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The Use of Tailor Design Strategy to promote influenza immunization rate among HCWs in PMH

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Background

Vaccination is the most effective means for the prevention of influenza. However, the uptake of the influenza immunization among HCWs had tended to be variable and usually low.

Objectives

- 1. To determine the factors limiting influenza vaccination in HCWs
- 2. To develop an effective program to increase staff flu vaccine uptake

Methods

An interventional study was used to evaluate the efficacy of a tailor designed influenza vaccination promotion programme by comparing the pre and post intervention uptake rate of HCWs for year 2012 and 2013.

conduct a cross-sectional survey

self-administered questionnaires

893 clinical staff (38.4 %) were surveyed

Of which, 295 (33%) staff opted for flu vaccination and 598 (67%) declined.

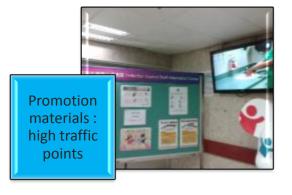
Reasons for decline influenza vaccination

misconceptions about the need (32%), adverse effects (25.5%) & vaccine efficacy (24.6%)



Interventions were tailor made based on the survey findings





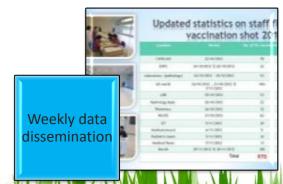






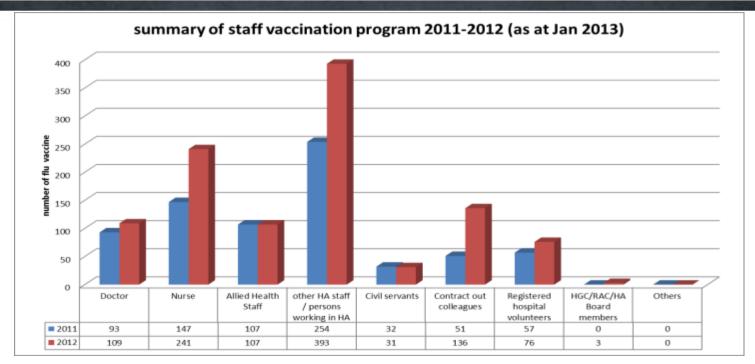






Results:

The number of vaccinated staff increased 47.91% (741→ to 1096)



- 1. doctors
- 2. Nurses
- 3. allied health
- 4. administrative & supporting staff
- 5. Civil servants
- 6. contract out staff
- 7. volunteers
- 8. HCG members

$$(147 \rightarrow 241, \land 63.95\%)$$

$$(107 \rightarrow 107, \land 0\%),$$

$$(32 \rightarrow 31, \lor 3.13\%)$$

$$(51 \rightarrow 136, \land 166.67\%),$$

$$(57 \rightarrow 76, \land 33.33\%)$$



Conclusion

This programme demonstrated encouraging results to show that the use of tailor design promotion strategies is effective in increasing staff influenza vaccination uptake.



Thank You