

# Why should we care about influenza?

Most people confuse influenza with common cold. However, influenza may have, in some cases, severe complications, including death.

## INFLUENZA...

...affects **5-10%** of the world's population resulting in up to **650,000 deaths** and **3 to 5 million cases of severe illness worldwide.**<sup>1</sup>



## FOR INFLUENZA ALONE...

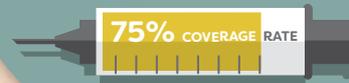
...it is estimated that each year, EU Member States fall short of the coverage target of 75% by almost

**60 million people,**  
resulting in around  
**2 million additional cases of influenza.**



## 2009 European Council Recommendation on seasonal influenza vaccination:

encourage Member States to improve seasonal influenza vaccination coverage of **all people at-risk**, with the goal of **attaining at least 75% coverage rate.**



## Who are we?

Multi-Stakeholder Group advocating for increased influenza vaccination rates in the European Union.

The Steering Group on Influenza Vaccination is a unique initiative that brings together policymakers, academics, healthcare professionals and patient representatives with a common goal to unify the community around the shared policy goals in influenza vaccination policies.

## Our Mission

The mission of the Steering Group on Influenza Vaccination is to:

1. Unify the European healthcare community around the shared goals in influenza vaccination policies;
2. Raise awareness among policymakers and general public around the burden of influenza;
3. Advocate for increased uptake of influenza vaccination as one of the most cost-effective and preventative measure available today.

## Our Members



Françoise Grossetête,  
Honorary Co-Chair  
Former Member of the  
European Parliament



Thomas D. Szucs,  
Co-Chair  
Director, European  
Centre of  
Pharmaceutical  
Medicine at University  
of Basel, Switzerland



Ber Oomen  
European Specialist Nurses  
Organisations (ESNO)



Emilie Karafillakis  
London School of Hygiene  
and Tropical Medicine (LSHTM)



Jan De Belie  
Pharmaceutical Group  
of the European Union (PGEU)



Julia Tainijoki- Seyer  
World Medical Association (WMA)



Marco Goeijenbier  
European Scientific Working Group  
on Influenza (ESWI)



Sally Kendall  
European Forum for  
Primary Care (EFPC)



Susanna Esposito  
World Association for Infectious Diseases  
and Immunological Disorders (Waidid)



Susanna Palkonen  
European Federation of Allergy  
and Airways Diseases Patients  
Association (EFANET)

Supported by:

## They have already joined the cause



Over 200 Pan-European, national and international organisations and individuals have signed our Manifesto

## European Manifesto on Influenza Vaccination

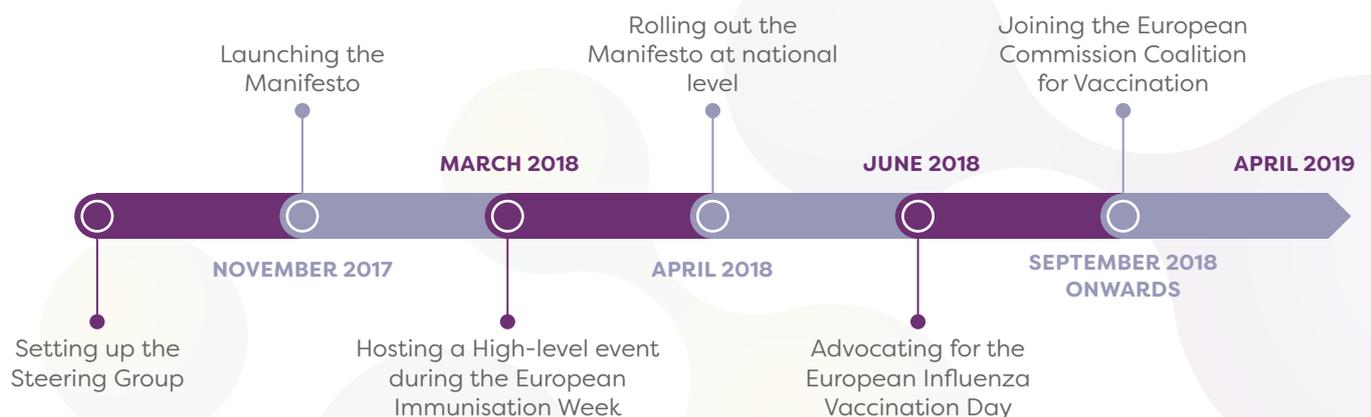
Our first action as the Steering Group on Influenza Vaccination has been the development of the European Manifesto on Influenza Vaccination. The Manifesto has three sections: the burden of the disease, influenza awareness & public trust and good practices & access, which encompass our priorities.

*“As a policymaker I believe that the Manifesto we have developed together, outlines the main actions we should undertake jointly at the European and national level, to address Influenza challenges and increase influenza vaccination coverage rates.”*

**Françoise Grossetête**, Former Member of the European Parliament, Honorable Chair of the Steering Group on Influenza Vaccination



## A great journey to continue



## How can you make a difference with us?



### Setting a European Influenza Vaccination Day

In 2018, the European Parliament adopted the [Resolution on Vaccine hesitancy and drop in vaccination rates in Europe](#) which calls for the European Commission to establish a ‘European influenza vaccination day’. In line with this resolution, we call on policymakers, healthcare professionals and other stakeholders committed to protecting people from influenza infection, to establish an annual European Influenza Vaccination Day.

## European Influenza Vaccination Day objectives

1. Communicate the burden of influenza to prevent cases of severe illness and death;
2. Raise awareness of the importance and benefits of influenza vaccination within at-risk groups and healthcare professionals (HCPs) to ensure that the 75% vaccination coverage rate target is implemented;
3. Stimulate a multi-stakeholder dialogue and exchange of good practice on the optimal implementation of influenza vaccination at European and national level
4. Build trust in influenza vaccination



### Campaign on Vaccine Confidence

By bringing together HCPs, patients, policymakers and the scientific community, we, the Steering Group on Influenza Vaccination aim to launch a Campaign on Vaccine Confidence.

By implementing one of the policy asks in the European Manifesto on Influenza Vaccination, we aim to strengthen HCPs attitudes and education about the importance of influenza vaccination, and support them in communicating scientifically accurate advice to their patients in the most suitable way.

## Objectives of the Campaign on Vaccine Confidence

1. Improve HCPs attitudes towards influenza vaccination by e.g. providing relevant, scientifically accurate information
2. Increase influenza vaccination rates among HCPs to set vaccination as a norm, protecting them and the patients they come in contact with
3. Equip HCPs with tools they need to best engage with and listen to patients when discussing vaccination