



Vaccine Update # 485 - Childhood influenza survey findings, childhood influenza vaccination insights

Findings from 2025 national survey – childhood
influenza vaccination barriers in Australia

['Declining parental acceptance of childhood influenza vaccination in Australia: Findings from a serial national survey'](#)

Key messages from the survey:

- In 2025, the most common reasons parents gave for not vaccinating their child were related to concerns or attitudes about the flu vaccine rather than problems accessing it
- The barrier most strongly associated with not vaccinating in 2025 was choosing not to prioritise an influenza vaccination over other things
- All 11 acceptance barriers and all 4 access barriers were more common among parents of unvaccinated children than parents of vaccinated children in 2025
- Nine of the 11 acceptance barriers were more common in 2025 than 2024, while access barriers remained stable or slightly declined

[News article](#)

[Key findings summary](#)

The study found that decisions not to vaccinate are now influenced more by beliefs and concerns about influenza vaccines (acceptance barriers) than by practical issues such as appointment availability and cost (access barriers). Compared with 2024, substantially more parents reported that influenza vaccination for their child was not a priority, that they do not intend to vaccinate their child in the next influenza season and that they do not believe the vaccine is effective.

The findings signal a shift in beliefs about disease risk and the value of vaccination, despite strong evidence that influenza can cause serious illness, hospitalisation and, in rare cases, death in young children.

These insights reinforce the need to **clearly communicate the importance of influenza vaccination** – and the potential impact of influenza infection – **and to integrate it into routine care**.

Childhood and adolescent vaccination coverage hits five-year low in Australia

New data from the National Centre for Immunisation Research and Surveillance (NCIRS) show childhood and adolescent vaccination coverage has fallen for the fifth consecutive year – a trend that experts warn could lead to avoidable health consequences and disease outbreaks.

In 2025, fully vaccinated coverage for children fell again to 90.5% at 12 months, 88.4% at 24 months and 92.5% at 60 months of age – down 4.3, 3.7 and 2.3 percentage points, respectively, since 2020 – leaving tens of thousands of young children unprotected against diseases such as measles, whooping cough (pertussis), diphtheria and polio.

Adolescent human papillomavirus (HPV) vaccination coverage dropped to 78.7% in girls and 75.6% in boys – down 7.9 and 9.3 percentage points, respectively, since 2020 – well below the 2030 target of 90% outlined in Australia's strategy to achieve cervical cancer elimination by 2035.

As childhood and adolescent vaccination coverage decline further, families and the wider community – including very young babies and vulnerable people – face a greater risk of severe illness, hospitalisation or death from vaccine preventable diseases.

Experts are calling for urgent, coordinated implementation of the National Immunisation Strategy 2025–2030 to overcome vaccine access and acceptance barriers, close equity gaps

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and protect Australians from avoidable infectious diseases and HPV-related cancers in the future.

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