

# **A Successful Influenza Vaccination Strategy for Healthcare Workers:**

## **“What can Sustainably be Achieved by a Non-Mandatory Program?”**

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Alfred Health



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get vaccinated

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# Disclosures

- No disclosures or conflicts to declare



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# Overview

- ❖ Implementation of a non mandatory multi modal strategy to increase influenza vaccination uptake:
  - ❖ Pre campaign staff evaluation survey
  - ❖ Marketing and social media campaign
  - ❖ Customised database
  - ❖ Real time reporting / managers feedback
  - ❖ Resources and results



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# **Staff Immunisation & Exposure Management (SIEM) Team**

- ❖ Infection Prevention Manager
- ❖ Senior Infection Prevention Nurse Consultant: Portfolio
  - ❖ Staff Immunisation & Exposure Management Nurses: 2 EFT
  - ❖ Admin support: 0.5 EFT
  - ❖ Data Management support
  - ❖ Infection Prevention IPC / Nurse Immunisers: 8 EFT

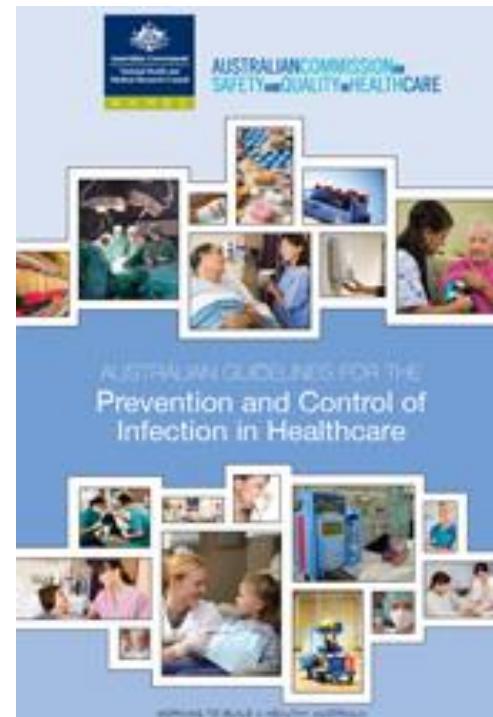
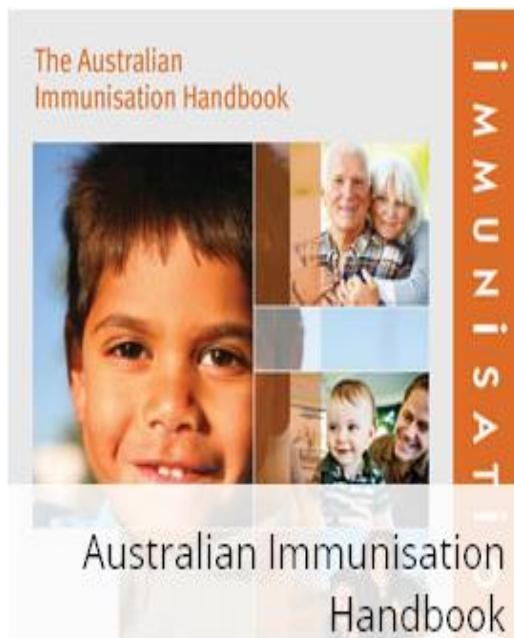


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# Healthcare Workers Influenza Vaccination Funding

- The Victorian State Government have funded the influenza vaccine for health care workers (HCWs) employed in the state's public hospitals since 2000



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# New KPI 2014 and 2015

- DHHS target
  - 75% of HCWs employed by the health service are immunised against influenza
- Alfred Health target
  - 2014: 80%
  - 2015: 85%



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# Department of Health & Human Services Performance and Monitoring Framework

	Threshold	Points
Rate of HCW Influenza Immunisation	Equal to or greater than 75%	5
	65%-75%	3
	< 65%	0

