

**Title of Intervention:** The Flu Shot Study

**Intervention Strategies:** Individual Education

**Purpose of the Intervention:** To increase influenza immunizations

**Population:** Adults over 65 years of age and/or adults at high risk for influenza complications who had not received a shot in the previous year

**Setting:** Seattle Veterans Administration Medical Center ambulatory care clinic; home-based

**Partners:** Seattle Veterans Administration Medical Center

**Intervention Description:**

- Individual Education: Participants received either a letter urging them to get a flu shot or a letter plus an informational brochure urging influenza immunization. The informational brochures included two reminder cards with special flu shot clinic times and locations. Second mailings and follow-up calls were made to those who did not respond to the initial contact.

**Theory:** Multi-attribute Utility Theory (MAU)

**Resources Required:**

- Staff/Volunteers: Staff to prepare mailings and to conduct follow-up phone calls
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Letters, postage, informational brochures including reminder cards
- Evaluation: Questionnaire, phone

**Evaluation:**

- Design: Cohort
- Methods and Measures:
  - Immunization status was assessed through a brief follow-up immunization status questionnaire

**Outcomes:**

- Short Term Impact: A significantly larger proportion of the participants who were mailed a brochure received a flu shot during the intervention year compared to letter only groups.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** The results of this study strongly suggest that the multi-attribute utility scheme used is able to identify the important determinant of personal decisions. Even a modest increase in the shot rate makes the MAU brochure an attractive intervention due to reduction in influenza-related hospitalizations.

**Citation(s):**

Carter, W.B., L.R. Beach, and T.S. Inui, The flu shot study: using multiattribute utility theory to design a vaccination intervention. *Organ Behav Hum Decis Process*, 1986. 38(3): p. 378-91.

Carter, W. B., L, R, Beach, et al. (1986). Developing and testing a decision model for predicting influenza vaccination compliance. *Health Services Research*, 20, 897-932.