

# National Program for Influenza Prevention in Poland

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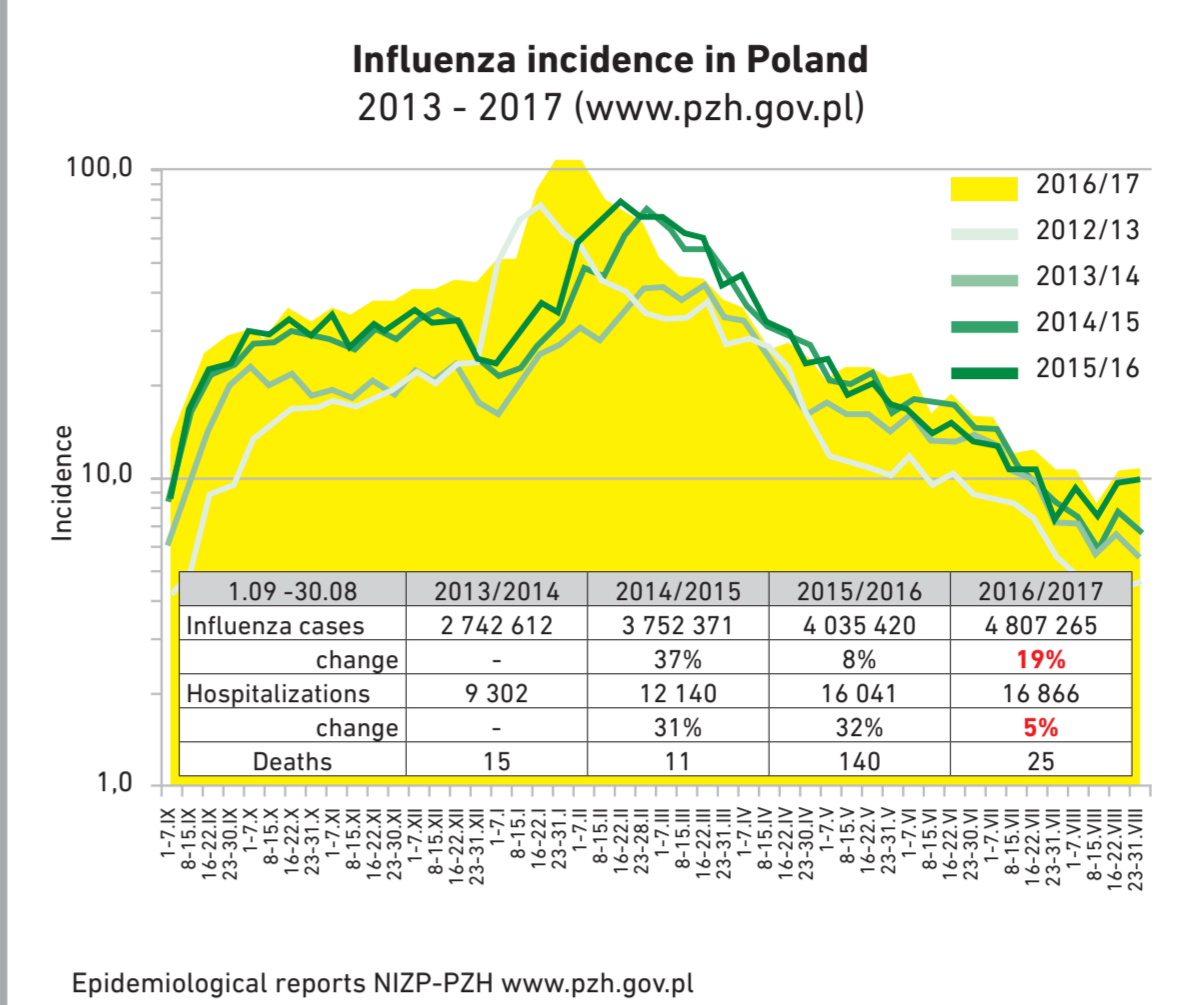
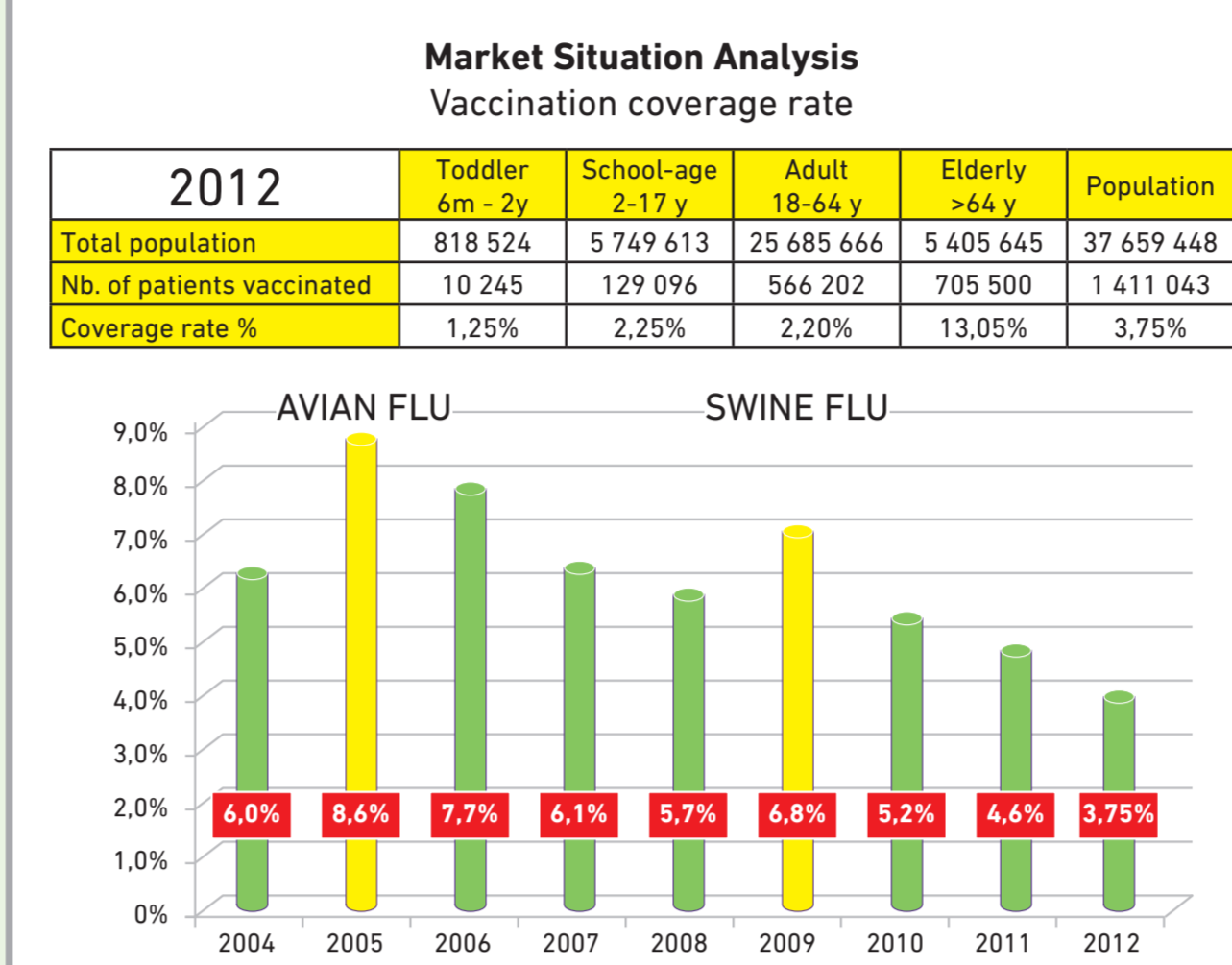
## INTRODUCTION

