

Title of Intervention: Promoting influenza immunization among the elderly

Intervention Strategies: Environments and Policies, Campaigns and Promotions, Provider Education

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

Population: Participants aged 65 and older

Setting: Primary care clinic in Geneva, Switzerland; health care facility-based

Partners: Geneva University Hospital – Department of Community Medicine

Intervention Description:

- Environments and Policies: Walk-in immunization clinic provided easy, quick and cheap access to the influenza vaccination.
- Campaigns and Promotions: Leaflets and posters designed and provided by the local health department were placed at reception and waiting areas to inform patients about influenza vaccinations.
- Provider Education: A training workshop educated health care providers about key aspects of influenza vaccination. Health care providers also provided bi-monthly peer analysis. Stickers were put on high-risk patient charts to remind providers to recommend immunization.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Staff for walk-in clinic, to lead physician workshops, to go through charts and place reminder stickers
- Training: Not mentioned
- Technology: Computer, printer
- Space: Clinic space for walk-in clinic
- Budget: Not mentioned
- Intervention: Influenza vaccine, educational materials for workshop, reminder stickers
- Evaluation: Computerized database, vaccine registry, medical records

Evaluation:

- Design: Non-randomized trial
- Methods and Measures:
 - Data was collected from the computer database, medical records, appointment books and vaccination registries

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: There was an increase in influenza vaccination coverage of older adults in primary care.

Maintenance: Not mentioned

Lessons Learned: This study shows that an intervention combining multiple strategies directed at patients, physicians and care delivery was followed by an increase in influenza vaccine uptake.

Citation(s):

Humair, J.P., C.R. Buchs, and H. Stalder, Promoting influenza vaccination of elderly patients in primary care. *Fam Pract*, 2002. 19(4): p. 383-9.