Seqirus Honored with National Award for Outstanding Efforts in Influenza Prevention

#KnockOutFlu Campaign Drove Home the Importance of Flu Vaccination among College Students

King of Prussia, PA (USA) – Seqirus announced today that the National Adult and Influenza Immunization Summit (NAIIS) awarded the organization with the 2016 Immunization Excellence Award for best Corporate Campaign. The accolade recognizes Seqirus’ creative and collaborative efforts to improve vaccination awareness and rates during the 2015-16 influenza season. The award was presented yesterday during the NAIIS Summit in Atlanta, Georgia.

“We are pleased to receive this prestigious honor, and thankful to our partners, Families Fighting Flu and several collegiate student organizations, for their dedication to spreading the word about the dangers of flu and encouraging their peers to get vaccinated,” said Dr. Marie Mazur, Vice President of Global Commercial Development and Policy. “Moving forward, Seqirus is committed to building on this season’s success with college students and continuing the important work of flu prevention for all.”

About the Program: #KnockOutFlu

Despite current Centers for Disease Control and Prevention recommendations that all individuals six months and older receive an annual influenza vaccination,¹ rates among college students remain low (8-30 percent²³⁴⁵) and below Healthy People 2020 goals.⁶ Moreover, college students are at high risk of getting and spreading flu due to close contact in shared areas like living spaces and classrooms, and through common social activities.

During the 2015-16 flu season, Seqirus partnered with Families Fighting Flu, an advocacy organization dedicated to protecting youth from flu, to increase awareness and promote flu vaccination among college-aged students at five participating universities across the United States.

Recognizing the importance of social media among college students, the campaign hashtag, #KnockOutFlu was used to encourage peer-to-peer sharing and education. In total, more than nine million college-aged students received flu prevention messaging through on-campus, peer-to-peer, social media and online activations. This drove action (e.g., getting vaccinated, sharing on social media, clicking to learn more) by more than 25,000 of these individuals.

About the National Adult and Influenza Immunization Summit (NAIIS)

The National Adult and Influenza Immunization Summit, started in the year 2000 (as the National Influenza Vaccine Summit), is an action-oriented entity with more than 700 members who represent more than 130 public and private organizations with an interest in addressing and resolving...
influenza and adult vaccine issues and improving vaccination rates for vaccines recommended by the Advisory Committee on Immunization Practices. Visit the Summit’s website at izsummitpartners.org.

About Seqirus
Seqirus is the new global company created in July 2015 from the combined strength and expertise of bioCSL Inc. and the influenza vaccines business formerly owned by Novartis AG. As the second largest influenza vaccine provider in the world, Seqirus is driven by the promise it shares with parent company, CSL Limited, to provide medicines that help to protect and save lives. Seqirus is a transcontinental partner in pandemic preparedness and a major contributor to the prevention and control of influenza globally, with extensive research and production expertise and manufacturing plants in the US, Europe and Australia and a commercial presence in 20 countries. Seqirus is part of CSL Limited (ASX:CSL), headquartered in Melbourne, Australia. The Group employs more than 16,000 people with operations in more than 30 countries.

For more information visit www.seqirus.com and www.csl.com.

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References: