



# The First European Influenza Summit

**26 May 2011**  
Brussels, Belgium

An initiative of the European Scientific Working  
group on Influenza (ESWI)



## Objectives

- To reduce the number of influenza victims in Europe
- To raise awareness about the impact of influenza on public health
- To create an informal network of influenza stakeholders





## Concept

- One-day meeting of influenza stakeholders
- Summit endorsed/co-organized by leading stakeholder organizations
- Active support of US Flu Summit OC
- Tailor-made, interactive program
- Press workshop on 27 May 2011



## Why an ESWI initiative?

- Strategic objective: to reduce the burden of influenza in Europe
- Core group of ESWI members: scientific expertise
- Network of partner organizations: structural tie with stakeholders
- Lesson learnt Country Influenza Stakeholder Networks





## Influenza stakeholders (I)

- Public health authorities
- Organizations of healthcare providers
  - Nurses
  - Cardiologists
  - Pulmonologists
  - Paediatricians
  - Pharmacists
  - GPs
  - Hospital managers



## Influenza stakeholders (II)

- Organizations of the elderly
- Patient organizations
  - diabetes patients
  - lung patients
  - heart patients
- Organizations of science writers and the press
- Pharmaceutical industry



## Program concept

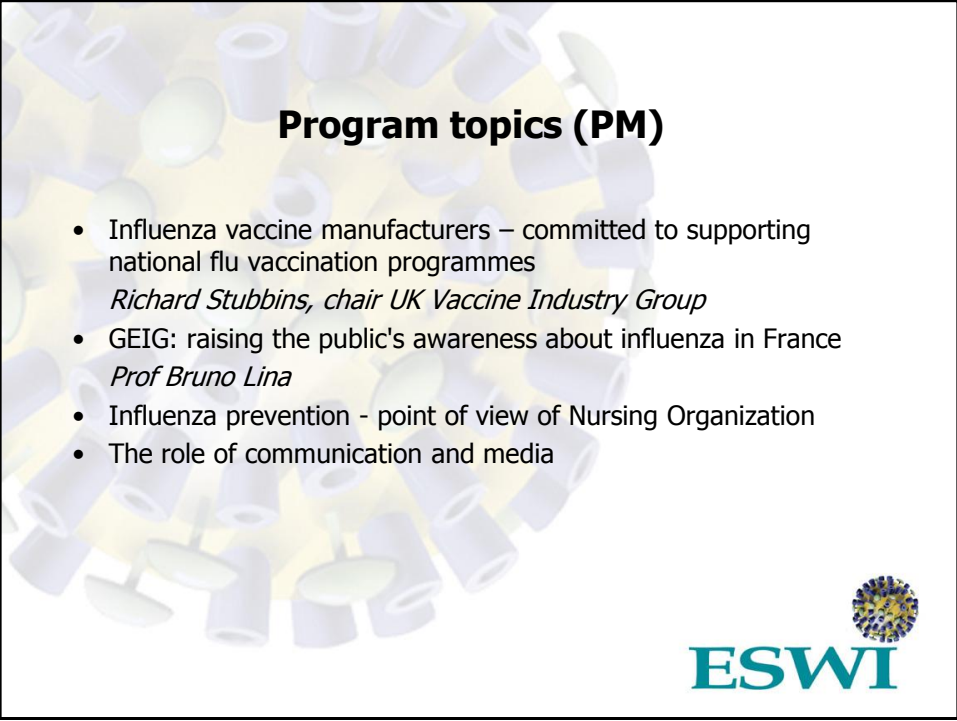
- Experts provide state-of-the-art, unbiased scientific information
- 'Good practices' from different EU countries
- Ample room for Q&A
- Platform to exchange experiences and to initiate concrete actions



## Program topics (AM)

- Why is influenza a dangerous disease and why should it be of interest to the stakeholders?  
*Prof Dr A.D.M.E Osterhaus*
- Country Influenza Stakeholder Network in Finland – joined forces to combat flu
- Vaccination strategies in the Netherlands  
*Dr. Ted van Essen*
- The role of pharmacists in vaccination strategies  
*Mrs Suzete Costa*





## Program topics (PM)


- Influenza vaccine manufacturers – committed to supporting national flu vaccination programmes  
*Richard Stubbins, chair UK Vaccine Industry Group*
- GEIG: raising the public's awareness about influenza in France  
*Prof Bruno Lina*
- Influenza prevention - point of view of Nursing Organization
- The role of communication and media



## Invitation and registration

- First invitation sent on 10 January 2011
- Recipients: 982 representatives of EU, national and regional stakeholder organizations
- [www.flusummit.org](http://www.flusummit.org):
  - Registration module (free of charge)
  - Speaker bio sketches
  - Full program
  - Practical info on venue and accommodation





## Next steps

- Expand the network of endorsing organizations
- 'Shape' tailor-made lectures
- Promote the Summit (26 May 2011) and the press workshop (27 May 2011)

