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Seven steps for improving influenza vaccination rates in risk-groups: findings from a national cross sectional survey in UK general practice

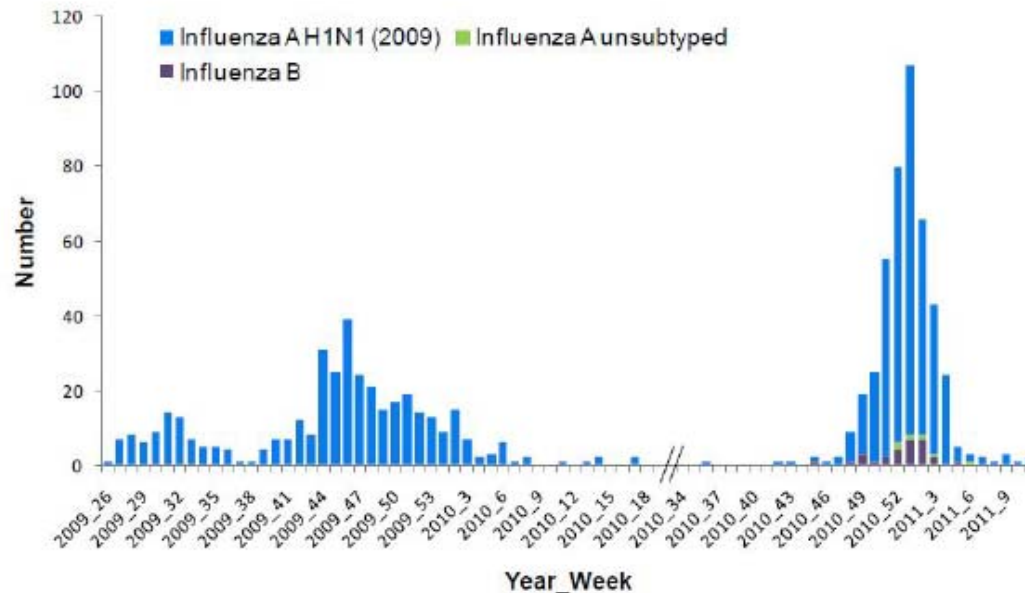
A. Niroshan Siriwardena, Laura Dexter, M.
Dawn Teare, Matthew Dexter, Robert C. Read



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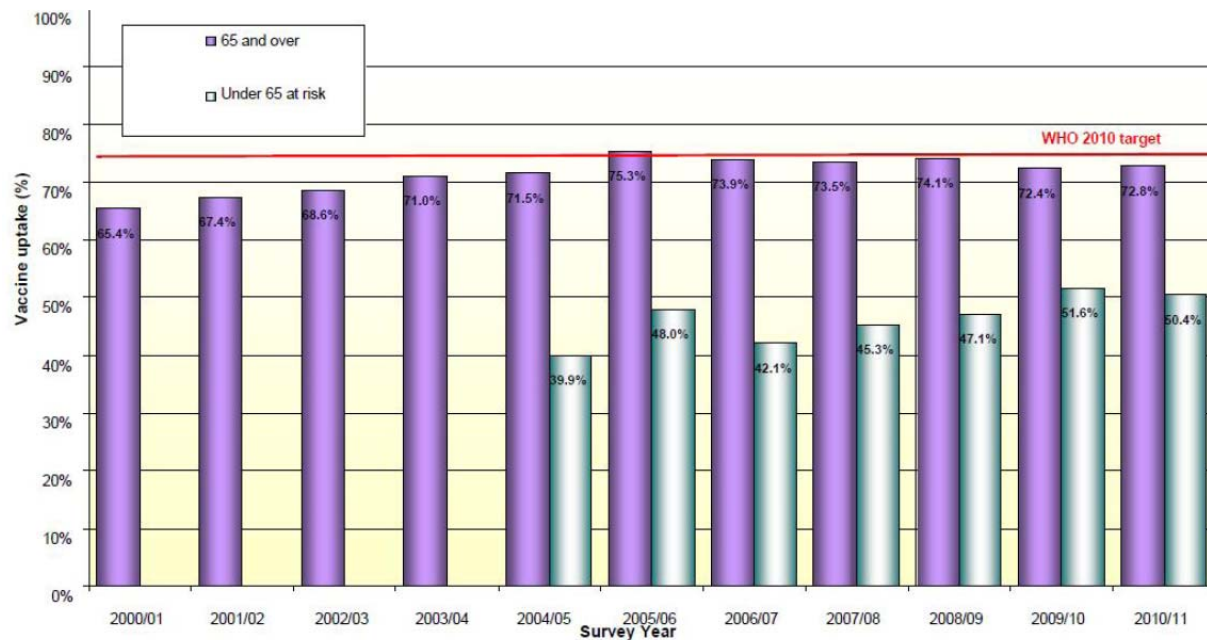
Influenza

- ❑ Common: 5% adults, 20% children
- ❑ Risk groups: 10 x mortality
- ❑ Vaccine 70% effective
- ❑ NNT: 9 (flu); 120 (death in high risk groups)



