



SPECIAL WORLD IMMUNIZATION WEEK EVENT: INVITATION AND PROGRAM

FLU VACCINES – PART OF THE
SOLUTION FOR A HEALTHIER AND
MORE PRODUCTIVE SOCIETY

THURSDAY, 27 APRIL 2017, 10:00 – 12:00 CEST

VIEUX-BOIS, AVENUE DE LA PAIX, 12
GENEVA, SWITZERLAND

FOLLOWED BY AN APÉRO LUNCH
PLEASE RSVP TO INFO@IFPMA.ORG



#vaccineswork
#WIW2017
#PharmaForum



IFPMA AND FIP INVITE YOU TO AN EVENT ON FLU IMMUNIZATION

Immunization not only saves lives; it also helps unlock the potential of a community to live healthier and more fulfilling, productive lives. Globally, seasonal influenza - or flu - results in about 5 million severe cases and 500,000 annual deaths each year; according to WHO, immunization can reduce influenza-related morbidity by 60% and mortality by up to 80%.

IFPMA and FIP are committed to addressing the challenge of saving lives and improving the health and productivity of the overall community via influenza vaccination. Join us to hear what pharmacists, the medical community, decision-makers, and vaccines manufacturers have to say about how flu vaccines are one of the most efficient ways of protecting an individual and their community from influenza, with a broader positive socioeconomic impact.

Moderator: Claire Doole, former BBC correspondent and communications consultant and trainer



10:00 – 11:15

Session 1: *A Smart Dose of Prevention – How to Improve Flu Vaccine Uptake for At-Risk Groups?*

Panel session with Luc Besançon (FIP), Matthew Downham (IFPMA), Jane Barratt (International Federation on Ageing), Erica Ehrhardt (International Council of Nurses), Wenqing Zhang (World Health Organization)

11:15 - 12:00

Session 2: *Workplace – Why Fighting the Flu Should be Everybody's Business?*

Discussion with Otmar Kloiber (World Medical Association), Luc Besançon (FIP), Matthew Downham (IFPMA)

12:00 - 12:30

Apéro Lunch

