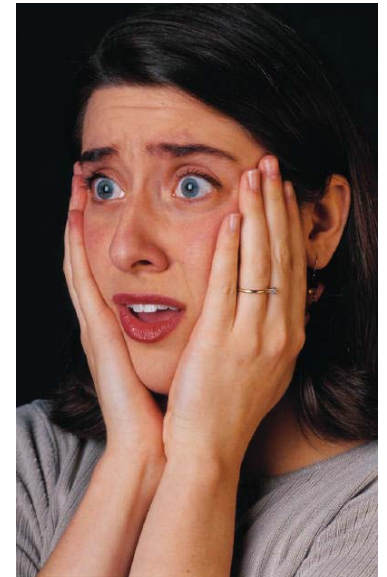


Convincing Health Care Workers to Get Immunized



Elayne Preston
Workplace Health



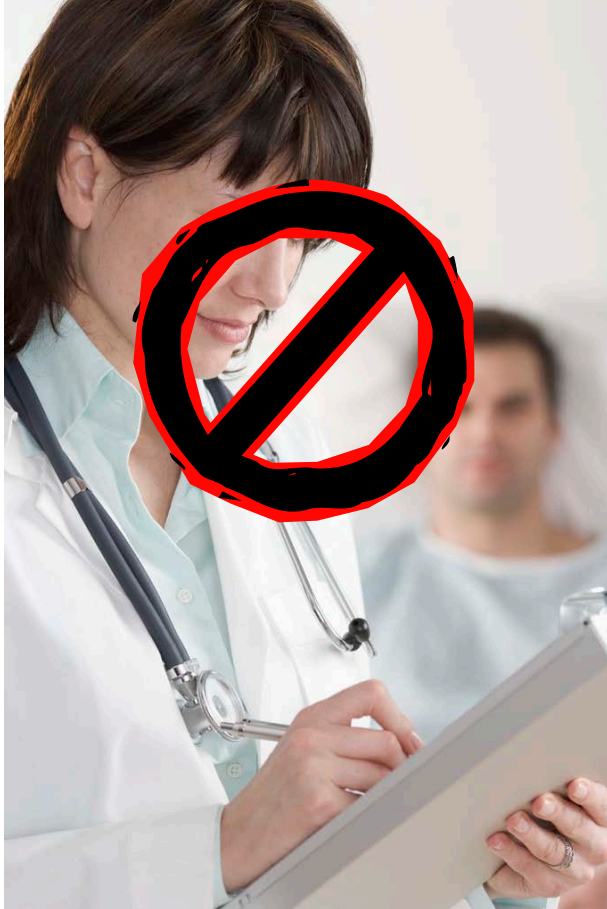
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fraserhealth

Better health.
Best in health care.

How do we convince HCWs to do anything?



- Beg them
- Cajole them
- Message them to death
- Shock them with outlandish prizes
- Shame them into competitions
- Scare them
- Sell them
- Surprise attacks
- Gross them out

Health Care Worker Immunizations

- Varicella
- MMR
- Hep B
- Tdap
- Influenza
- Menactra (specific lab workers)

Somehow we did it in 2011!

- 5838 HCWs attend our regular staff clinics
 - 62 Varicella
 - 2712 MMR
 - 1308 Td
 - 418 Tdap
 - 628 Hepatitis B
 - 384 Hepatitis A/B
- 5,512 Shots
- 31.9% HCWs immunized against influenza
- 8,130 Shots

13,600 Immunizations

How do we do it?



Our Immunizers



- Friendly occupational health nurses
- Gift of “gab”
- Everywhere – can’t hide
- Good memories
- Not argumentative

Our Clinics



- Drop-in
- All acute sites + large residential sites
- Regular, posted schedule 3 months in advance
- Access to electronic health files
- One-to-one time

Tell Us Your Fears



- Needle phobic
- I'm going to faint, cry, hyperventilate, pee my pants, embarrass myself
- Side effects
- Not being able to work

CANDY Works!



I need more information.....

- BCCDC Web Site
- Immunize BC Web Site
- Health Link files
- MHO Updates
- Product Monographs
- Video Clips
- Etc. Etc. Etc.



Not fun to get the disease as an adult!



Use an Outbreak



Do it to protect.....

- Yourself
- Your patients
- Your kids
- Your unborn kids
- Your grandkids
- Your elderly loved ones
- Your family member with cancer
- Your coworkers
- Your herd



To lessen BBF anxiety

- Hepatitis B immunity now means not having to worry about that if you get a needle-stick



Other strategies

- Declination forms
- Might be restricted from work without pay in an outbreak
- Might be reassigned to a worse unit or dept or site or manager
- Remind them they had vaccines as a kid & survived
- Don't want to ruin your holiday abroad or bring back a nasty disease

So what's the story with flu?

- Can't budge the HCW uptake numbers from 30%
- Nothing seems to work



The Amazing Race

- 8 flights in 6 days
 - Boston
 - Philadelphia
 - Chicago
 - Atlanta
 - Nashville
 - St Louis
- 95+ % uptake
- Mandatory influenza immunization program for HCWs



Noteworthy Quotes

- “It’s the right thing to do”
- “We are taking the moral high ground”
- “It’s a core job requirement”
- “It’s a shared responsibility in the service of others”
- “It is easier to achieve 95% now than it was to achieve 30-45% before”

Themes

- Patient Safety & Quality issue – ethical & moral responsibility to protect patients
- Disaster Preparedness
- Leading Edge
- Becoming an accreditation item

Policy

- Applied equally to all where patients present
- Vaccinate or be fired
- Vaccinate or wear a mask
- Wear a mask or vaccinate
- Declinations allowed; not allowed
- Senior Leader priority
- Multi-disciplinary Planning Committee

We have to keep trying!

