



www.influenzastichting.nl

Secretariat: Paladijnenweg 30, 3813 DJ Amersfoort

Year report 2020

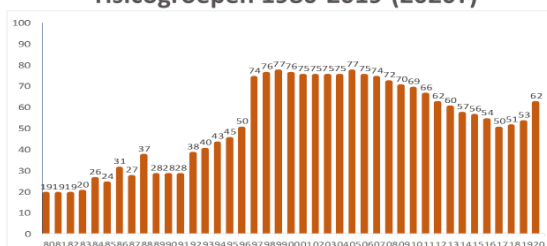
The NIS aims to contribute to the prevention and reduction of influenza-associated disease. It advocates implementation of evidence-based national recommendations for immunization with the flu shot by engaging stakeholders, risk groups, researchers and through (social) media communication.

Introduction

In the late nineties, the NIS (Dutch Influenza Foundation) abrogated itself after contributing to the successful increase of the Dutch flu vaccination coverage rate. Perhaps a bit too soon – considering that vaccination coverage rates started dropping in the late zeros. Also, in 2018 the board was put together: Dr G.A. (Ted) van Essen (chair), Dr A.M. (Bram) Palache (secretary/treasurer), Dr W.E.P. (Walter) Beyer (board member and scientific advisor). In 2019, we started making plans and find sponsors. In 2020, the pharmaceutical firms Mylan, Sanofi, GSK and Seqirus were very kind to support the NIS again with an unconditional grant.

The COVID-19 pandemic changed the scene completely. In 2020 the influenza epidemic was short and virtually stopped with the introduction of COVID-19. Much public attention did go out in containing the pandemic and preventing the next influenza epidemic. As a result the vaccination rate for influenza was raised from 52% to about 62% of all risk groups. There was more emphasis on vaccinating health care personnel, to prevent a healthcare infarction in the occasion of a going together of COVID-19 and influenza. The healthcare organisations asked us to organise a webinar on vaccination of HCWs.

Influenzavaccinatie in Nederland in risicogroepen 1980-2019 (2020?)

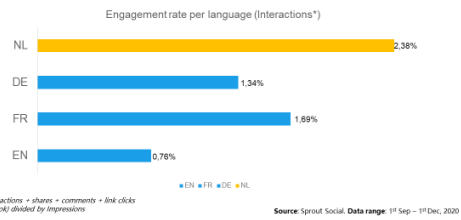


Activities 2020

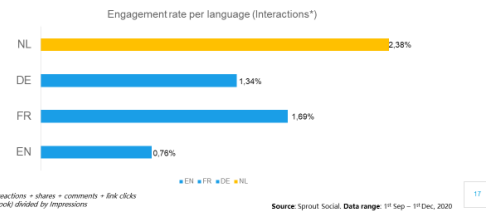
We had five main activities:

1. Continuing the social media campaign, based on the Influenzahub. The Dutch version (www.beterzondergriep.nl) with the Facebook page (<https://www.facebook.com/Beterzondergriep/>) was continued in 2020. The number of impressions and conversation engagements almost doubled.

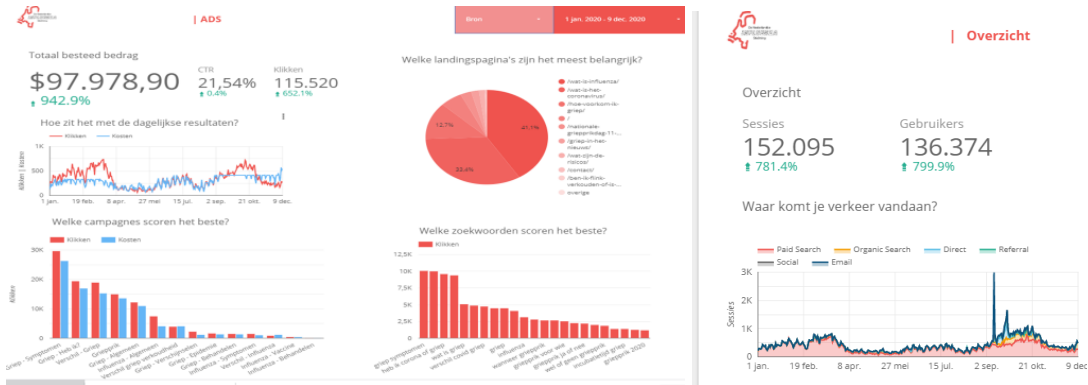
Influenza NL its the language with the highest engagement rate



Influenza NL its the language with the highest engagement rate



2. The website www.influenza.nl was actively advertised through a Google grant:



3. Organising the second Nationale Grieprijdag (National Flu Shot Day) was done digital. More than 100 persons followed the webinar.

