Influenza conversations

Addressing concerns and supporting vaccination
Influenza vaccines and vaccine hesitancy

Unique aspects of influenza vaccines influence hesitancy:

• Effectiveness varies from seasons to season

• Annual vaccination

• Specific risk-groups

• Persistent myths (e.g. causes the flu)

Vaccine hesitancy

- A delay in acceptance or refusal of vaccines, despite availability of vaccination services

- Complex and context specific, varying across time, place and vaccine

Adapted from: World Health Organization: Conversations to build trust in vaccination, A training modules for health workers, May 2017
Macro-level factors of vaccine hesitancy

- Complacency
- Calculation
- Confidence
- Convenience

Adapted from: World Health Organization: Conversations to build trust in vaccination, A training modules for health workers, May 2017
Micro-level determinants of vaccine hesitancy following an extended version of the Theory of Planned Behavior (TPB).

Barriers to seasonal and pandemic influenza vaccine uptake for each risk group aggregated using the macro-level 4C model of vaccine hesitancy

When and how to respond

- Offer positive encouragement
- Administer the vaccines

A conversation guided by Motivational Interviewing methodology

- Do not dismiss from the clinic
- Not a debate - focus on their concerns
- Leave space for any discussion
- Offer to refer to other health professionals who can discuss further (if available)
- Explain their responsibilities if not vaccinating

Adapted from: World Health Organization: Conversations to build trust in vaccination, A training modules for health workers, May 2017
SKAI’s triage and treat approach

From Julie Leask, presented at the Improving vaccine confidence demand & uptake COSSI workshop, 2019.
Conversation resources

Conversations to build trust in vaccination

A training module for health workers

May 2017

World Health Organization: Conversations to build trust in vaccination, A training modules for health workers, May 2017

SKAI resources, National Centre for Immunisation Research & Surveillance (NCIRS), 2018.
Talking to parents who have questions

1. Elicit questions
2. Set and maintain the agenda
3. Share knowledge
4. Plan and close

Adapted from SKAI and COSSI resources, National Centre for Immunisation Research & Surveillance (NCIRS), 2018.
Having conversations

Putting it into practice...
Resources

NZ:
www.immune.org.nz

Australia (SKAI):

• http://talkingaboutimmunisation.org.au/ (for parents)

• https://learn.nps.org.au/ (register to do the free course and get access to HP resources)

• http://providers.talkingaboutimmunisation.org.au/ (for HPs)