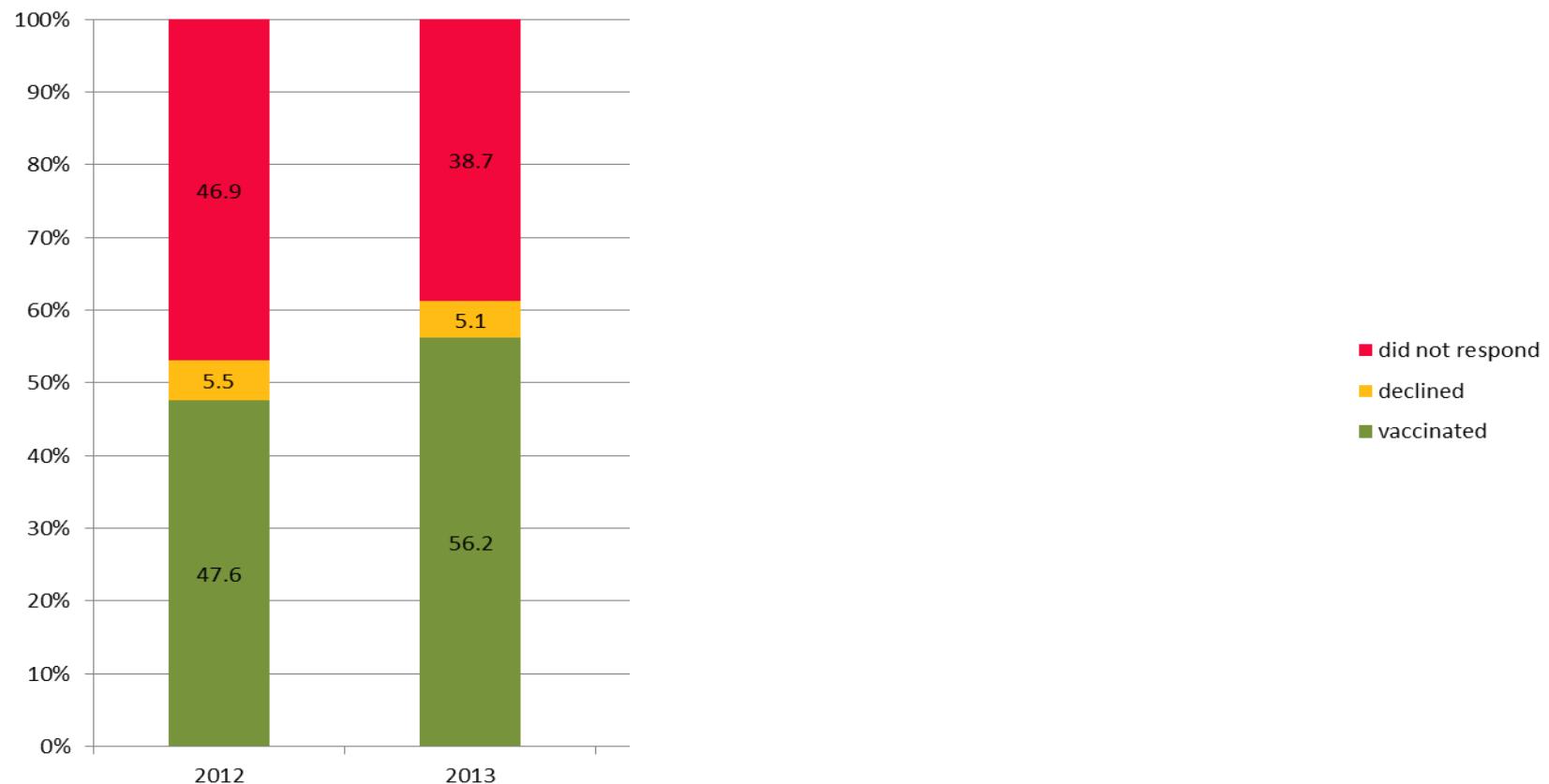


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# Alfred Health

## Influenza vaccination rates 2012 -2013



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# 2013 Pre Campaign Staff Evaluation Survey

- An Ethics approved Online staff survey\* using a web based tool of 10 questions to determine:
  - Influenza immunisation status of respondents,
  - Barriers for Alfred Health staff receiving the influenza vaccine, and
  - Enablers for Alfred Health staff to receiving their influenza vaccination.
- The email was sent to ~ 7000 staff (response rate 20.4%)
- 76% (1004) of staff reported being vaccinated



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# Enablers and barriers

- Protection of self
  - Protection of family
  - Protection of patients
  - Doesn't work
  - Makes me unwell
  - Not a serious illness/ not at risk
  - Not offered
  - Don't like needles

# 2014 - 2015 Campaign Components

## Engaging Alfred Health Leadership:

- Part of a broader effort to improve patient and staff safety
- 2014 influenza vaccination campaign planning involved:
  - Alfred Health Executive
  - Public Relations Unit
  - Infectious Diseases Data Management Team
  - Clinical Performance Unit
- Campaign briefings regularly at multiple leadership meetings