The Polish National Program for Influenza Prevention (NPIP) is a social initiative started in 2013. The aim of the NPIP is to reverse decreasing trend and increase influenza vaccine coverage rate in a general population and risk groups. The core contributors of the NPIP are scientists, university teachers, physicians of a wide range of specialists, national scientific societies, national sanitary inspection, representatives of local governments and employers. All contributors under the supervision of National Scientific Board that coordinate all activities at the national and local level. Activities of the NPIP are focused on increasing awareness of the disease and benefits of vaccination in patients and health care workers, spreading information regarding current epidemiology of influenza in Poland and promote immunization actions.

**Market Situation Analysis**  
Vaccination coverage rate

Poland Population: 38.05 mln inhabitants. Population > 65 y: 5.7 mln.  
Targeted population: 37.6 mln  
Influenza vaccination of healthy children from 6 months of age to 18 years old was removed from the Immunization Program recommendations, what start discussion about reasonableness and safety of children vaccination.  
In June 2012 Polish Working Group on Influenza was established. In January 2013 two reports on influenza (Influenza and its costs, Program for Influenza Prevention) will be published and distributed among influenza market stakeholders.

2012	Recommendations ACP	MOH (yes/no)	Expert group (Yes/No)	Public Program (Yes/No)
Infant / toddler 6m-2 y	YES	NO	NO	NO
School-age 2-17 y	YES	NO	NO	NO
Adult: 18-64 y	YES	NO	NO	NO
Elderly >65 y	YES	YES	NO	NO
Others at High-risk (Diabetics, Asthmatics/ COPD, CVD)	YES	YES	YES	NO



