**National Program for Influenza Prevention in Poland**

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**INTRODUCTION**

One of the main recommendations of the National Scientific Panel that coordinate the National Program for Influenza Prevention (NPIP) is to intensify the implementation of the influenza prevention strategy. This is necessary because we observe an increasing number of reported influenza cases, which may indicate better awareness of the disease, but influenza coverage rate is still low. As a result, we can see the need for a comprehensive communication strategy that will increase awareness and encourage vaccination.

**CONCLUSIONS**

- We need to continue these projects that have brought the best results, and propose a new attractive educational solutions and activities to the all target groups.

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**NATIONAL PROGRAM FOR INFLUENZA PREVENTION**


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**METHODS**

- The main activities are annual meetings (the Parus and Flu Therapy of experts, physicians, and the stakeholders to present current recommendations for influenza prevention. Each event was organized by invitation of members of PPHC performed.

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**TACTICS**

- Regular reports on influenza and colds in the press
- Best practices for vaccination in areas
- Influenza Family
- Influenza Proof Family
- Knowledge and culture day culture influenza
- National actions for implementation: prevention, protection and risk reduction

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**EXPECTED RESULTS**

- Significant increase in number of participants dedicated to National Program for Influenza Prevention
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**CONCLUSIONS**

- The use of new educational tools and activities to create new and effective solutions.
- The use of digital media and social networks to reach a wider audience.
- The use of partnerships and collaborations with other organizations and stakeholders.
- The use of data and analytics to monitor and evaluate the effectiveness of communication campaigns.

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**REFERENCES**

- E. Kuchar, A. Nitsch-Osuch, A. Antczak. “The role of the National Program for Influenza Prevention in increasing the vaccination coverage rate.” Health Care Organizations 2016, 17(1): 5-10.