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# 2014- 2015 Campaign Components

## Engaging Management:

- Leadership support to drive the campaign holding cost centre managers responsible for reporting vaccination status
- Accountability and traceability:
  - Heads of medical and surgical units
  - Nurse unit managers
  - Allied health management
  - Non-clinical support teams



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# Targeted Educational Campaign

- Education presentation to all staff on the importance of being vaccinated against seasonal influenza
  - to medical staff at a medical grand round
  - to nursing management & leadership forum
  - wards and departments
- Targeted evidence-based public health message
  - *Be InFLUential*
  - *Sharing is not caring*
  - *Report your influenza vaccination status*



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# Creation of an “Influenza campaign-specific” brand

## - Novel colour and theme branding



Source: <http://www.adzatwork.com.au/portfolio-single.asp?ID=289>



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# *Be InFLUential* report your status!

- Protect yourself, your patients, colleagues and family from the influenza virus and get vaccinated.
- **Complete a consent form to report your vaccination status**
- If you had the influenza vaccine **ELSEWHERE**
- If you choose to **DECLINE** the influenza vaccine
- If you choose **TO HAVE** your influenza vaccination at Alfred Health



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get vaccinated

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# Advertising

- Pay slips
- Posters
- Staff Stories
- Screen Savers
- Leadership blog
- Weekly to staff
- Email notification online form
- Email calendar reminders
- Stickers – be inFLUential

The advertisement features a light green background. In the top right corner is a black circular logo with white text that reads "sharing is not caring". Below it is the "be inFLUential" logo, which includes the text "Know the facts" in a smaller font. The main headline "It's a fact" is in a large, bold, teal font. Below it, the text "You can't get influenza from the vaccine" is in a bold, black font. To the right of the text is a cartoon illustration of a green, blob-like virus character with a wide-open mouth showing sharp white teeth. At the bottom left, there is a teal box containing the text "Stop Infection". To the right of this box is a bulleted list of three items, each preceded by a green checkmark: "Get vaccinated against influenza", "Report your vaccination status", and "Protect your patients and colleagues". At the bottom right of the ad is the "AlfredHealth" logo.



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# Targeted messages to address barriers to influenza vaccination

## It's a fact

You have a higher chance of getting influenza if you don't get vaccinated.

*... see ya next year*



### Flu fact

Getting vaccinated each year provides the best possible protection against the virus.



85%  
VACCINATED

## Protect yourself, colleagues

be influential  
get vaccinated

EXIT

I'll be Back

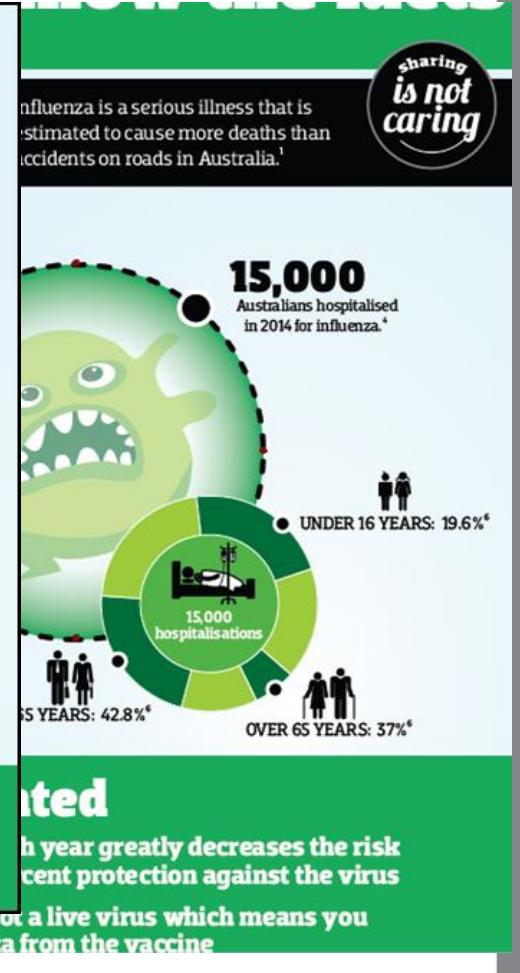
GERMINATOR  
VACCINATION DAY



Contact  
ion Clinic on 63323 AlfredHealth

The flu vaccine greatly decreases the risk of getting sick from the virus.

