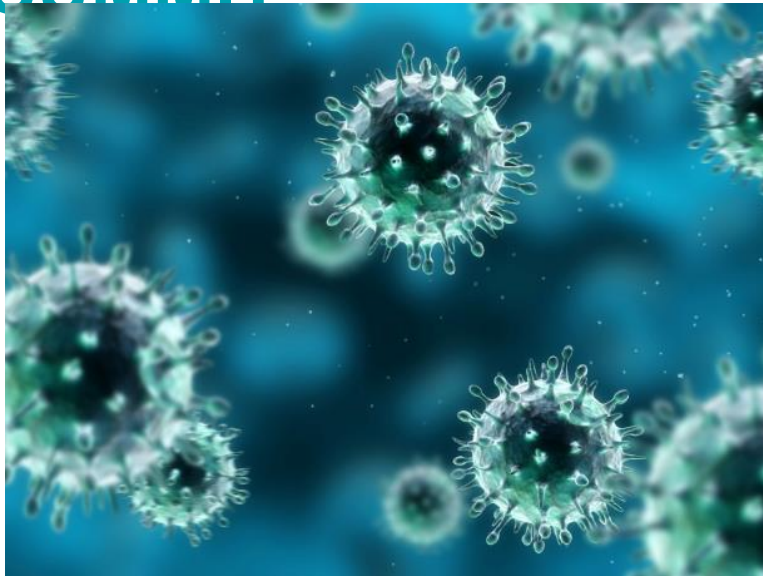


APACI ACHIEVEMENTS AND CHALLENGES SINCE THE FIRST ASIA-PACIFIC INFLUENZA SUMMIT



Lance Jennings

Director & Past Chairman of APACI

2nd Asia-Pacific Influenza Summit & Antiviral Forum, Hanoi, 10-11 June, 2015

What is APACI?



The Asia Pacific Alliance for the Control of Influenza (APACI) is an organization of leading international experts in the field of influenza within the Asia-Pacific region.

- **Vision**
 - To be a lead organisation on influenza in the Asia-Pacific region
- **Mission**
 - To reduce the burden of influenza in the Asia-Pacific region
- **Aim**
 - To address the epidemiological issues relating to influenza and its impact, and by enhancing control measures and boosting pandemic preparedness in the region, through providing **educational activities** and generating relevant and up to date information.

APACI 2002-2010



- Initiated in 2002 as a working committee
- Focus on:
 - » Educating KOLs
 - » Forming “Influenza Foundations” in region
 - » Newsletters and other publications
 - » Organising meetings within the region



Influenza awareness education

“1st International organisation to have this as a focus”



APACI Restructure

- Incorporated in 2011 in Hong Kong as a company limited by guarantee
- Income tax exempt charity
- Name change to “*Asia-Pacific Alliance for the Control of Influenza*”
- Full control over all activities



APACI's refocused activities

- Promote influenza awareness among healthcare professionals
- Assist the process of establishing or reviewing country-specific recommendations for influenza prevention and control
- Assist the development of country specific public awareness programs
- Explore and pursue opportunities for establishing and achieving dialogue with the WHO and international organisations.



The APACI Alliance

- Influenza Foundation of India
- Indonesian Influenza Foundation
- Influenza Foundation of Thailand



Associated organisations



1st Asian-Pacific Influenza Summit & Antiviral Forum, Bangkok, June 2012



Influenza Summit

- Objectives:
 - Review the current state of official influenza control strategies in AP countries
 - Identify, summarise and communicate influenza control strategies that have successfully increased vaccine uptake in the region
 - Develop policy and advocacy approaches to improve vaccine uptake in high-risk groups and HCWs in the region
 - Establish collaborative relationships to promote best practices for the control of influenza
- Meeting supported by the Thailand Ministry of Public Health, in collaboration with the Influenza Foundation of Thailand
- Over 200 registrations, from over 30 countries



Antiviral Forum:

- Similar Objectives

APACI's Achievements and Ongoing Challenges



- Primary focus to promote influenza awareness among healthcare professionals
 - A difficult group to educate/lack of a common goal & unified messaging a barrier to influenza control strategy implementation
 - Broadened APACI membership to all large countries

- New communication goals

- Digital communication strategies reviewed
- GOAL to be a trusted source of information
- Information translated to key languages
- New website www.apaci.asia- cornerstone of APACI's activities
- Asia-Pacific Newsletter 4x each year
- Journal alerts monthly
- Media bulletin 2x per week
- Country specific database for better dissemination of knowledge



APACI's Achievements and Ongoing Challenges



- Conducting research
 - Understanding influenza risk perception & communication in the region
- Educational meetings in South Korea, Vietnam & India
 - Supporting our Alliance member Foundations by partnering for educational meetings



APACI's Challenges

- Region contains a diversity of countries, cultures, economies, climatic zones & influenza epidemiology
- 52% worlds population exists between India & Korea
- “Knowledge is Power”- influenza is a serious disease
- Need for Partnerships
- Common goal: Influenza awareness education towards the control of influenza



Thank you