



RECEIVING THE **FLU VACCINE**

MAXIMIZING VACCINE UPTAKE THROUGH CLASSIFICATION

MEET THE TEAM

PAUL JUSTAFORT



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OVERVIEW

1

MODELLING

2

INSIGHTS

3

ENHANCING VACCINE UPTAKE

BUSINESS PROBLEM

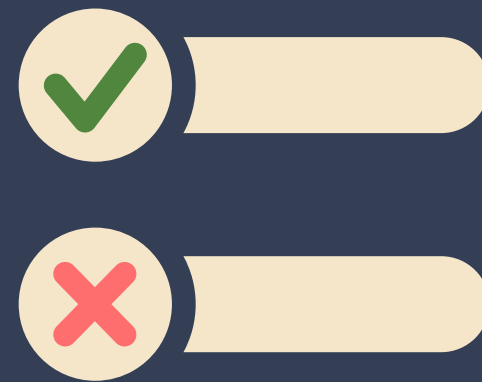


What measures can we take to enhance and maximize vaccine uptake?

DATA UNDERSTANDING

National 2009 H1N1 Flu Survey (NHFS) data from the 2009-10 flu season

ABOUT THE DATA
26707 ENTRIES
35 SURVEY QUESTIONS
BEHAVIORAL, OPINION, DEMOGRAPHIC



OUR PREDICTIVE NORTH STAR: RECALL

MINIMIZING FALSE NEGATIVES

Number of individuals the model predicts will not receive the vaccine, but actually did.

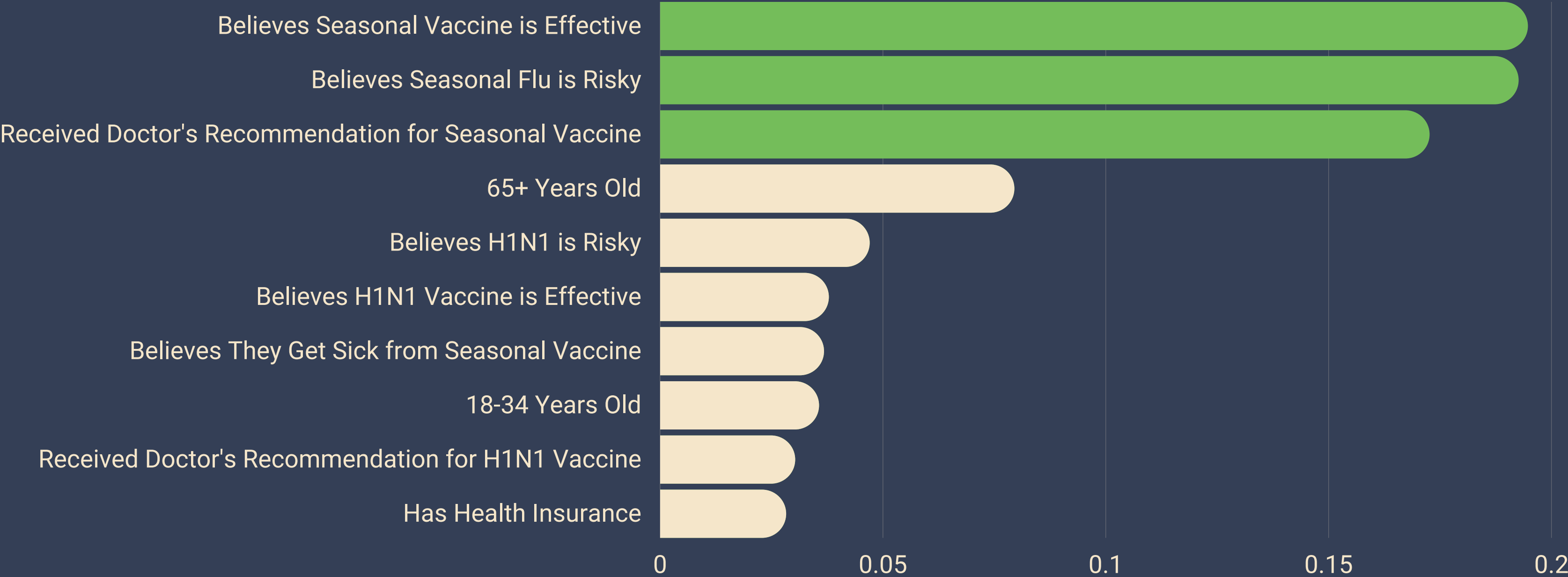
- Identifying those who actually need vaccination.
- Targeting the right individuals.
- Reduces risk of missing potential vaccine recipients.

