

WORLD PNEUMONIA DAY 2015

SOCIAL MEDIA

SAMPLE FACEBOOK KEY MESSAGES

1. Adult Immunization Advocacy Summits convening to ensure improved uptake rates of adult vaccination. Stakeholders and key opinion leaders are together in these open forum Summits with the intention to better understand how to influence policy related to adult vaccinations within the remit of healthy ageing.
2. By 2050, approximately 2.1 billion people will be 60 years and older and living a longer life. Longevity is a valuable asset; however, the extents to which opportunities that arise from increasing longevity will be heavily dependent on one key factor – the health of the ageing population. Vaccination is a preventative health tool that can ensure health of an ageing population. (WHO World Report on Ageing and Health)
3. By 2050, 34% of the European population will be 65 years and older. Preventative medicine, including vaccination, is essential for the promotion of healthy ageing. (WHO World Report on Ageing and Health)
4. Actively working to prevent and treat pneumonia supports Sustainable Development Goal (SDG) #3: Ensure healthy lives and promote well-being for all at all ages.
5. People are more susceptible to pneumococcal disease if they have influenza, chronic lung disease, are cigarette smokers, older adults aged 65 years and older and have chronic medical conditions. (ECDC)
6. Each year in the United States, pneumococcal disease kills thousands of adults, including 18,000 adults aged 65 years and older. Thousands more end up in the hospital due to severe infections of the lungs (pneumonia), bloodstream (bacteremia) and lining of the brain and spinal cord (meningitis). The best way to prevent pneumococcal disease is to get vaccinated! (CDC)
7. Hospitalization due to infectious diseases such as pneumococcal causes 1 year mortality after hospitalization, 30% functional decline, higher readmission rates and higher rates of home health use. The best way to prevent hospitalization due to pneumococcal is to get vaccinated. (Dr. Roller-Wirnsberger)
8. Despite good access to effective antibiotics in Europe, pneumococcal disease is still a major cause of disease and death in both developing and developed countries. Young children and older adults are most prone to invasive pneumococcal infections. (ECDC)
9. Many new and exciting interventions are currently being developed to reduce the global burden of pneumonia. These interventions are the future of pneumonia diagnosis, prevention and treatment. Collaboration between innovators and key stakeholders in countries with high burden of pneumonia will be critical to ensure that the innovations are reaching the communities that need them most. (Pfizer)
10. Effective ways to prevent and appropriately treat pneumonia are well known. Vaccines are the best way to protect children and older adults from pneumonia. Pneumonia can be effectively prevented by exclusively breastfeeding, promoting regular hand washing, increasing access to clean water, eliminating household air pollution. Affordable antibiotics are available in most places to treat people with pneumonia. (Pfizer)
11. There are inequalities of access to pneumonia vaccines, diagnostics and medicine. As a global community, we are responsible for ensuring that those most in need of pneumonia interventions have access to information and tools to combat the disease. (Pfizer)

TWITTER MESSAGES

Hashtags

1. #fightpneumonia
2. #worldpneumoniaday

Sample Tweets

1. Mark your calendars! World Pneumonia Day is November 12! #fightpneumonia
2. Bad news: pneumonia is still a major cause of death and disease in young children & older adults #fightpneumonia
3. By 2050, 34% of Europe's population will be 65 years and older. Vaccination as prevention is key for healthy ageing #worldpneumoniaday
4. Each year in the US, pneumococcal disease kills 18,00 older adults & thousands end up hospitalized #fightpneumonia
5. Treatment & prevention of pneumonia supports the Sustainable Development Goal (SDG) #3 Ensure healthy ageing for all #worldpneumoniaday
6. Each hospitalization due to pneumonia in older adults causes functional decline of up to 30% #fightpneumonia
7. Prevention is key for long healthy lifestyles #worldpneumoniaday
8. Collaboration between innovators & key stakeholders is critical to ensure improved uptake rates of adult vaccination #worldpneumoniaday
9. As a global community, we are responsible for ensuring that those most in need of pneumonia intervention receive it! #fightpneumonia
10. Adult Immunization Advocacy Summits working to ensure improvement of uptake rates in adult vaccination #worldpneumoniaday
11. Opportunities that arise from increasing longevity will be heavily dependent on one key factor – the health of the ageing population #fightpneumonia
12. By 2050, 2.1 billion people will be 60 years and older. Prevention is key to ensure healthy ageing #worldpneumoniaday

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