**National Program for Influenza Prevention**  
Rationale for implementation

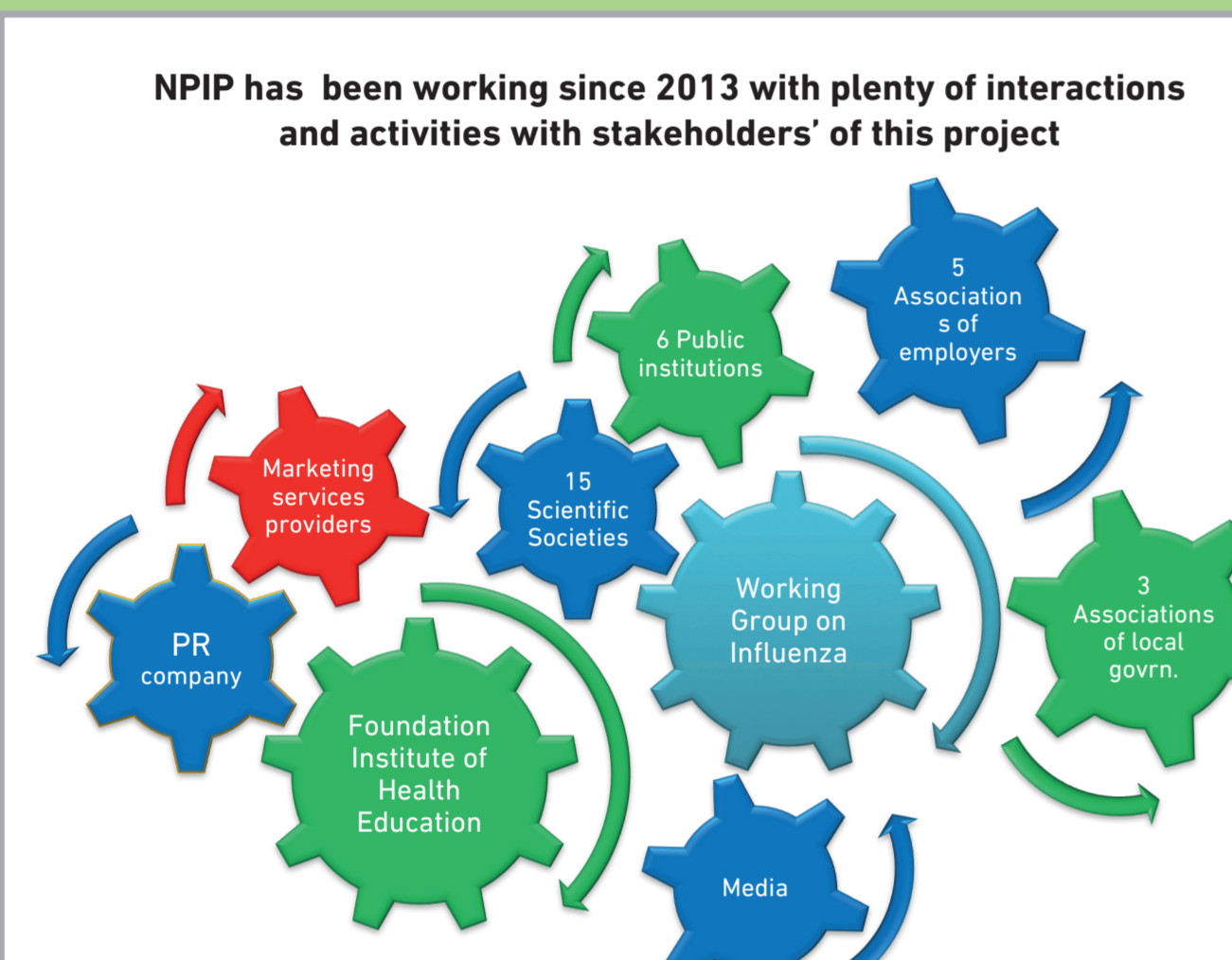
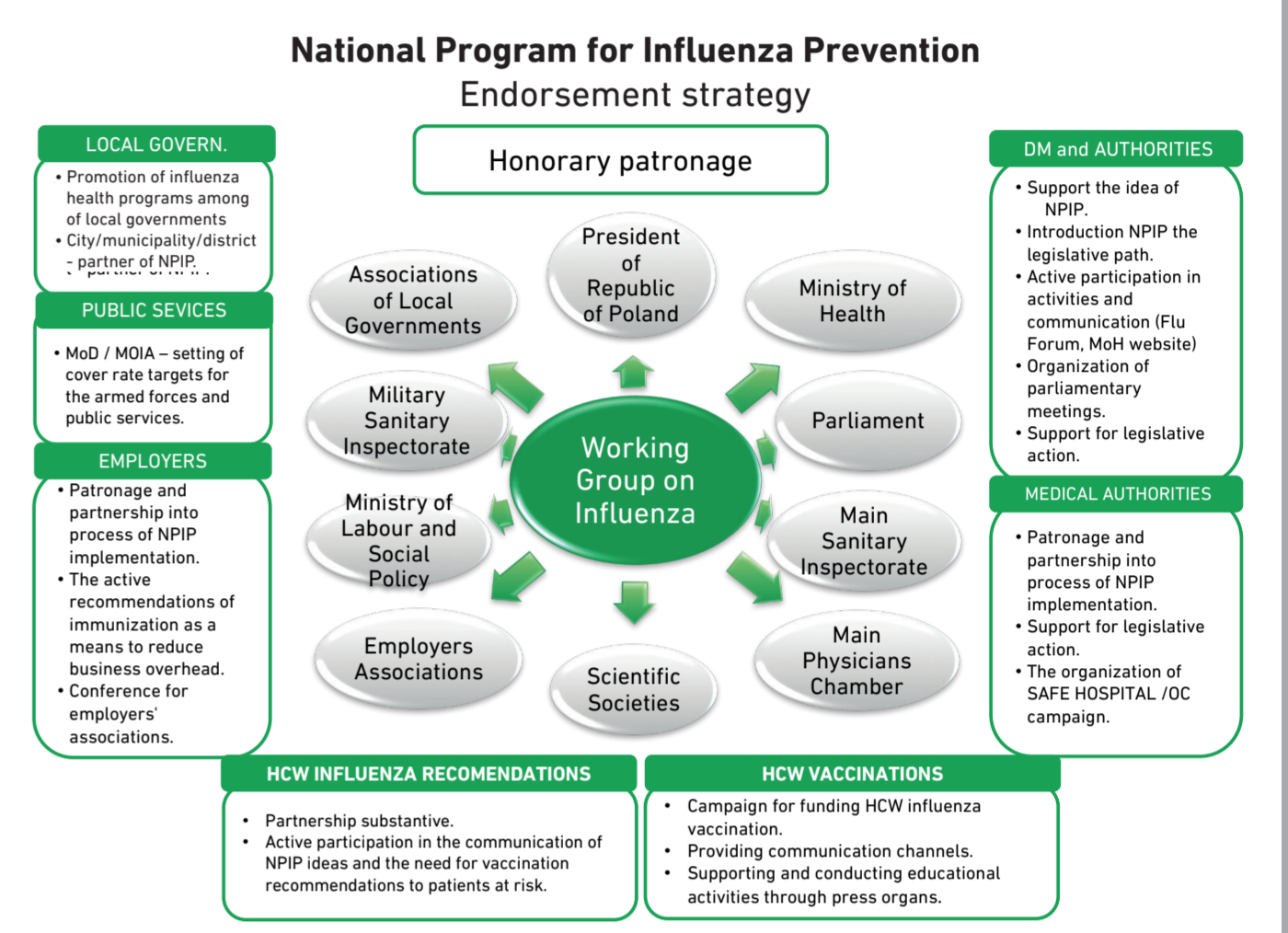
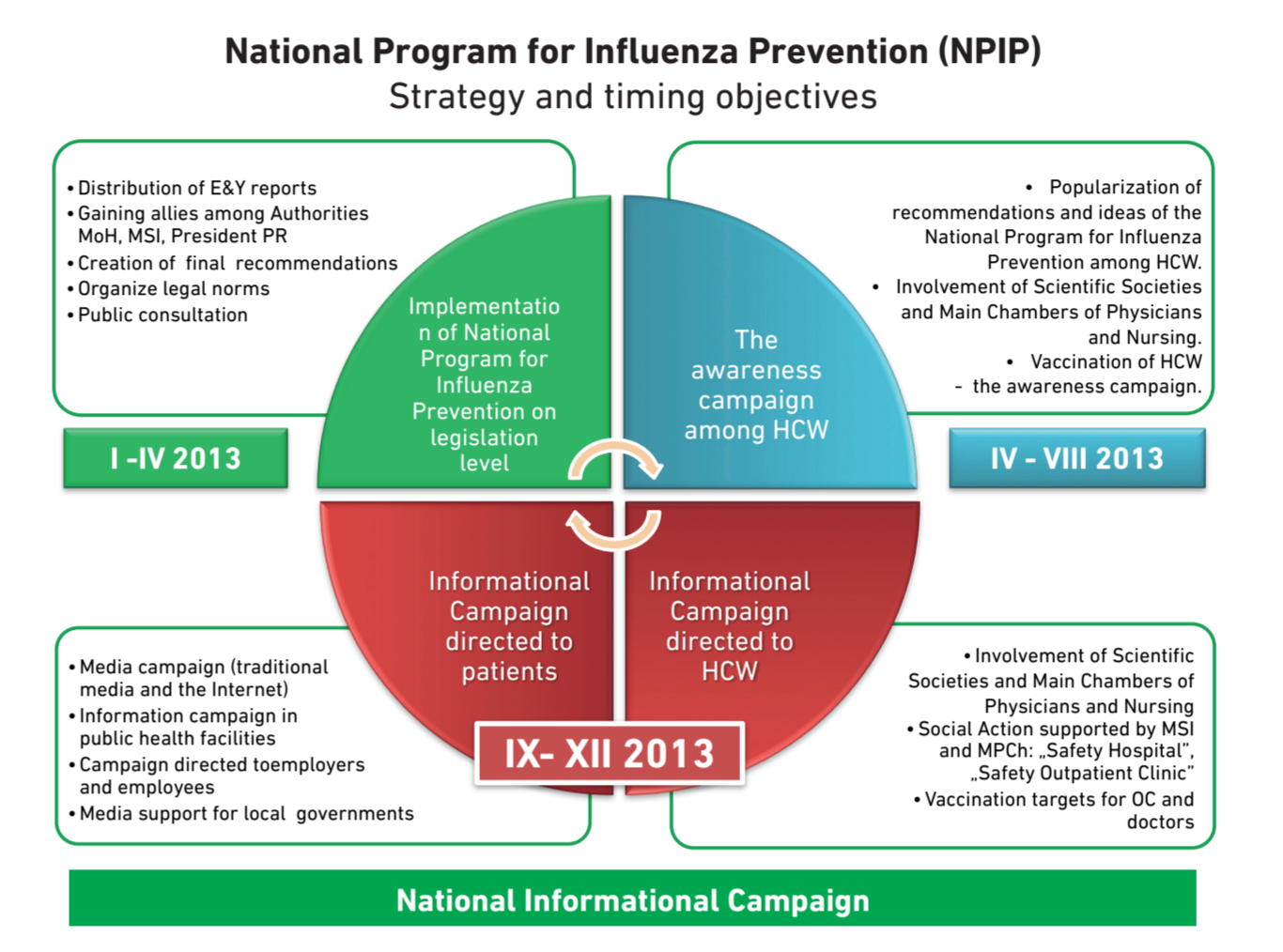
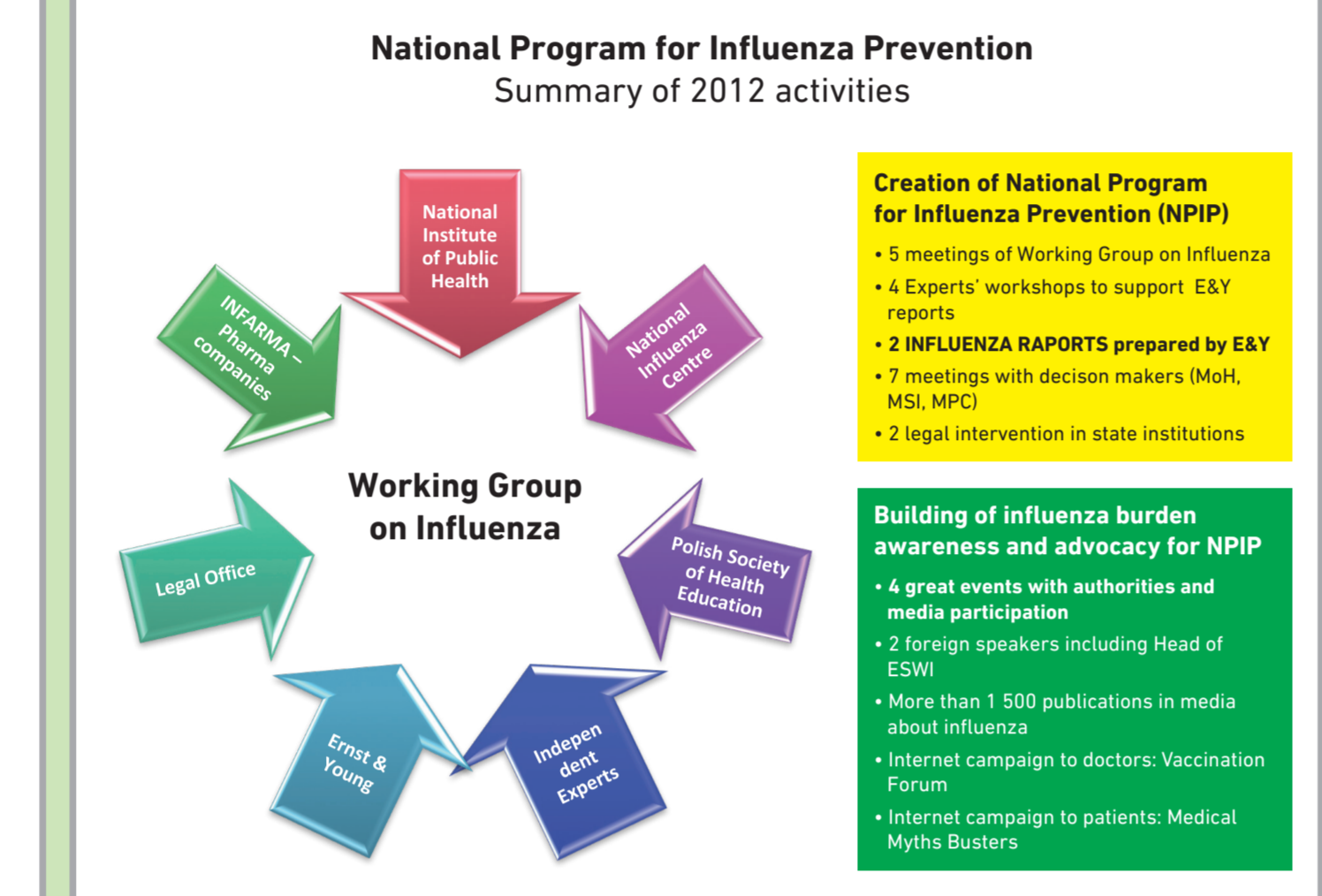
- Continues downward trend in the market influenza vaccination since 2005.
- Lack of involvement of Public Authorities in the issue of vaccination against influenza.
- Loss of confidence and interest in influenza vaccination among both doctors and patients.
- The growing conflict between pharmacies and outpatient clinics.
- Withdrawal of competitors from the market due to the lowering profitability of the business.
- Strong need of system solution for dealing with influenza on the disease and prevention level.