MODEL PERFORMANCE ON UNSEEN DATA

75.52% RECALL

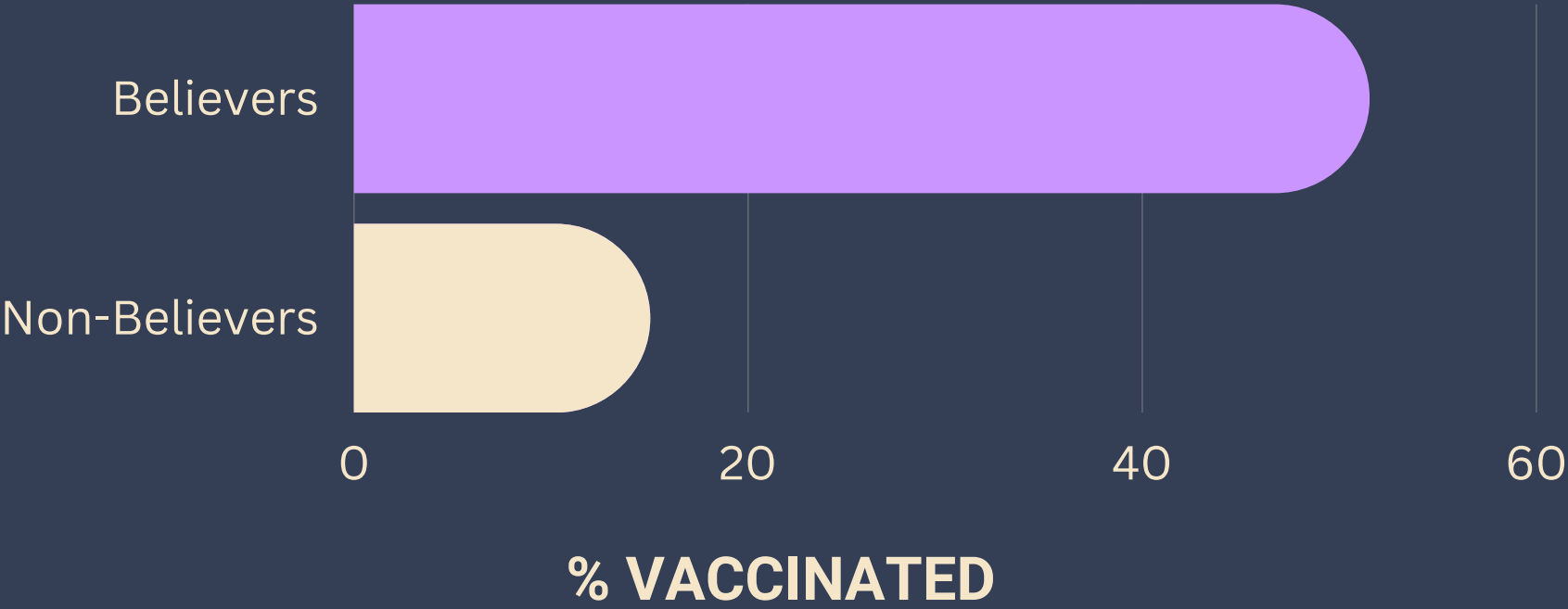
77.84% ACCURACY

WHAT ARE THE DETERMINANTS?



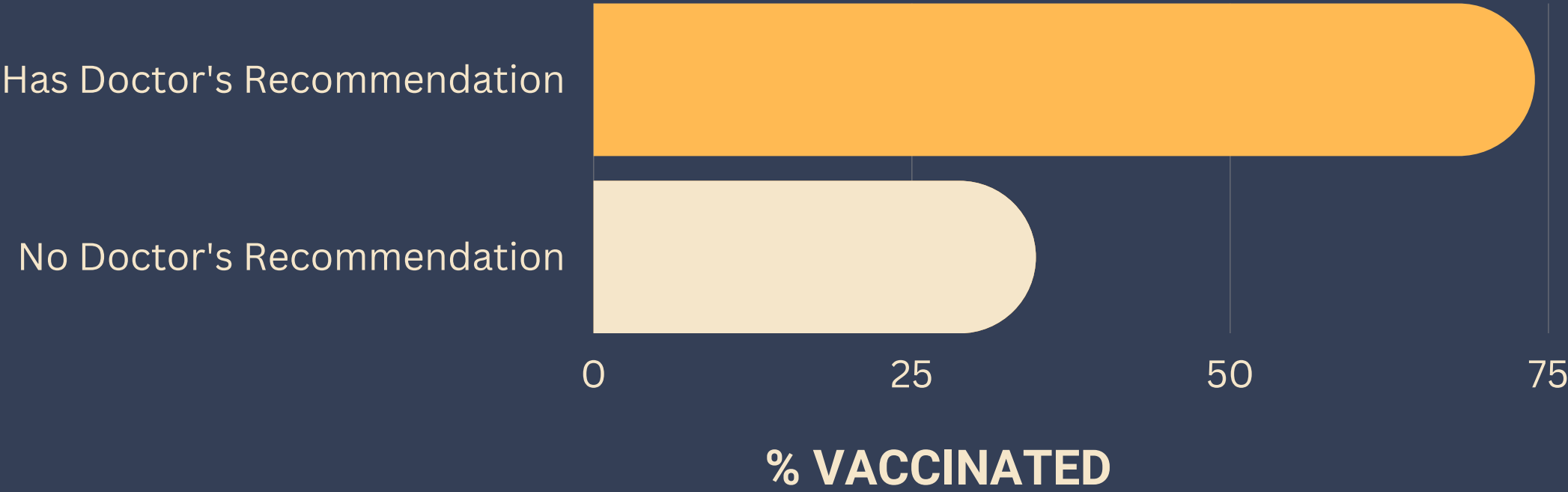
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OPINION & EDUCATION