Nationale Grieprijdag online

Ted van Essen, huisarts
Nederlandse Influenza Stichting
21 oktober 2020

Programma

- Margot Carpay, programmamanager griepvaccinatie en pneumokokkenvaccinatie volwassenen, RIVM
- Daphne van Wees, epidemioloog/gedragskundige, RIVM
- Ron Fouchier, Nationaal Influenza Centrum, hoogleraar moleculaire virologie, Erasmus MC
- Leonard Hofstra, Cardiologie Centra, hoogleraar cardiologie, Amsterdam UMC
- Marc van Ranst, hoorleraar virologie, KU Leuven

4. A webinar for HCWs was organised with 7 national healthcare organisations followed and 9 professional organisations. It was followed live by 2000 participants and watched on Youtube by 7000 (<https://www.youtube.com/channel/UCr73byr3HWIxzXz1DARzxA>).

Ted van Essen, huisarts
voorzitter Nederlandse Influenza Stichting
24 september 2020

Programma

- Inleiding
- Irma de Hoop, verpleegkundig specialist GGZ V&VN VS
- Nicolette Westerhof, verzorgende Icare
- Leonard Hofstra, cardioloog, Cardiologie Centra/VUmc
- Jan Kluytmans, arts-microbioloog, Amphia/UMC Utrecht
- Wissel
- Daphne van Wees, epidemioloog/gedragskundige RIVM
- Marlo van de Kieboom, bedrijfsarts, projectleider NVAB

- The NIS was member of the Vaccinatie Alliantie of the Ministry of Health. We played a role in the session on adult vaccinations (organising one of the workshops) and were partner in the Think Tank on on disinformation.
- With Prof Leonard Hofstra, cardiologist of the Amsterdam University Medical Center, we participated in a questionnaire research on the willingness to be vaccinated against COVID-19 in elderly. Data of about 2500 respondents, mainly followers of the TV-program Tijd voor MAX, were analysed and gave the input for a short video on misconceptions. A special grant from two sponsors (received in 2021) made the production of this video possible. An scientific article in under review.
- Publicity on line, in print, on radio and tv was generated around the start of the flushot campaign, with live broadcasting on national tv of the chair, in the presence of the dep. Minister of Health Paul Blokhuis.



Publicity

- Online: ANP-text 60 x plus ANP-photo gallery
- Telegraaf, Gooi, NoordHollands, Leidsch, Haarlem, Leeuwarder, Dagblad v h Noorden, Panorama, Skipr, Zorggids, Laatste Nieuws, etc
- Print: Volkskrant, Nederlands Dagblad, Reformatorisch Dagblad, Metro, Barneveldse Courant, Medisch Contact (2) KBO-PCOB Magazine
- TV: RTL nieuws (4x) , WNL, MAX (Meldpunt, Tijd vrMAX)
- Radio: NPO Radio 1 and 2, 538, Sky, West (7x), Radio Utrecht
- Twitter: 120+

Finance

In 2020, we received unconditional grants from 4 vaccine companies. Because of the extra activities due to COVID-19, there was a deficit of EU 6.181, which we could finance from the reserve (see separate Financieel overzicht 2019-2020 and budget 2021).

Plans for 2021

Covid-19 has changed the scene. We expect more emphasis on prevention of respiratory infections, including influenza, Covid-19 and pneumococcal disease. In 2021, it might be necessary to economise on our public activities and organise video meetings instead of public meetings. In 2021 we will be organise a public National Influenza Day, hybrid f2f and on line. Social media will be even more important.

- Increase and improve social media activities: the almost doubling in impressions shows the success of informing the risk groups; more original Dutch content with more personal stories and active promotion using Facebook adds.
- The Third National Flu Shot Day, hybrid digital/physical: full day, looking back to the 2020 HCW's focus and looking forward to the combination of COVID-19 vaccination with flu- and pneumococcal vaccination for the 68-73y-group, flu shots for pregnant women and children and the new vaccines in the pipeline (depending on Health Council advise expected June 2021). Special budget for PR.
- Webinar for HCWs, to promote flu shots for health professionals with spin-off more active advocacy to patients at risk.
- Upgrading of the website: more frequent news articles.