The flu vaccine is not a live virus which means you cannot get influenza from the vaccine.



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# Marketing of Mass Influenza

100%  
REPORTING

**Staff**

The Alfred  
**Monday**  
**Wednesday**  
**7.30am**  
AMREP Seminar

**Inf**

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## It's a fact

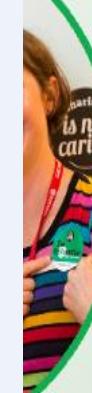


be influential  
Know the facts

edHealth

id

I'm  
influential  
2015



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# Evolving the campaign further

## Mr Flu-niverse pays a visit



**be influential**  
get vaccinated

sharing  
**is not  
caring**



**VACCINATION DAYS: May ## +##**

**07:00am - 08:00pm AMREP Lecture theatre**

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# Coffee: an effective incentive

**I'm back  
get vaccinated**



Influenza vaccination is a matter of patient safety  
More than 10,000 people were hospitalised in Australia from the virus.<sup>\*</sup>

<sup>\*</sup>Aflac Good Health 2013 Report

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**Vaccination day: 7 May**



7am - 5:30pm

- ✓ Get vaccinated
- ✓ Grab a free coffee until 12pm

The Alfred  
**AMREP Seminar Room**  
Door prizes to be won

**Barista is back**  
by popular demand for 2015

**is not caring**

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# Using the physical environment



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# A new take on screen savers



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# Get vaccinated

Search Twitter



Welcome

The



vis  
protect



Penny Robinson

@PennyRobaus

Follow

Great flu vaccination #publichealth ads on @AlfredHealth Alfred Centre B lifts! Jabs next week, @Monash\_SPHPM! #sphpm

Dr Bas, Nick, Kate Young and 6 others



RETWEETS

2

FAVORITES

5



12:56 AM - 29 Apr 2015



Carry On  
get vaccinated

ro?

illness  
are



be passed  
some cases

with gastro

loved

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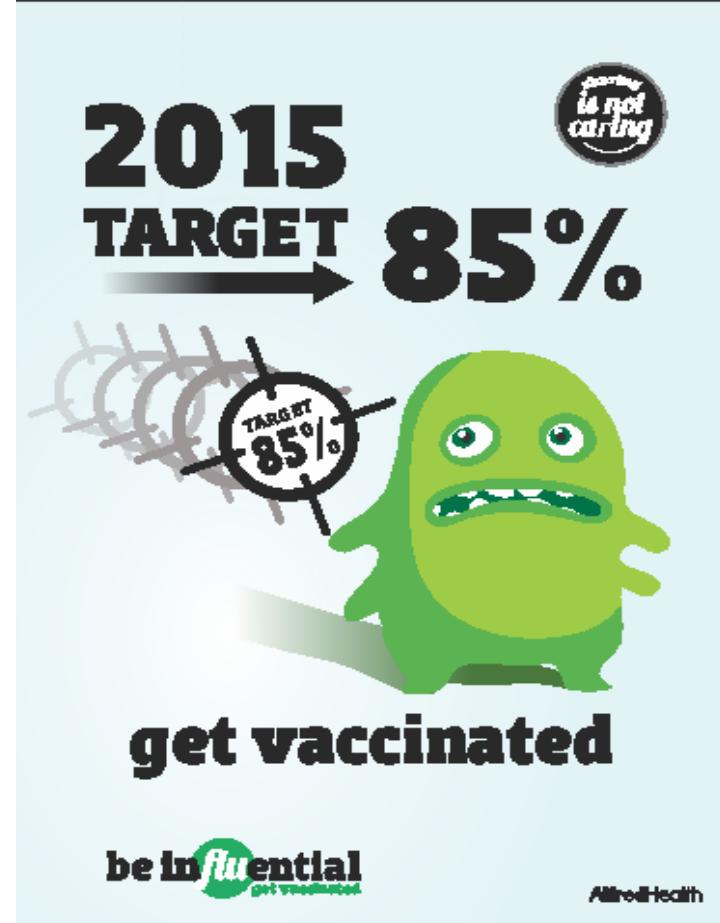
hen you

see your GP.  
ved one.  
time you

2013-04-29

Carry On  
get vaccinated

# Promoting the target and reporting



# Prize Incentives

## Highlights Archive

### Boost your team's vaccination rate and WIN



As we approach our influenza vaccination target of 80 per cent, one lucky ward or department will be thanked with a coffee machine, courtesy of Alf's Café.

