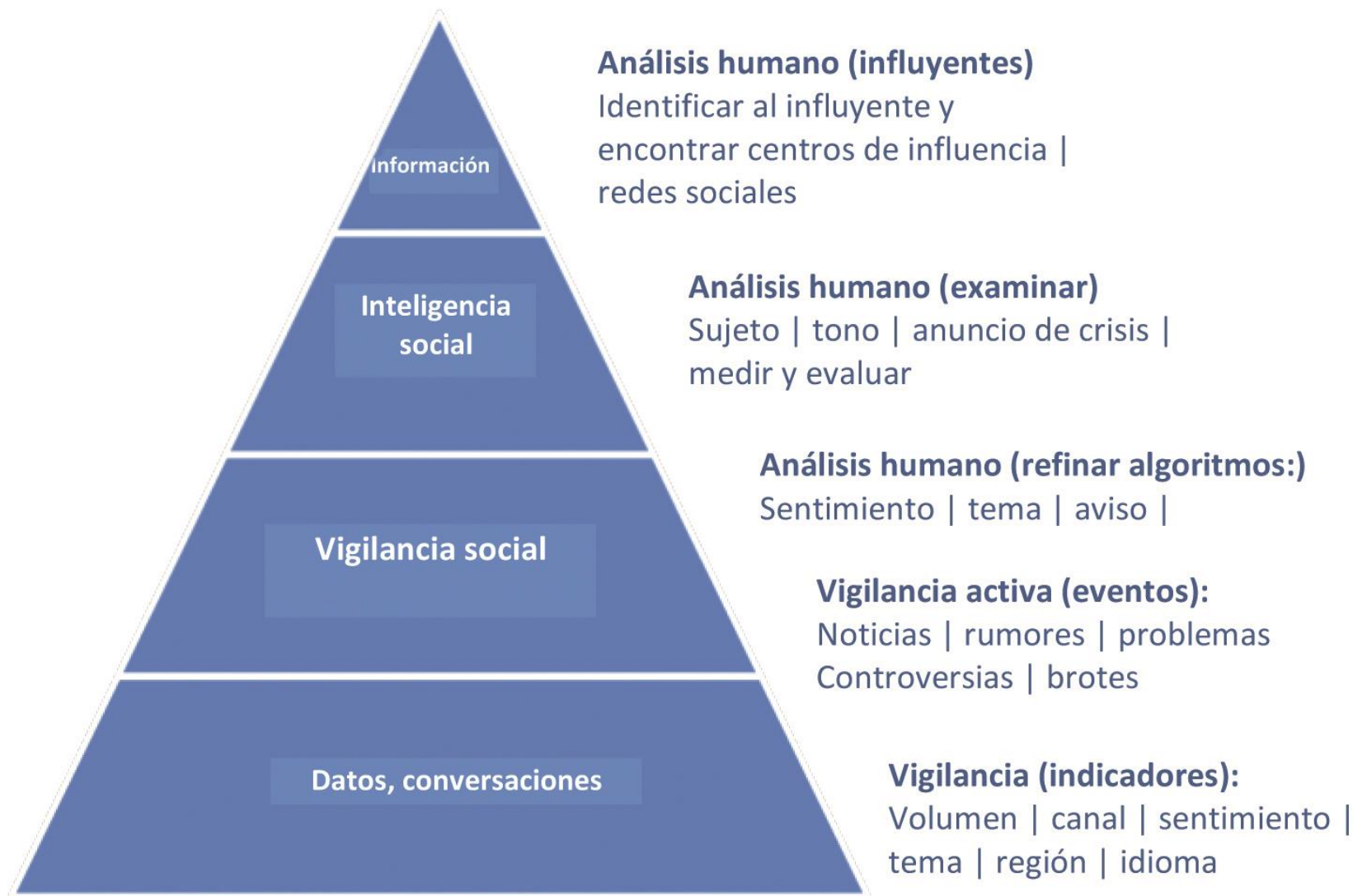
Feb 17;34(8):1018-24.



Thomson A Aceptación de la vacunación: el lado humano del entendimiento de la vacunación en: Gutiérrez Robledo LM, García García ML. Editores. Vacunación en el adulto mayor: perspectiva de curso de vida. Primera edición 2016 ISBN 978-607-443-565-8443-456







Workgroup

- Representatives of all key public health institutions:
 - Health Secretary
 - Popular Insurance
 - IMSS, ISSSTE
 - National Vaccine Office
 - Non-governmental Organizations
 - Medical Societies (Geriatric Societies)
 - Private Sector

5 As in Mexico

- Comprehensive Strategy for the Influenza Vaccination Campaign of 2014/015 which included:
 - 1) Training on communication and health promotion strategy for social networks, crisis management and community management;
 - 2) Subsequent implementation of a coordinated social media strategy focused on increasing the scope of the campaign of the Federal Ministry of Health ;
 - 3) A campaign that included ambassadors, coach of the national football team;
 - 4) A launch event and national recurring campaign events during the season;
 - 5) A national television campaign in collaboration with non-governmental organization called Telethon.
- The effect of the campaign led to a 70% increase in timely immunization (dose applied before the end of 2014 , compared with the end of 2013), and a 23% increase in total applied dose (compared to 2013 / 14) .

