

## REVIEW

# COMMUNITY CHALLENGES OF INFLUENZA INFECTION AND STRATEGIES FOR THEIR MANAGEMENT: MALAYSIAN PERSPECTIVE

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**Abstract.** A group of specialist physicians met on 28 February 2015 and in 2017 to review additional available evidence and put forth a consensus document regarding challenges of influenza infection and strategies for their management in the Malaysian context. The document highlighted global and Malaysian burden of influenza and challenges in influenza management. In addition, the document reported a consensus of the panelists on strategies for managing these challenges in Malaysia. Challenges facing control and management of influenza infection included lack of perception of influenza illness severity among the general population and healthcare workers, availability and affordability issues of influenza vaccine, and lack of perception of influenza vaccination as a part of obstetrics, cardiology, respiratory and geriatric specialty care. Salient strategies set out by the panelists to manage influenza infection included increasing awareness among target population, educating patients as well as the general public concerning the importance of influenza vaccination, promoting influenza vaccination among target population by providing vaccination cards, organizing talks and campaigns on the importance of influenza vaccination, introducing a mass 'Influenza Day' throughout the country, and prioritizing and delivering influenza vaccination among target population.

**Keywords:** influenza, Malaysia, public awareness, surveillance system, target population, vaccination