Flu vaccination rates 2010/11

- ☐ ≥65 years: 72.8%
- ☐ <65 years at risk: 50.4%
- ☐ Pregnancy: 36.6%



Flu vaccination uptake

- Patient
- Provider
- System/organisational



Aim

- Organisational factors associated with high practice flu vaccination rates
- For over 65s and under 65s at risk
- Good practice guide for practices

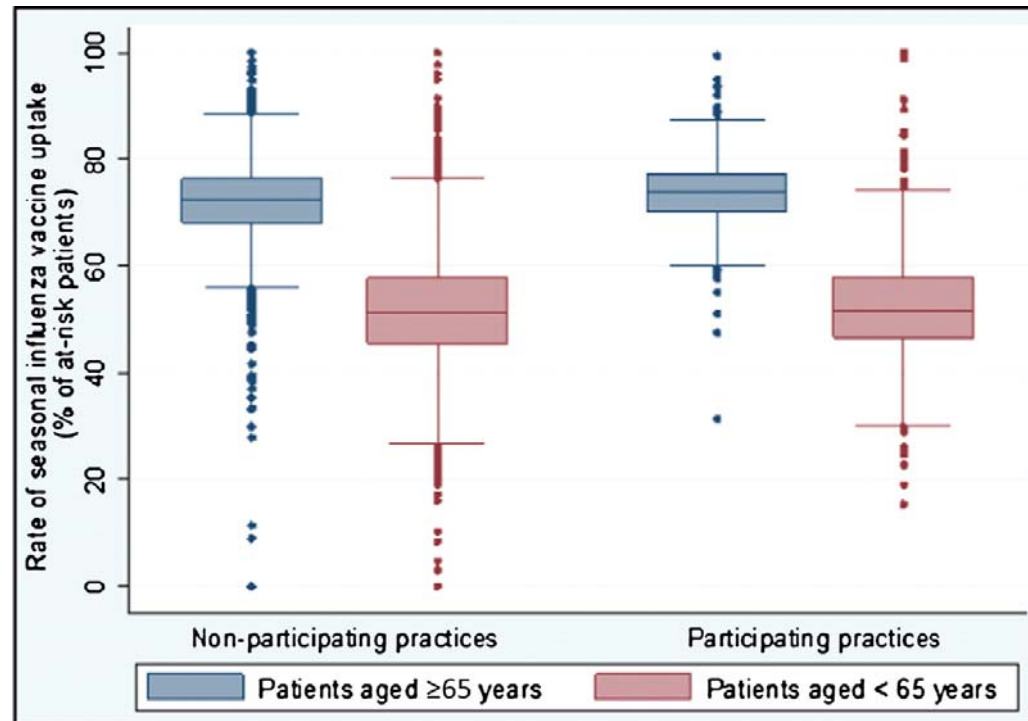
Methods

- ❑ Online survey: 1–15 August 2011
- ❑ Vaccination data: 2010-11
- ❑ Practice demographic and QOF data

Response

- 795 (of 2896) practices (28%)
- 569 practice managers, 335 nurses, 107 GPs

Box and whisker plots showing influenza vaccination uptake for 65+ years (blue boxes and bars) and at-risk patients < 65 years (red boxes and bars)



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Multivariate regression for all staff

Significant factor	Regression coefficient	96% CI	P	Clusters
≥65 years				
Written report to review flu vaccine uptake rates	0.065	0.023-0.11	0.01	659
Lead member of staff for planning practice's flu vaccination campaign	0.144	0.035 to 0.25	0.010	659
Personal invitation to eligible patients	0.081	0.035 to 0.13	0.001	659
Only stopping vaccination when QOF targets reached	0.085	0.004 to 0.17	0.039	659
<65 years				
Written report to review flu vaccine uptake rates	0.11	0.042 to 0.18	0.002	783
Lead member of staff for planning practice's flu vaccination campaign	0.20	0.054 to 0.35	0.008	783

Multivariate regression for managers

Significant factor	Regression coefficient	96% CI	P	Clusters
≥65 years				
Identifying eligible patients using a modified manufacturer's search programme	0.12	0.056-0.18	<0.001	395
Identifying eligible patients using an inhouse search programme	0.096	0.028-0.16	0.006	395
Having a lead member of staff for identifying eligible patients in the practice	0.086	0.001-0.17	0.046	395

Results

- ❑ Written report + Lead member of staff:
+8% (< 65 years: to 54%)
- ❑ Personal invitation + continuing until QOF targets:
+7% (\geq 65 years to 78%)
- ❑ Practice lead + Search programme:
+4% (\geq 65 years to 78%)
- ❑ Midwife for vaccinating pregnant women +4% (to 45%)

Conclusions: practice actions

When planning their flu vaccination campaign:

1. Identify **lead member of staff** responsible for running the vaccination campaign;
2. Identify a **lead member of staff to identify** eligible patients
3. Use practice **IT system to identify** eligible patients more accurately, if necessary.

When inviting patients for flu vaccination:

4. Send **personal invitation to all** eligible patients;
5. Collaborate with their **community midwives** to offer/provide vaccination to pregnant women.

When providing flu vaccination:

6. Continue until **QOF targets** achieved

When reviewing their flu vaccination campaign:

7. **Written report** of campaign to review success and actions, especially those involved in the flu campaign.

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Thank you
nsiriwardena@lincoln.ac.uk

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