Motors of influenza uptake and vaccination advocacy in healthcare workers
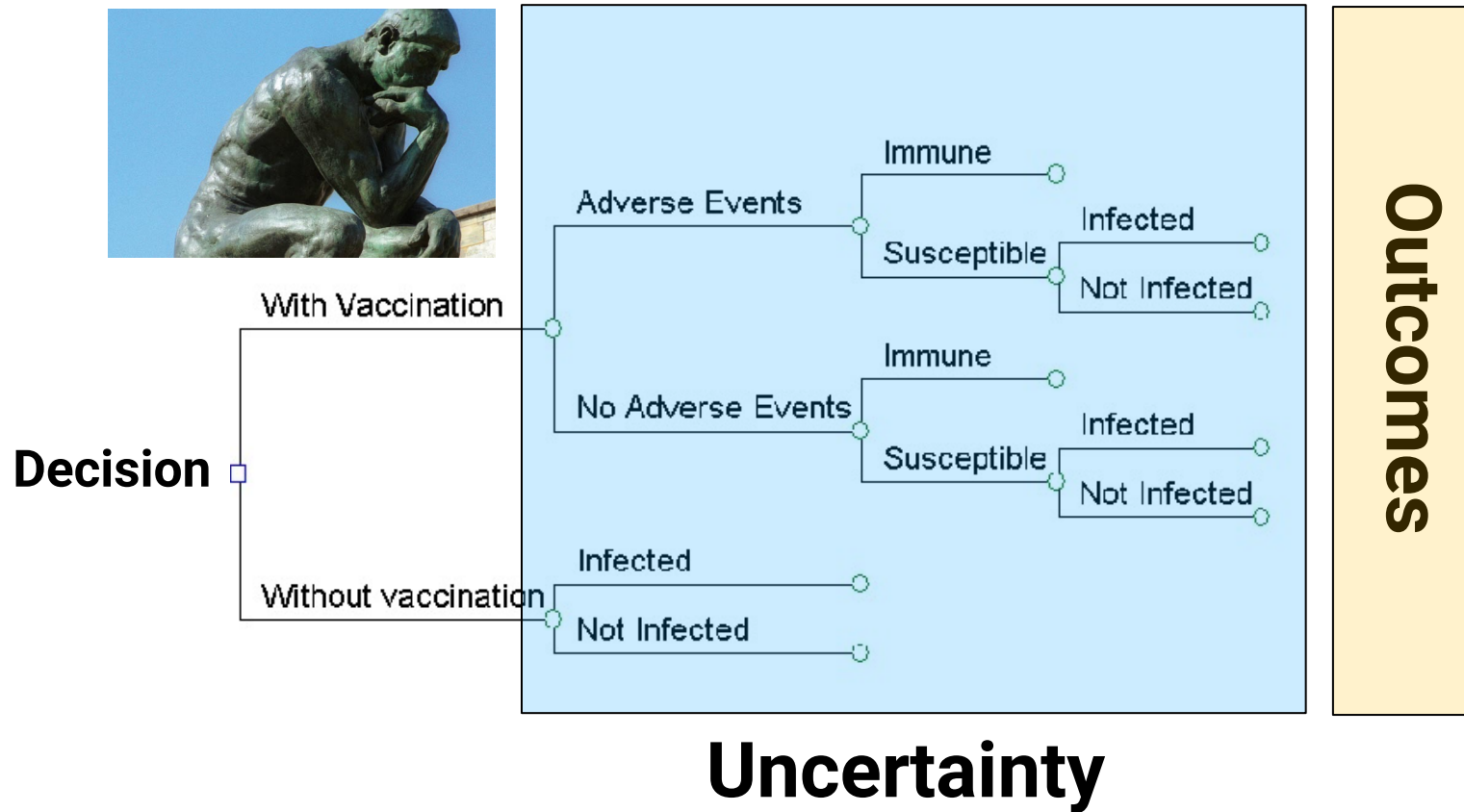
Gaëlle Vallée-Tourangeau
Professor of Behavioural Science
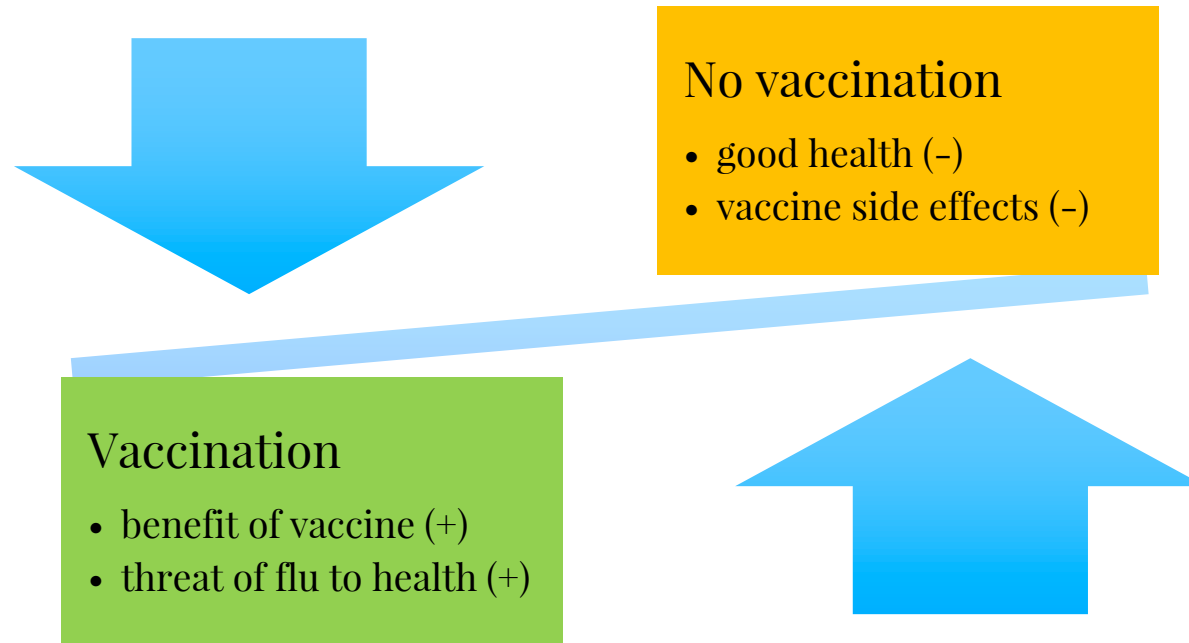
- Influenza is a serious threat.

