

Title of Intervention: Influenza immunization among the elderly

Intervention Strategies: Individual Education, Environments and Policies

Purpose of the Intervention: To increase influenza immunization among the elderly

Population: Participants over 65 years of age

Setting: General practice clinics in the Auckland region; health care facility-based

Partners: None mentioned

Intervention Description:

- Individual Education: All patients were sent either a personalized invitation recommending that they visit their doctor for a flu shot or a personalized invitation recommending that they visit their doctor for a free flu shot.
- Environments and Policies: Free flu shots were made available for a group of study participants.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Clinic staff, health care providers
- Training: Not mentioned
- Technology: Computers and printers
- Space: Clinic space to provide immunizations
- Budget: Not mentioned
- Intervention: Vaccines, patient roster, letters
- Evaluation: Patient roster

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Audit of patient roster

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Individuals who received a personalized letter plus free vaccine were significantly more likely to get vaccinated.

Maintenance: Not mentioned

Lessons Learned: General practitioners should be recommended to routinely invite patients over 65 years to have a flu vaccine. Serious consideration should be given to making the flu vaccine available at no cost to this age group.

Citation(s):

Satterthwaite, P., A randomised intervention study to examine the effect on immunisation coverage of making influenza vaccine available at no cost. N Z Med J, 1997. 110(1038): p. 58-60.