

## Press Release

### ***Adult Vaccination Advocacy Toolkit Project***

10 June 2022

Toronto, Canada—

Vaccination is a simple, safe, and effective way of protecting people against harmful infectious diseases and is a key component of healthy ageing. Yet in Canada and around the world, rates of adult vaccination are suboptimal, and rarely focus beyond influenza in targeted campaigns addressing the mortality and life-altering impact of pneumococcal pneumonia, pertussis, and shingles.

The Adult Vaccination Advocacy Toolkit responds to an urgent call from stakeholder and advocacy groups to help build their capacity and capability to influence and shape adult vaccination policy at local, national, and global levels through an evidence-to-action model of engagement across sectors and disciplines.

The Toolkit is a collection of authoritative and adaptable resources designed around four key policy issues that impact the rates of adult vaccination at an individual and population-based level namely *vaccine pathways, expansion of the pool of vaccine administrators, effective targeted adult vaccination campaigns, and an environment that strives for vaccination equity.*

These policy drivers respond to specific gaps in the approach and implementation of a current life course immunization, which is lacking when it comes to adult vaccination. For each driver, the environment and context are described and followed by a collection of resources that frame the step-by-step actions to be used in advocacy at all levels of government as well as cross-nationally.

Protecting and prioritising immunization through life is an essential pillar of expanded prevention strategies and a central component of universal health coverage. The first step toward this is a comprehensive, funded vaccination schedule reflective of the representative nature and expertise of a National Immunization Technical Advisory Group. Next, removing the barriers to access for appropriate immunization is unique to every setting and regulatory framework – the barriers may include cost, a lack of awareness of the consequences of vaccine-preventable diseases, complicated health care systems, and even basic transportation systems, to name a few. Adults and those with chronic underlying conditions are being left behind in the current population-based vaccination campaigns.

Finally, there is an urgent need to shift health care systems from treating disease to preventing it at all stages of life. Investing in vaccines saves time, money, and lives of every age and leads to healthier, sustainable healthcare systems and communities. The Toolkit is produced as a public service to translate the belief that people and the organizations they represent – with information from a variety of disciplines, including applied behaviour analysis and public health – can help improve the health and well-being of their communities through improve rates of adult vaccination.

To learn more about the *Adult Vaccination Advocacy Toolkit* project click [here](#).

The Adult Vaccination Advocacy Toolkit is supported by an unrestricted grant from Pfizer Global. The views expressed in this toolkit are those of the International Federation on Ageing, and organizations that are referenced.

#### **Media Contact**

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### **About the International Federation on Ageing (IFA)**

IFA is an international, non-governmental organization (NGO) with a unique membership base comprising government, NGOs, academics, industry, and individuals in over 80 countries. Over the last 45 years, the IFA has become known as a leading and innovative organization that works across disciplines and sectors toward common goals that improve the lives of older people.

Improving rates of vaccination globally is a priority of IFA, as a key contributor to healthy ageing. The IFA, across almost a decade, and through the [Vaccines4Life](#) program, has worked alongside committed organizations to address barriers to improve adult vaccination rates in the context of healthy ageing.

The IFA has general consultative status at the United Nations and as a non-State actor at the World Health Organization (WHO) is in a position to contribute to and inform intergovernmental dialogue, while support civil society at a national and local level.