## METHODS

**Goals and areas of activities and involvement**

**National Program for Influenza Prevention**

- Stimulating the involvement of Health Authorities
- Joining resources and the potential of all stakeholder groups
- Lobbying for modification of regulations for better access of influenza vaccines
- Building knowledge and awareness among target groups
- Organization of the National Informational Campaign



**Expected results**

**DECISION MAKERS / AUTHORITIES**

- Obtaining involvement of MOH and MSI in the process of implementation of NSIP.
- Developing NSIP in a document of a legislative nature and beginning of the legislative process.

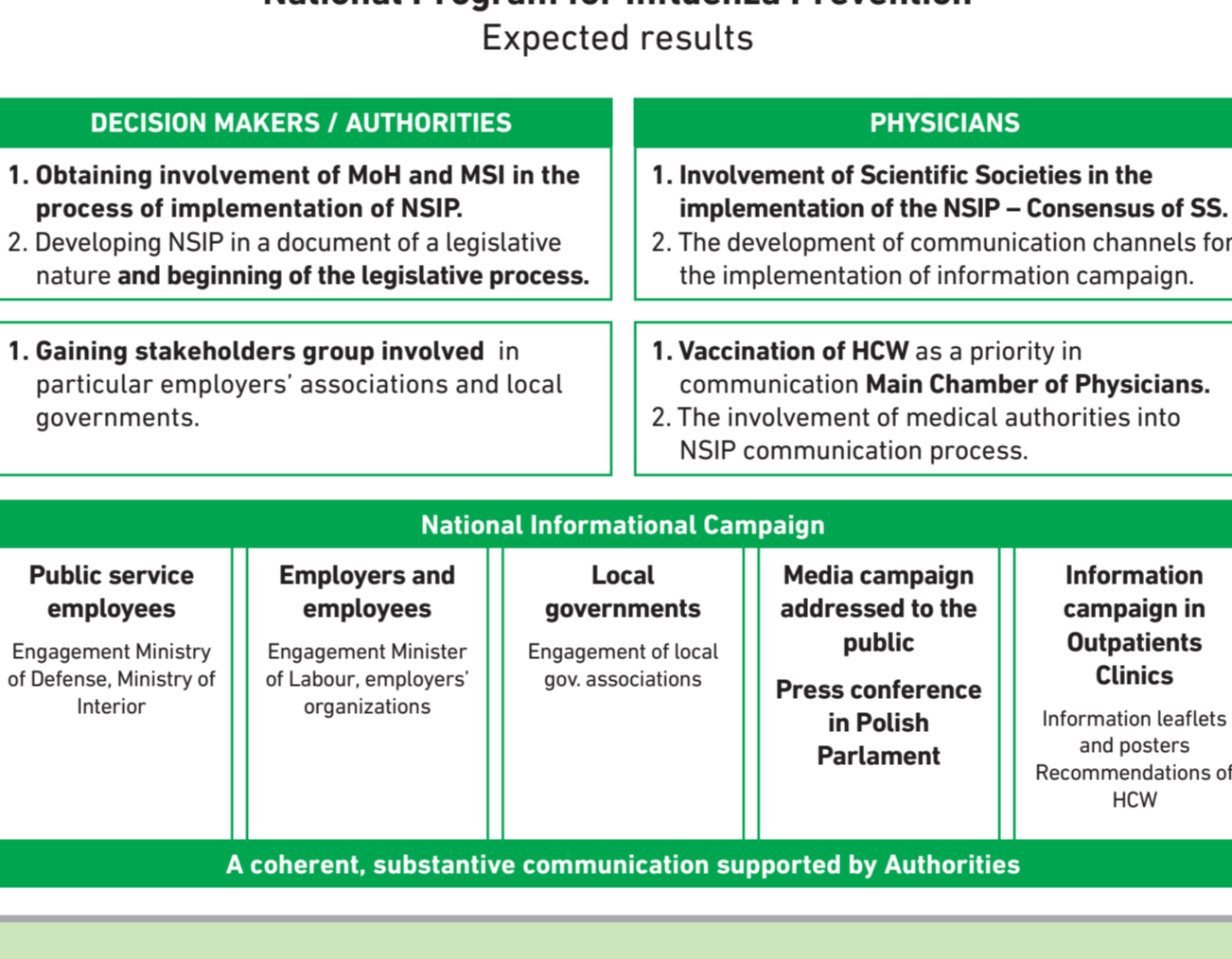
**PHYSICIANS**

- Involvement of Scientific Societies in the implementation of the NSIP - Consensus of SS.
- The development of communication channels for the implementation of information campaign.

**1. Gaining stakeholders group involved in particular employers' associations and local governments.**

**2. Vaccination of HCW as a priority in communication Main Chamber of Physicians.**

**3. The involvement of medical authorities into NSIP-communication process.**



Partnerships with scientific societies, Health Care Organizations and publishers

Collaboration, building common recommendation, statements, organizing scientific sessions conferences

## TACTICS

The most important activities are annual meetings (Flu Forum and Flu Meeting) of experts, physicians and key stakeholders to present current recommendations for influenza prevention (last event was organized by invitation of members of Polish parliament). The most active and effective in promotion of influenza vaccination health care workers (HCW), institutions and societies are honored with the Flu Fighter award. Up till now a total number of 345 TV spots and 600 radio emissions were broadcasted (30 hours of the aerial time), 7500 publications addressed to a public lay were printed, so we conclude that all Polish citizens could have had the possibility to learn basic facts about influenza and its prophylaxis. A special attention was played for health care workers (HCW) and employers (posters, leaflets, information campaign and vaccination actions during scientific conferences and workshops, several publications (including guidelines, recommendations, key facts and infographics brochures).

Regular experts meetings and debating in open and developing formula

**FLU MEETING 2015**  
RAZEM PRZECIWI GRYPY

In March/April to summaries epidemiological season

**FLU FORUM 2015**  
DOROCZNA DEBATA EKSPERTÓW

In September to open vaccination season and give the vaccination recommendation for coming season

Establishing and celebration of National Influenza Day in Poland

**NATIONAL DAY OF INFLUENZA PREVENTION**

Engaging celebrities and athletes in the flu vaccination topic

National actions for outpatients clinics, physicians and risk group patients

**GRYPY ODPORNI**

National Test of Influenza Knowledge

2015 Year of fighting with influenza complications

Free vaccination actions

Many books and guidelines targeted to specific groups

25 published materials

Communication activities focused on the risk patients

**One consistent educational campaign supported by Experts and Partners of NPIP**  
Creation of the positive, and friendly influenza communication

