The Value of Adult Respiratory Vaccination in Prevention and Non-Communicable Disease (NCD) Management

A Global Call-To-Action

March 2026

This position statement has been funded and prepared by Pfizer Inc., in collaboration with global experts in adult vaccination, geriatrics, infectious respiratory diseases, non-communicable diseases, prevention and leaders of Civil Society Organizations & Patient Advocacy Groups (PAGs). Based on insights from Pfizer-funded expert advisory panels, it is intended to support external advocacy and policy engagement efforts that call for an integrated approach to adult vaccination against respiratory diseases such as influenza, COVID-19, pneumococcal disease and RSV.

The Challenge: Adult populations are increasingly burdened by vaccine-preventable respiratory diseases, particularly older adults aged 50+ and those living with certain risk conditions including noncommunicable diseases (NCDs).[1] Despite existing recommendations, adult vaccination uptake in at-risk groups remains low in many countries, including among healthcare workers.[2,3] Misinformation, barriers to uptake and underinvestment in vaccination programs contribute to complacency and vaccine hesitancy.[4] In turn, this sets the scene for falling uptake rates and rising disease burden among at-risk populations – increasing pressure on already overstretched health systems.[5]

The Opportunity: Broad adult vaccination against respiratory infections can provide measurable returns, up to 19x the initial investment, through reduced disease burden, improved productivity and broader socioeconomic gains.[6] To help support uptake and protect health systems, trusted and accessible healthcare professionals, including pharmacists, can play a key role in vaccine administration.[7,8] Policymakers, professional societies and healthcare professionals should collaborate to improve vaccine uptake and integrate immunization into broader aging and chronic disease strategies.[8]

Call to Action: Policy Recommendations to Achieve the Socio-Economic Value of Adult Vaccination

1. **Establish, Expand and Implement National Age-Based Adult Vaccination Recommendations and Programs**
   Use age and risk-based adult vaccine recommendations across respiratory diseases to reflect the added urgency to vaccinate adults. Recommendations should be aligned across respiratory diseases to acknowledge shared risk factors for severe disease, especially for those living with NCDs and those living in long-term care and drive the shift toward prevention-first health systems.[9,10,11,12]
2. **Set Clear and Equitable Adult Vaccination Coverage Targets**
   Establish bold, equitable adult vaccination targets, on par with childhood targets, to boost uptake and close coverage gaps in all at-risk populations and age groups.
3. **Support Co-Administration of Respiratory Vaccines where appropriate**
   Align national schedules with WHO guidance to co-administer respiratory vaccines where appropriate, prioritizing co-administration; older adults and people with chronic conditions face the highest risk across respiratory diseases and co-administration is well-placed to help address this threat.[9,10,11,13,14,15]
4. **Recognize Adult Vaccination as a Routine part of NCD Management and Prevention**
   Advocate for the widespread inclusion and implementation of adult vaccination against respiratory diseases in national NCD management and prevention plans, with a focus on cardiovascular

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disease in line with the American College of Cardiology (ACC) and European Society of Cardiology (ESC) calls to action.[16,17]

5. **Build and Maintain Vaccine Confidence**
   Incorporate vaccine confidence in every adult program, with tailored disease-specific educational messaging that empowers healthcare providers and helps people understand their risk and the value of protection against co-circulating respiratory viruses.
6. **Expand Vaccination Pathways to Simplify Access and Build Primary Care Capacity**
   Simplify patient journeys by making adult vaccination convenient and widely accessible, including in community pharmacies to boost uptake and help build capacity in primary care.
7. **Encourage NITAGs to have a broad composition of experts from various disciplines, including aging and NCD specialists.**
8. **Encourage, recognize and support civil society, scientific societies and community leadership to engage in programs to build vaccine confidence as outlined by WHO** in the Global Action Plan for Healthy Lives and Well-being for All.

Together, we can close the adult vaccination gap, help protect public health and realize the full value of prevention.

This position statement has been funded and prepared by Pfizer Inc., in collaboration with global experts in adult vaccination, geriatrics, infectious respiratory diseases, non-communicable diseases, prevention and leaders of Civil Society Organisations (CSO) & Patient Advocacy Groups (PAGs). Pfizer's role in its preparation has been limited to commissioning its third-party agency, Portland Communications, to draft a statement calling for an integrated approach to adult vaccination - covering respiratory diseases including influenza, COVID-19, pneumococcal disease and RSV - based on insights from advisory panels convened with these external experts.

This statement is intended to support external advocacy and policy engagement on the value of adult respiratory vaccination in prevention and NCD management. The calls to action it contains have been independently endorsed by the following individuals and organisations:

- International Federation of Ageing (IFA)
- International Longevity Centre (ILC) UK
- International Pharmaceutical Federation (FIP)
- Dr. Jane Barratt, Global Advisor on Ageing and Health Policy
- Dr. Shelita Dattani, Vice President, Neighbourhood Pharmacy Association of Canada
- Prof. Charles Feldman, Emeritus Professor, University of Witwatersrand
- Dr. Jean-Pierre Michel, Professor of Medicine, Geneva University Medical School
- Prof. Michael Moore, Past President and Chair of the International Immunization Policy Taskforce, World Federation of Public Health Associations (WFPHA)
- Prof. Colin Russell, Professor of Applied Evolutionary Biology, Amsterdam University Medical Centres
- David Sinclair, Chief Executive, International Longevity Centre UK
- Mariano Votta, Director, Advice Citizenship Network

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