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Active Promotion Strategies can boost up Staff Seasonal Influenza Vaccination (SIV) uptake rate- New Territories East Cluster (NTEC) experience

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Introduction

Seasonal Influenza vaccination of health care workers (HCWs) is strongly recommended in order to prevent transmission to patients, their families and protect the HCWs themselves. However, the staff Influenza vaccination rate was remaining low in past few years. Some arguments from the staff were that they may experience significant side effects after vaccination. A staff survey was conducted to clear the misconceptions. In addition to active promotion strategies, it was hoped that the vaccination rate would be improved.

Objectives

1. To do the survey to detect the side effects of Seasonal Influenza vaccination among the HCWs of NTEC
2. To improve the Seasonal Influenza vaccination rate among the HCWs in NTEC by active promotion and education strategies

Methodology

A survey was conducted in 2014-2015 to detect any side effects experienced from our staff after SIV injection in NTEC. Questionnaires were sent to all staff who had received SIV injections in NTEC.

In year 2015/16, the seasonal influenza vaccination rate of HCWs in NTEC was collected after implementation of some promotion strategies namely

- 1). Mobile vaccination team provided periodical and ad-hoc on-site vaccination for staff.
- 2). Publicity with photos of cluster and hospital management colleagues as role model for promoting vaccination.
- 3). Promotion materials were displayed in hospitals and clinics.

In year 2016/17, intensive promotion strategies were conducted. These included the followings in addition to those in 2015/16:

- a) Designated vaccination stations at place of busy staff flow and wards to provide

easy access for staff vaccination.

- b) Promotion in staff forums, briefing sessions or departments lunch meetings, etc.
- c) Ward visit from Hospital management to invite staff for vaccination.
- d) Kick off ceremony of Staff Influenza Vaccination in cluster hospitals
- e) Senior Nurse Managers would go with mobile team to invite clinical staff for vaccination
- f) Competition between Senior Nurse Managers and frontline nurse mentors as vaccination provider
- g) Capturing of staff uptake rate by hospital, department and rank and uploaded to Cluster intranet. Awards would be presented to those with the highest uptake rate.

Result

Total 2703 questionnaires were sent in 2014-15 and 805 questionnaires were received. The response rate was 29.8%. Majority of them (72.4%) experienced no side effect and only small amount (27.6%) experienced mild grade of side effect like injection site redness and swelling, mild muscle or joint pain, flu like symptom, low grade fever etc.

Vaccination rate from October 2015 to January 2016

There were 2210 staffs injected with flu vaccine. The vaccination rate was 18.6%.

Vaccination rate from October 2016 to January 2017

After the intensive promotion programs and strategies, there was 3871 staffs received influenza vaccination. The vaccination rate was 32.6% (increase 14%). The p value was <0.005.