



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

SPECIAL WORLD IMMUNIZATION WEEK EVENT – SAVE THE DATE
THURSDAY, 27 APRIL 2017

FIP – IFPMA MORNING PANEL DISCUSSION

MODERATOR: CLAIRE DOOLE, FORMER BBC CORRESPONDENT
AND COMMUNICATIONS CONSULTANT AND TRAINER





SESSION 1: A SMART DOSE OF PREVENTION – HOW TO IMPROVE FLU VACCINE UPTAKE FOR AT-RISK GROUPS?

SESSION 2: WORKPLACE: WHY FIGHTING THE FLU SHOULD BE EVERYBODY’S BUSINESS?



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

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.

The event will be moderated by **Claire Doole**, former BBC correspondent and communications consultant and trainer.

