SPONSORSHIP

• Presenter sponsorship Pfizer Australia
THE IMPACT OF INFLUENZA

- Worldwide there are an estimated 250,000 – 500,000 deaths annually from influenza.1, 4
- In Australia, influenza causes 3,500 deaths, 18,000 hospitalisation, and 300,000 general practitioner visits annually.2
- Populations with risk factors for complications, death, and hospitalisation include:
  - Pregnant women
  - Young children and babies less than 2 years of age
  - Adults 65 years of age and older
  - People with chronic medical conditions such as asthma, chronic respiratory disease, cardiac disease, neurological disease, kidney disease, liver disorders, impaired immune system such as HIV, asplenia or cancer, haematology conditions
  - Indigenous populations
- In addition, 1.5 million work days are lost annually in Australia.2, 5

3. [https://www.cdc.gov/flu/about/disease/high_risk.htm](https://www.cdc.gov/flu/about/disease/high_risk.htm)
INTRODUCTION

INCREASING INFLUENZA VACCINATIONS TO AT RISK AND MARGINALISED POPULATIONS

- Monash Health provides healthcare to one quarter of Melbourne’s population. across the entire life-span from newborns and children, to adults, the elderly, their families and carers.
- Monash Health received pilot funding by South Eastern Primary Health Network.
- Primary Health Networks, established by the Department of Health to increase efficiency and effectiveness of medical services, particularly for those at risk of poor health outcomes.
- Monash Immunisation was tasked to deliver a mobile, nurse led immunisation platform to vulnerable groups.
- The non traditional model of care used in this pilot accessed the patients within their own environment – they did not have to access formal medical services. Intentionally tried to access people who would not normally seek medical attention.

1 http://www.monashhealth.org/page/Annual_Reports
METHODS

INFORMATION GATHERING

- A focus group was established to characterise the target populations of at risk individuals
- Collaborations and connections were established with identified sites
- 4 main areas of focus:
  - ATSI
  - Elderly
  - Refugee and Non English speaking groups
  - Homeless
- 21 identified sites, with a varied number visits to individual sites over a 4 month period
- A timetable for delivery was established
METHODS

- For staff safety, no parks or on the streets
- Advertising was sent to all the sites – each site was able to customise this to suit their individual needs
- Visits commenced in April though to August, 2017
- Data was collected on recipients at the time of vaccination and from each site after the visit
- All vaccines given were recorded on the Australian Immunisation Register and local government software ImPS
The identified vulnerable sites within the Monash Health catchment included:

- Refugee/Asylum Support Centres
- Aged Care Services
- Crisis Housing
- ATSI Support Facilities
- Women’s Refuges
- Diabetes Clinics
- Chronic Disease Management Clinics
- Antenatal Gestational Diabetes (GDM) Clinics
- Drop-in Centres
ADVERTISING

FREE FLU VACCINE

Why are we giving out the vaccine?
Monash Immunisation are here to give the community free flu vaccines at no cost! The vaccine is the best protection we have against this winter sickness – which kills 3000 Australians each year, and hospitalises many more.

Get Your Flu Vaccine Here!

FREE!

Just bring Your Medicare card!

Specialist Immunisation Nurses will be available

Ask any of the friendly staff for more information

05/05/17

SITE NAME
Street Address
City, ST ZIP Code
Telephone
Web Address
Dates and Times
Free Flu Vaccine!

Take this card to remind you that you can get your free flu vaccine here! All you need is your Medicare Card.

[Time
Date
Location]

Monash Immunisation are here to give the community free flu vaccines at no cost! The vaccine is the best protection we have against this winter sickness – which kills 3000 Australians each year, and hospitalises many more.
RESULTS

Clients who have ever had a flu vaccine previously

Yes

No

Not sure
RESULTS

CLIENTS WHO HAD A FLU VACCINE LAST YEAR

- Yes
- No
- Not sure
RESULTS

PLACE PREVIOUS FLU VACCINES WERE GIVEN

- Not applicable (have not...)
- GP
- Hospital
- Pharmacy
- Local Council
- Other (please specify)
RESULTS

VACCINE RECIPIENT RISK FACTORS

- No other medical...
- Pregnant
- Diabetes
- Heart disease
- Lung disease
- Neurological disorder
- Liver disease
- Renal disease
- Other (please specify)
RESULTS SUMMARY

OUTCOMES

- 520 vaccinations were delivered
- 37% of the population reached had never had a flu vaccine previously
- 57% hadn’t had a flu vaccine the year before
- 58% of the population reached had at least one medical risk factor for severe influenza
### SITE EVALUATION DATA

**POST-SESSION EVALUATION**

<table>
<thead>
<tr>
<th>Site:</th>
<th>Date of Session:</th>
<th>Spoke to:</th>
<th>Date:</th>
</tr>
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<tbody>
<tr>
<td></td>
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</tbody>
</table>

Please rate on a scale of 1 to 5 the following:

- **a. the communication and organization by the team prior to the session**
  - 1 Extremely Dissatisfied
  - 2 Dissatisfied
  - 3 Neutral
  - 4 Satisfied
  - 5 Extremely Satisfied

- **b. the communication and organization by the team on the day of the session**
  - 1 Extremely Dissatisfied
  - 2 Dissatisfied
  - 3 Neutral
  - 4 Satisfied
  - 5 Extremely Satisfied

- **c. the level of professionalism, including sensitivity to your client’s needs, on the day of the session**
  - 1 Extremely Dissatisfied
  - 2 Dissatisfied
  - 3 Neutral
  - 4 Satisfied
  - 5 Extremely Satisfied

Do you believe this initiative is of value to your clients?

Yes  No  Undecided

In your opinion, what proportion of your clients would not have been vaccinated without this program?

________________________________________________________

Would you be interested in having a mobile influenza vaccine service come out again next year?

Yes  No  Undecided

Would you like more, less or the same number of visits?

More  Less  Same

Do you have any suggestions of ways to improve the service for future years?

________________________________________________________

- Of the 16 sites visited by Monash Immunisation:
  - 15 of the 16 sites would like us to return again next year
  - 13 sites felt this initiative was of value to their clients
  - 6 sites would like more visits in the future
  - 2 sites would prefer less visits
  - 8 sites would like to repeat the service without changes
  - The sites rated the communication, professionalism and organisation 4.4-4.7 / 5
CONCLUSION

Overall a successful pilot program

Strengths
- Number of vaccinations given
- Increased awareness and education of influenza vaccinations amongst vulnerable groups

Lessons Learnt
- Aged care population
- Capturing ATSI population

New Connections
- Migrant English language schools
- Mobile Washing Van - homeless

Potential Future Opportunities
- Other populations
  - Paediatric Clinics (spina bifida, CF, asthma)
  - Sleep Schools
  - Drug Injecting Population
  - Extend Geographical Area

- Other Vaccinations
  - Boostrix, Hepatitis B
# ACKNOWLEDGEMENTS

**SEPHN**
- Vignesh Lingam
- Campbell Rule

**MONASH IMMUNISATION**
- Ass/Prof Michelle Giles
- Prof Jim Buttery
- Joanne Hickman
- Cathy Boundy
- Marg Angliss
- Karen Bellamy
- Lauren Tassone
- Felicity O’Brien
- Ramona Abraham
- Deeptika Chauhan

**MONASH HEALTH**
- Clare McCarthy
- Dr Bill Shearer