

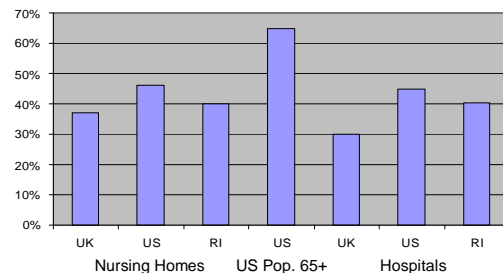
A Social Marketing Approach to Increasing Rates of Influenza Vaccinations Among Healthcare Workers in Rhode Island

Linda M. Tetu-Mouradjian, RN¹; Andrea Bagnall-Degos, MPH¹; Becky Bessette, MS RD¹; Stacie Bowman, MPH²; John Fulton, PhD¹; Jacqueline Lewis²; Robert Marshall, PhD¹; Lee Ann Quinn, RN BS³; Patricia Raymond, RN, MPH¹; Maria WahFitta, MPH¹
 (1) RI Dept. of Health (2) Policy Studies Inc. (3) South County Hospital

Background

For the past 20 years, the Centers for Disease Control and Prevention's Advisory Committee on Immunization Practices has recommended annual influenza vaccination for healthcare workers as a strategy to protect patients. Despite repeated urgings, influenza vaccine uptake among healthcare workers remains low.

Healthcare worker influenza vaccination rates, by work setting and location and US pop 65+



Nursing Home Data Sources: Occup Med (Lond). 2005 Sep;55(6):474-9; J Am Geriatr Soc. 2000 Oct;48(10):1310-5; RI Dept of Health, 1999-2005.

Hospital Data Sources: Occup Med (Lond). 2002 Aug;52(5):277-9; Infect Control Hosp Epidemiol. 2006 Mar;27(3):257-65; Hospital Association of RI, 2006.

US Pop 65+ Data Sources: NHIS, 2005, MMWR, 2005 Oct, 54 (41);1045-1049

Research Questions

1. What influences vaccine uptake among healthcare workers?
2. Are there differences between professions and/or worksites?

Methods

- Conducted 12 key informant interviews with employee health representatives in hospitals & nursing homes for background & recruitment.
- Recruited healthcare workers for focus groups via an official Dept. of Health letter and flyers posted in hospitals and nursing homes.
- Conducted 5 focus groups (unvaccinated last influenza season) and 1 focus group (vaccinated last flu season).
- Health Dept. staff screened participants referred by key informants according to criteria.

Participants

Unvaccinated	Hospital	14	0	0	0	14
	Nursing home	10	2	8	0	20
	Coll. Students	0	0	0	12	12
	Total	24	2	8	12	46
Vaccinated	Hospital	7	0	0	0	7
	Nursing home	4	1	1	0	6
	Total	11	1	1	0	13

The average number of years that participants worked was 18-19 years.

Flu Beliefs

- **Severity:** Mostly “no big deal” for this population; depends on the population group/strain of flu
- **Susceptibility:** Minimum risk because of naturally acquired immunity and other prevention strategies

Audience Segments

- Hardliners** – Vaccinated before and believe it did not protect them or made them sick.
- Naturally Immune** – Do not believe they are at risk for getting the flu or spreading it to their patients; very knowledgeable about infection control techniques; rarely sick.
- Health Hippies** – Extremely health conscious; don't want to put anything unnatural in their bodies; skeptical of vaccines in general.
- Nursing Students** – See themselves as vulnerable working in healthcare settings. More positive view of vaccines.

Changing Behaviors

- Hardliners** – Beliefs based on personal experience; difficult to change behavior.
- Naturally Immune** – Open to objective data, but need convincing. Have an overall optimistic outlook.
- Health Hippies** – Vaccines are antagonistic to their way of life; difficult to change behavior.
- Nursing Students** – Open to the flu vaccine.

Next Steps

- Use focus group research to design and implement a web-based survey.
- Use quantitative data to refine audience segments and develop tailored strategies.
- Design and test messages and/or repackage vaccine to address barriers.
- Implement campaign during 2007-08 season.