

**Title of Intervention:** An Influenza Immunization Reminder Postcard for High-Risk Patients

**Intervention Strategies:** Individual Education

**Purpose of the Intervention:** To improve influenza immunization rates among high risk military and retired military population using a port card reminder

**Population:** Patients from a high risk population

**Setting:** A large, residency-affiliated, military family practice department in Fort Lewis, WA; health care facility-based

**Partners:** Army Medical Clinic

**Intervention Description:**

- Individual Education: Before the influenza vaccine became available, the intervention group patients were mailed a reminder postcard advising them that they were at high risk of complications should they catch the flu and strongly urged them to come to the family practice clinic for immunization.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Postcards and postage
- Evaluation: Immunization data, data analysis software and a computer

**Evaluation:**

- Design: Treatment/control group; post-test only
- Methods and Measures:
  - The immunization rates of each group were compared.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: The postcard reminder significantly improved the overall immunization rate.

**Maintenance:** Not mentioned

**Lessons Learned:** There is poor acceptance of influenza immunization among high risk patients 40 years of age and under. There may also be poor compliance due to a lack of perceived risk by both the patient and the physician. Despite the influenza immunizations being offered at no cost, the higher socioeconomic group (as defined by military rank) had a much higher immunization rate, with or without notification. The choice of phone or postcard notification should be based on available staff, budgetary constraints, volunteer availability and other practice specifics.

**Citation(s):** Spaulding, S.A. and J.P. Kugler, Influenza immunization: the impact of notifying patients of high-risk status. J Fam Pract, 1991. 33(5): p. 495-8.