All teams across Alfred Health who achieve a vaccination rate above 80 per cent will go into the draw for the pod machine with milk frother.

To find out how your area is tracking against Alfred Health's target see the latest *Be InFluential* campaign [update](#) or to declare you vaccination status click [here](#).

With flu season fast approaching, and a roving vaccinator never far away, now really is the time to protect yourself, your patients and your family against the virus.

The competition closes in July so call the Alfred Health Staff Clinic on extension 63323 today and book a vaccinator to visit to your area.

02 June 2014



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# Roving

To...  
Send  
Cc...  
Subject: Get v

Please ensure this inf

Latest News Archive

Get vaccinated this week



Alfred-staff rostered on to

on the ground floor of the

Nurse Immunisers will be

- Saturday May
- Sunday May

28 May 2015



I to work this weekend

p shop"

# Communicating Staff Vaccination Status

[A to Z index](#) Search[Policies & Guidelines](#) | [Staff Directory](#) | [Email Access](#) | [Forms](#) | [Patient Info](#)[For Staff](#)[For Managers](#)[For Clinicians](#)[Home](#) > [Highlights Archive](#)[Quick links](#) ▾[Emergency Procedures & Codes](#)[Departments / Services](#)[List by location](#)[A - Z List](#)[By service category](#)[Medical and Allied Health Pager Lists](#)[Resources & Tools](#)[Executive Dashboards](#)[Electronic Rostering](#)[Careers](#)

## Highlights Archive

### Report your influenza vaccination status



For staff who have had the influenza vaccine in the community – at a GP or local pharmacy, or choose to decline the 2015 flu vaccine at Alfred Health, you can report your status [here](#).

It's essential Alfred Health knows your vaccination status. Not only is it a matter of patient safety, it gives us a clearer picture of our vaccination position across the health service.

For more information contact the Staff Immunisation Clinic on extension 63323.

15 June 2015

Send

To...

Cc...

Subject: Report your vaccination status via email



We recommend all staff protect themselves and their patients against influenza.

Even if you choose not to be vaccinated, or have had it elsewhere (external to Alfred Health), you still need to report your vaccination status.

To make it easy for you, we have created a faster way to report your status or to arrange to have the 2015 influenza vaccine at Alfred Health.

Please click on one of the buttons below to:

Report you have had the  
influenza vaccine elsewhere

**ELSEWHERE**

Decline the 2015 influenza  
vaccine at Alfred Health

**DECLINE**

Get vaccinated

**BOOK A FLU  
VACCINATION**



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# INFLUENZA VACCINATION CAMPAIGN 2015

alth

Database record Number

1970

**Find  
Record**

**Close  
Form**

Employee Number

Surname:

MCLELLAN

Firstname:

SUSAN

Campus:

Alfred

Ward\_Medical Unit:

Infection Prevention

Blood and Body Fluid Exposure

Y

Employment Category :

Nursing

Cost Centre Code

A5606

Cost Centre Manager

On Leave:

Unpaid:

Responded:

Responded

Vaccination Status

Vaccinated

Date:

27/04/2015

If declined, select reason

Other reason [specified]:

EnteredBy:

Comments ie Part time,

Casual etc

1608 ►|►|►|\*| of 8379

## INSTRUCTIONS

1. Click on the "SURNAME" field (yellow box), then click on the "FIND RECORD" button.
2. Enter the surname you are looking for in the "find what box" and click on find next. If not successful, then click on find next again
3. Data should only be entered in the vaccination status, date and declined reason fields as all staff have been preloaded on to the database.
4. If a staff member cannot be located, tag it for investigation by the Data Manager



To...

Cc...

Subject: FW: CONFIDENTIAL - Influenza Vaccination Staff Follow Up

Attached: Influenza Report by Ward 20150529.pdf (251 KB); Influenza Report 20150529.pdf (239 KB); WardWangLamJoChu CAC1.xls (10 KB)

Dear Cost Centre Manager,

Please find attached the updated staff members in your cost centre who have not yet reported their vaccination status for your review and follow up.

Although this list does not contain confidential information, please do not circulate it to others.

Vaccination is a choice for individual staff to make. As you will be aware, reporting on vaccination status is not.

Please continue to encourage staff to either get vaccinated or report their vaccination status by following this simple link

<https://redcap.alfredhealth.org.au/redcap/surveys/?s=WBSnzFmffn>

(if they chose to decline or if they have been vaccinated elsewhere) or they can email: [beinfluential@alfred.org.au](mailto:beinfluential@alfred.org.au)

To date, a total of 70% of staff have either been vaccinated or reported their status.

