
New Toolkit Available to Support Influenza Communication Campaigns



The new communication toolkit for seasonal influenza targets healthcare workers and people at higher risk of developing influenza-related complications. It is built on the most recent scientific studies to raise awareness on the following key messages:

- Influenza can cause serious complications resulting in hospitalisation or even death;
- Specific population groups are more at risk of developing flu-related complications;
- Annual vaccination helps healthcare workers protect their vulnerable patients and themselves;
- People in risk groups can protect themselves by getting vaccinated annually.

The risk groups for whom annual vaccination is recommended include:

- Older people, often defined as aged 65 and over;
- People with chronic diseases such as asthma, diabetes and heart disease.

It proposes campaign materials that can be adapted and reused to either complement existing national initiatives or to provide the basis for the launch of new campaigns.

The toolkit contains materials for posters, leaflets, factsheets and banners as well as a pin to be worn by healthcare workers to show their support to influenza vaccination. The tools can be downloaded in easily reusable and adaptable formats from the toolkit page.

The Toolkit guidelines document provides tips on how to use the various tools effectively and develop successful campaigns.

For more information, please

visit: http://www.ecdc.europa.eu/en/healthtopics/seasonal_influenza/communication_toolkit/Pages/communication_toolkit.aspx

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