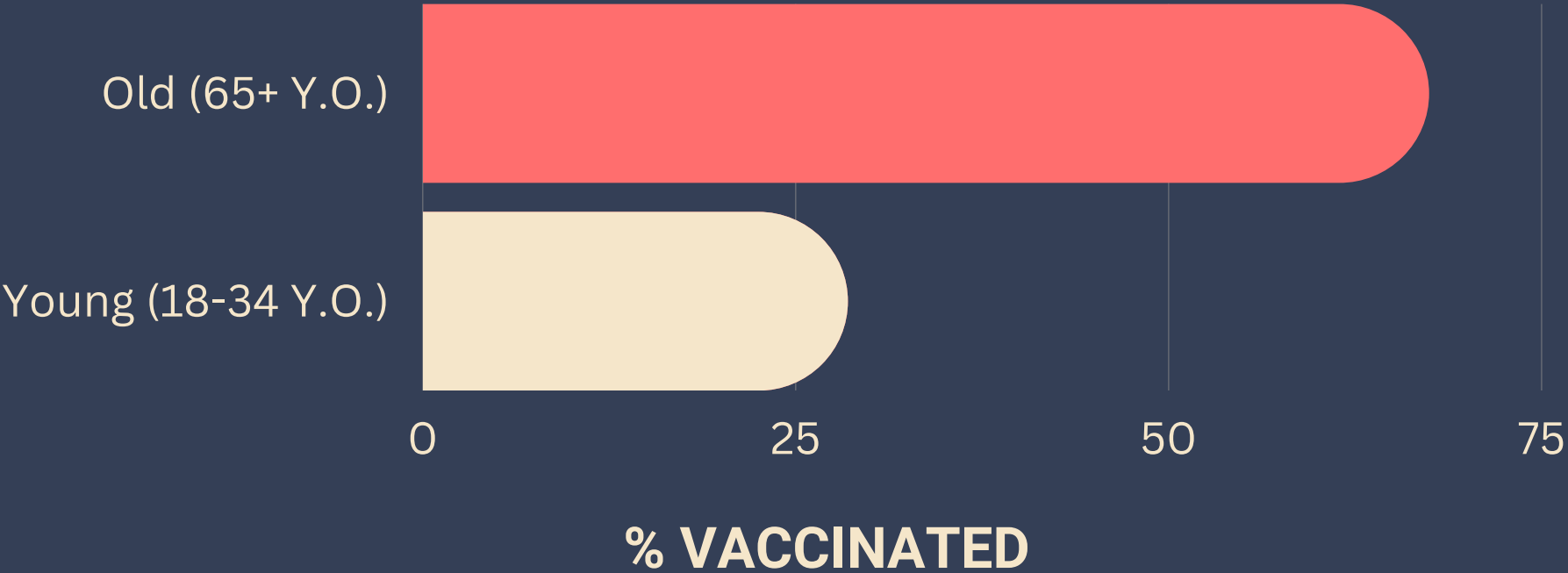
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THE PROFESSIONAL WORD



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DIFFERENCES IN AGE

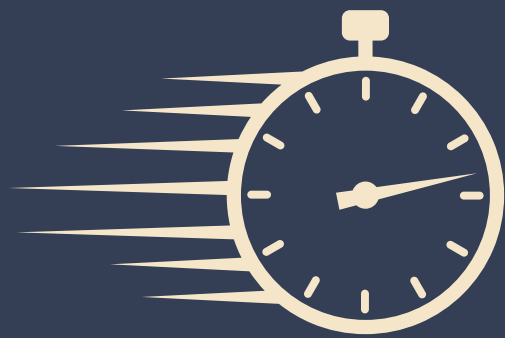


RECOMMENDATIONS

- Implement educational campaigns to elucidate vaccine effectiveness using tangible evidence.
 - Provide resources to doctors for integrating seasonal vaccine recommendations in patient consultations.
 - Create age-specific, targeted marketing campaigns, addressing health risks and societal benefits.
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NEXT STEPS

1 ADAPTIVITY



2 COLLABORATION

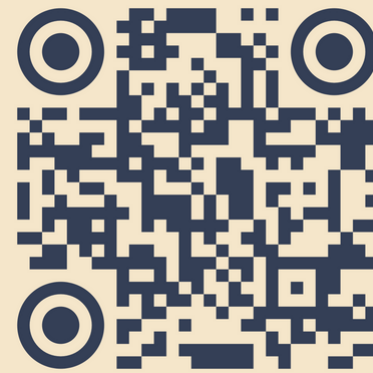


3 OPTIMIZATION



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THANK YOU.



Check out our repository!