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Why?

So more people get their flu jabs

Why?

So fewer people end up in hospital with severe, life-threatening flu

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To reduce pressure on the health service

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**ONLY WE CAN SAVE THE NHS!**

What are you doing?

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“the nature of these challenges are emblematic of deeply entrenched flaws in our institutional structures, our underlying theories, definitions of success, and ultimately **how we have constructed our civilization.**”

Christian Bason  
*The frontiers of design for policy*