

Extended adult vaccination coverage in Switzerland

To The Editor: The recommendation by Bovier et al [1] supporting the initiatives to involve primary care practitioners in Switzerland in an extended adult immunization is very logical. Nevertheless, adolescents and adults in Switzerland could be encouraged to contact their primary care practitioners for immunization by linkage of such activities with important personal events and festivals.

For adolescents, immunization could be linked to the birthday of the individual. Parents could be encouraged to consider immunization as an important birthday gift for their children. Elderly siblings could prevail upon the

guardians to have the younger ones contact the primary care physicians for appropriate immunizations. For the elderly with grandchildren they could receive vaccine shots as an annual gift event similar to parents' day, mothers' day or the celebration of a wedding anniversary such as a golden or a diamond jubilee.

Events such as Christmas and New Year's day imply a festive atmosphere in Switzerland. Local supermarkets usually offer several incentives to customers to purchase gifts. There is often a discount on innumerable items for the customers. During such events, manufacturers of vaccines for adults and adolescents could plan innovative strategies intended to increase sale of their products. Attractive discounts could be offered to stimulate adults to receive an-

nual doses of the appropriate vaccines. Certainly, involvement of the public with the Swiss primary care practitioners [1] could eventually leave no Swiss adolescent or elderly person inadequately immunized.

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Reference

- 1 Bovier PA, Gallacchi MB, Chamot E. Swiss primary care physicians reporting of utility and use of recommended vaccinations for adults. *Swiss Med Wkly* 2005;135:192-9.