

Letter to the editor concerning: "Immunisation coverage of adults: a vaccination counselling campaign in the pharmacies in Switzerland"

Subhash C. Arya, Nirjala Agarwal

Sant Parmanand Hospital, Delhi, India

We share the concern of investigators from the University of Zurich, Switzerland, regarding the sub-optimal vaccination coverage of the adult Swiss population [1] and support their recommendation to aim at adolescent population before they leave their school. In our opinion, extended vaccination coverage could be feasible by linkage of vaccination with important annual events of the individual and national festivals. That could be achieved by motivating masses in Switzerland to consider vaccinations as the most appropriate gift for special occasions.

Birthday celebrations are important for school children irrespective of their age. Rather than giving conventional birthday gifts, vaccination of the child would be most appropriate. Furthermore, funds are allocated for gifts to children by parents and close relatives for celebrating festivals like Christmas. Vaccines could be included in the gift packets for children on such occasions. Such a strategy would complement the efforts by different organisations to ensure adequate vaccination coverage with adult vaccines [1].

Last but not least, vaccine manufacturers could gear up for a periodic sale of vaccines for the adult Swiss population.

That is the global practice before Christmas and other regional festivals when the cost of several items would be reduced considerably. Ready availability of cut-rate vaccines on important national days or religious festivals would also be a stimulus for guardians to have their children vaccinated before they leave the school.

Correspondence: *Subhash C. Arya, MBBS PhD, Sant Parmanand Hospital, 18 Alipore Road, IN-Delhi-110054, India, subhashbapaji@gmail.com*

Reply to this Letter to the Editor:

<http://www.smw.ch/content/smw-2014-14025/>

References

- 1 Valeri F, Hatz C, Jordan D, Leuthold C, Czock A, Lang P. [Immunisation coverage of adults: a vaccination counselling campaign in the pharmacies in Switzerland.](#) Swiss Med Wkly. 2014;144:w13955.