



Adult Immunization and the Pillars of Prevention: Talking Points

This set of succinct messages of varying lengths is designed to enable effective and persuasive communication about the importance of adult immunization for 21st century aging of societies. The messages are based on a comprehensive narrative, “Adult Immunization and the Pillars of Prevention: Reimagining Public Policy for Healthy Aging and Sustainable Economic Growth in an Aging World,” developed by the Global Coalition on Aging. The narrative and talking points are intended as a resource to empower anyone working to ensure global aging is a path for healthy longevity, fiscally sustainable economic growth, and social value creation.

10 seconds

- Improving access to and trust in the innovative prevention tools we already have – like routine immunization for adults – is essential to sustainably equip health systems for the steadily increasing pressures of an aging population.

30 seconds

- As today's populations are steadily aging – with increasing proportions of people over the age of 65 – we need new approaches to how we think about, invest in, and design public policy.
- This is particularly urgent in healthcare, where we need common-sense measures to transform how and where we deliver care in a sustainable and efficient way.
- We can prevent illness and extend healthy longevity by using the tools we already have – like adult immunization – and expanding care into the community.
- Policymakers, employer decisionmakers, and advocates can lead the shift to this new prevention paradigm – focused on proactively preventing disease rather than treating people once they're ill – anchored by the health, economic, and social value of adult immunization.

60 seconds

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- This is particularly urgent in healthcare, where we need common-sense measures to transform how and where we deliver care in a sustainable and efficient way.
- For example, in the United States alone there is an estimated \$27 billion annual cost burden from vaccine-preventable diseases (VPDs) in adults, and the net economic benefits of vaccination are estimated at \$69 billion. Unvaccinated individuals are estimated to make up nearly 80 percent of this financial burden.
- A recent study found that adult vaccines have a 19x return on investment, accounting for a wide-range of health, economic, and social benefits – including avoidance of comorbidities and other health complications, productivity gains and socio-economic advantages.
- By enabling healthy aging, adult immunization bolsters the \$20 trillion global silver economy as older people continue to contribute, save, invest, and spend for longer.
- Policymakers, employer decisionmakers, and advocates can lead the shift to this new prevention paradigm– focused on proactively preventing disease rather than treating people once they're ill – anchored by the health, economic, and social value of adult immunization.
- We can prevent illness and extend healthy longevity by using the tools we already have – like adult immunization – and expanding care into the community.
- To do so, we must prioritize investments that enable equitable access and build belief and trust in adult immunization and our preventative health tools. We must reimagine our systems and revise our care models to meet people where they are and ultimately bolster immunization rates and embed prevention as the standard of care.