**Influenza Proof Family**



**Medical Myths Busters**  
POGROMCY MITÓW MEDYCZNYCH

**Influenza Proof Family**

100 myths, 9 articles, 8 posts on blogs, 900 comments, 5 cartoons, 11 quizzes

Emphasis put on the most active organizations, e.g. Municipal Leaders

150 already awarded Municipalities

Rewarding „champions” in the battle against flu

**FLU FIGHTER AWARDS**

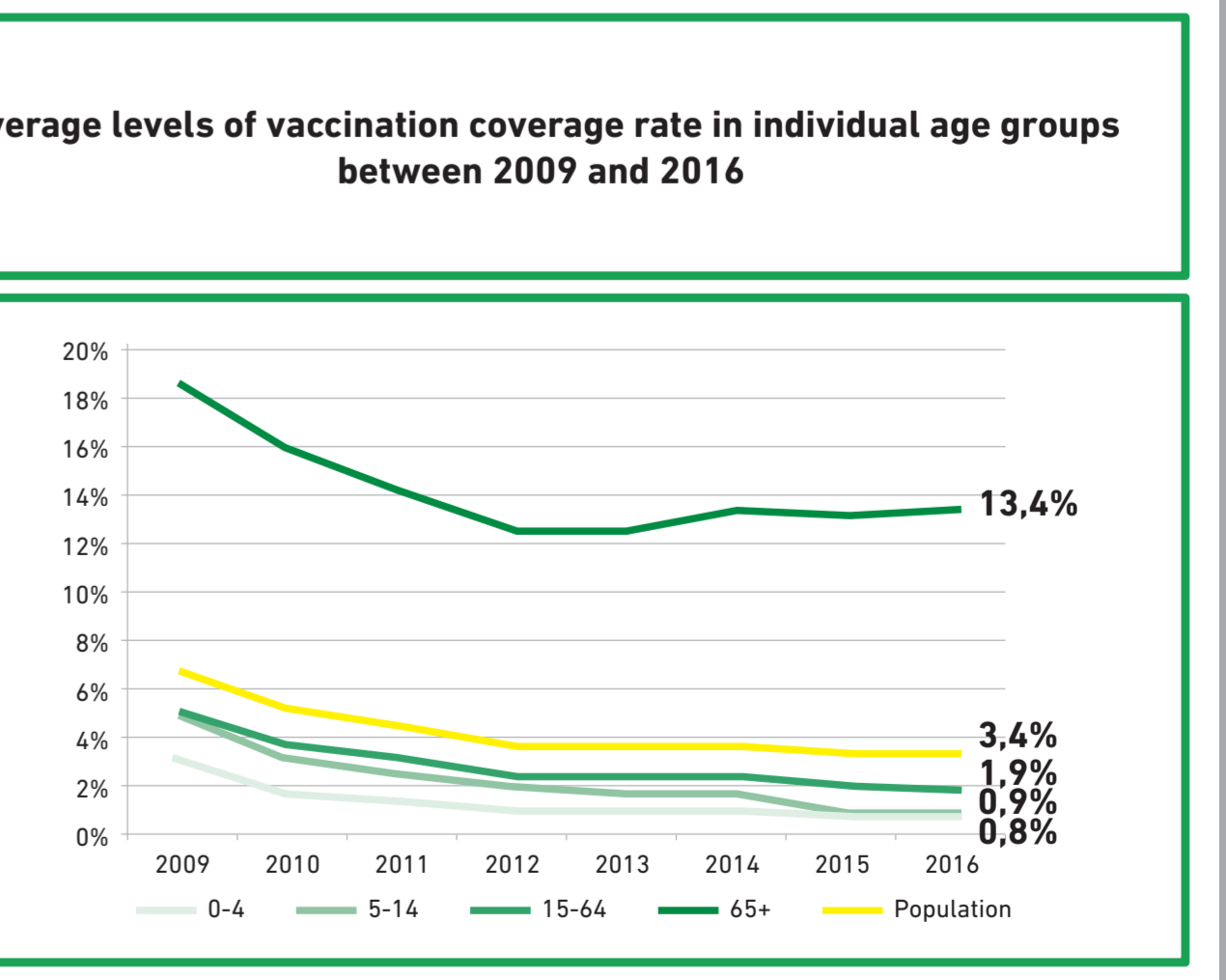
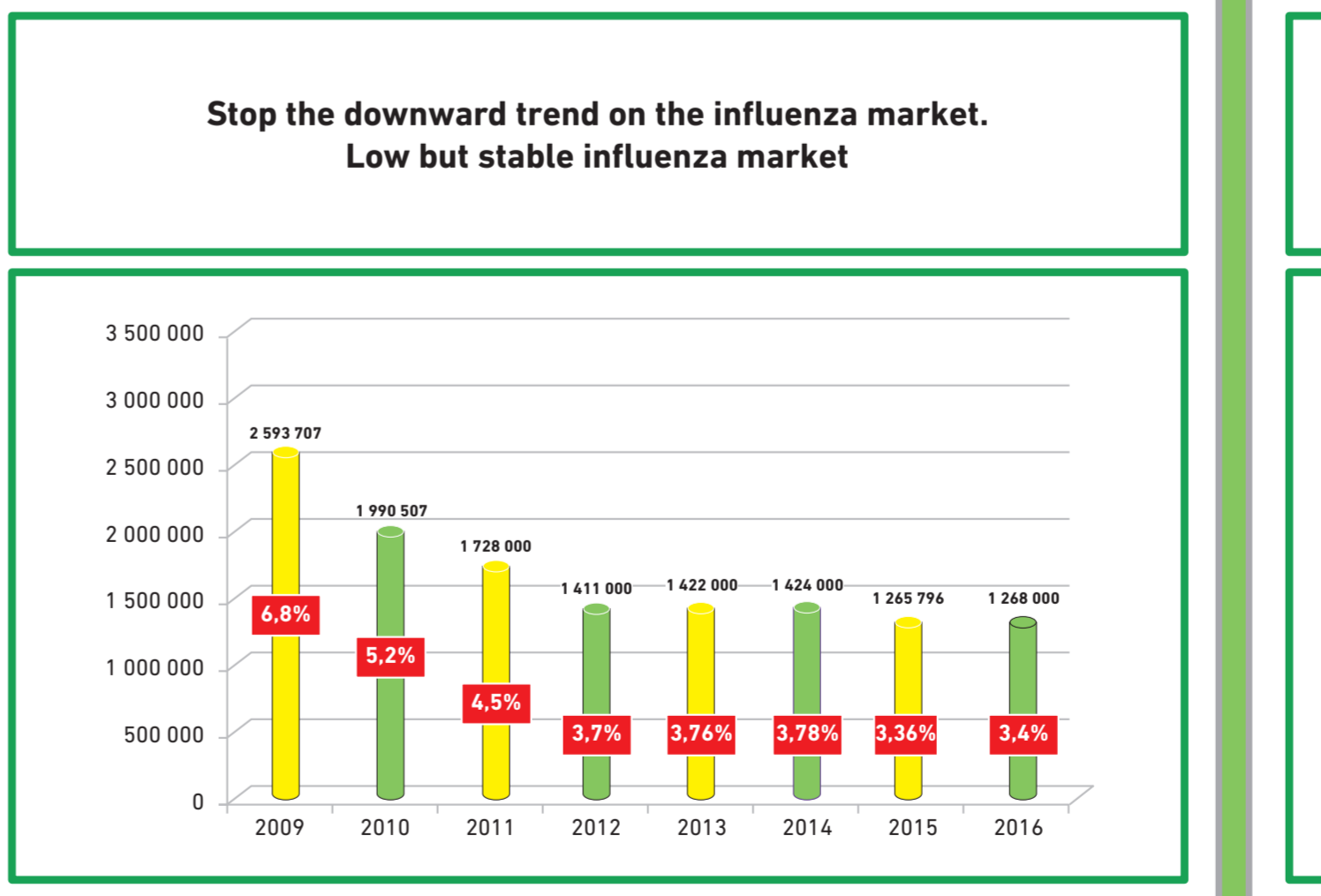
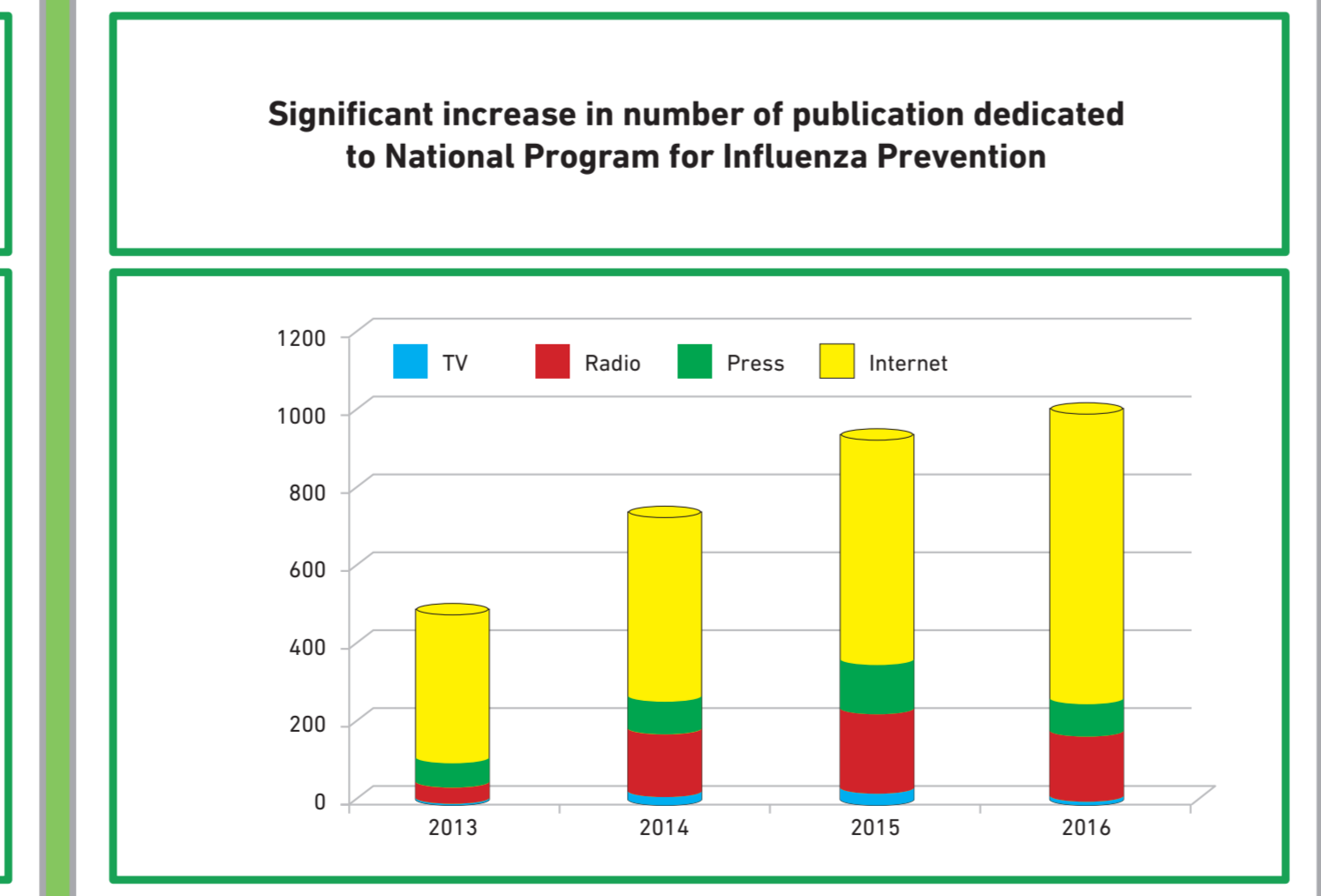
12 awarded Organizations

## RESULTS

Significant widening of Ministry of Health recommendation of influenza Vaccination. One of the best recommendations in Europe

Universal recommendations for everyone over 6 months

11 indicated at risk groups (6 clinical and 5 epidemiological indications)



## CONCLUSIONS

- As a result we observe an increasing number of reported influenza cases that may indicate the better awareness of the diseases, but influenza coverage rate is still low (in season 2016/2017 3.4% in a general population), however, some data suggest that influenza coverage rates among HCW rises (from 6% to 24%).
- The National Program for Influenza Prevention became a strategic and a long term project, involving many important stakeholders.
- The most important is to use the potential of the trust that has been gifted to the NPIP and develop cooperation with key strategic partners, especially Health Authorities.
- Information campaign should be conducted throughout the year to make the influenza topic constantly present in the mind and conscious of lay public and professionals.
- A group of the NPIP Experts should be constantly expanded and activated.
- Education of professionals, especially HCW is crucial.
- We need to continue those projects that have brought the best results, and propose a new attractive educational solutions and activities to the all target groups.