(65% of staff have received the vaccine and 5.4% of staff have reported that they choose to decline vaccination).

I have attached the latest flu report for your information.

Many thanks for your continued support with this campaign.



# in 2015



Alfred Health status as at Wednesday, 26th August 2015

83% Currently Vaccinated

Target: 85%

**7,841** Alfred Health Staff

**83%**

Alfred Health Staff currently  
vaccinated

**85%**

Target Alfred Health

Nursing

Medical

Allied

Laboratory

Other

Percentage of Staff who have been  
vaccinated

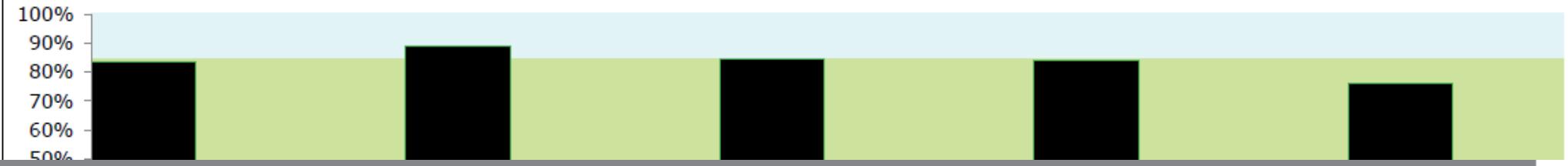
83%

89%

85%

84%

76%



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# Additional nurse immunizer resources

	2013	2014	2015
EFT*	1.7	2.9	4.5
Duration (weeks)	12	8	8
Total EFT*	20.4	23.2	24

\* Equivalent Full Time



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# Influenza Resources 2014

- Total hours: 2645
  - Data Management
  - Public Affairs
  - Clinical Performance Unit
  - Infection Prevention Unit
  - Staff Immunisation Unit
  - Additional Nurse Immunisers
- Costs: ~ \$70K (2014)



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# Seasonal influenza staff vaccination uptake

## Alfred Health 2012-2015



# What worked & what didn't???

## The BIG Impact

Protecting the patients by herd immunity  
No exposure notices

- Misconceptions about Flu vaccine
- Local leadership played a vital role
- Confusion over 3 or 4 strain vaccine
- Delayed delivery of vaccine added confusion and paranoia
- Manager role model if not vaccinated
- Nurse immuniser rovers fatigue



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# Conclusion

- A non-mandatory multimodal strategy was successful in increasing influenza vaccination uptake:
  - Early engagement with Executive and Management driving change on benefits of influenza vaccination
  - Capturing immunisation status of staff vaccinated outside the organisation via online reporting
  - Increased availability of influenza vaccine to all staff
  - Novel social marketing strategy
  - Standardised themes and colours
  - Use of a customized database to generate real time influenza vaccination reports at an organisation-wide level to motivate local management



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# Acknowledgements

- All Alfred Health staff including:
  - Staff immunisation and exposure management unit
  - CEO
  - Executive
  - Clinical performance unit
  - Public affairs unit
  - Infection Prevention Team
  - Infectious diseases data management team
  - Alf's Cafe



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# Questions?

Heinrich-Morrison et al. BMC Infectious Diseases (2015) 15:42  
DOI 10.1186/s12879-015-0765-7



RESEARCH ARTICLE

Open Access

## An effective strategy for influenza vaccination of healthcare workers in Australia: experience at a large health service without a mandatory policy

Kristina Heinrich-Morrison<sup>1\*</sup>, Sue McLellan<sup>1</sup>, Ursula McGinnes<sup>2</sup>, Brendan Carroll<sup>2</sup>, Kerrie Watson<sup>1</sup>, Pauline Bass<sup>1</sup>, Leon J Worth<sup>1</sup> and Allen C Cheng<sup>1,3</sup>

### Abstract

**Background:** Annual influenza vaccination of healthcare workers (HCWs) is recommended in Australia, but uptake in healthcare facilities has historically been low (approximately 50%). The objective of this study was to develop and implement a dedicated campaign to improve uptake of staff influenza annual vaccination at a large Australian health service.

**Methods:** A quality improvement program was developed at Alfred Health, a tertiary metropolitan health service spanning 3 campuses. Pre-campaign evaluation was performed by questionnaire in 2013 to plan a multimodal



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