- Vaccination is the most effective means of controlling the impact of Influenza infections.

- While WHO recommends vaccination, yet coverage rates vary between countries and stakeholders.

- Healthcare workers are key stakeholders in this complex situation, yet vaccination uptakes also varies.
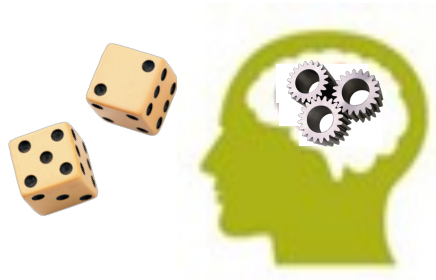
Rational decision–making

Decision

Uncertainty

Outcomes

The expected-utility model

No vaccination
- good health (–)
- vaccine side effects (–)

Vaccination
- benefit of vaccine (+)
- threat of flu to health (+)

Behavioural insights, vaccination and advocacy

Information is not enough

- Subjective Expected Utility models assume people are rational decision-makers

- They assume people will make the right decision if they have the right information

- But if information alone was sufficient, we should expect healthcare workers to be vaccinated and confident advocates of vaccination...

Need, need, need, want, want, want...

GIVE IT TO ME!!

The cognitive model of empowerment

(1) the feeling of *value*, or how much one cares about the purpose of the behavior;

(2) the feeling of *impact*, or the belief that the behavior makes a difference in achieving its purpose;

(3) the feeling of *knowledge*, or the belief that one has the skills and knowledge to perform the behavior when he or she tries; and

(4) the feeling of *autonomy*, or the belief that the initiation of the purposeful behavior is self-determined.

- Methods
  - 2476 participants in 6 European countries, mostly GPs.
  - MoVac scale to measure motors of vaccination
  - MoVad scale to measure motors of advocacy
  - Behavioural measures

- Analyses
  - Cluster analyses to identify "profiles" based on dimensions of cognitive empowerment (value, impact, knowledge, motivation)
  - Regressions analyses to identify predictors and outcomes of cluster memberships
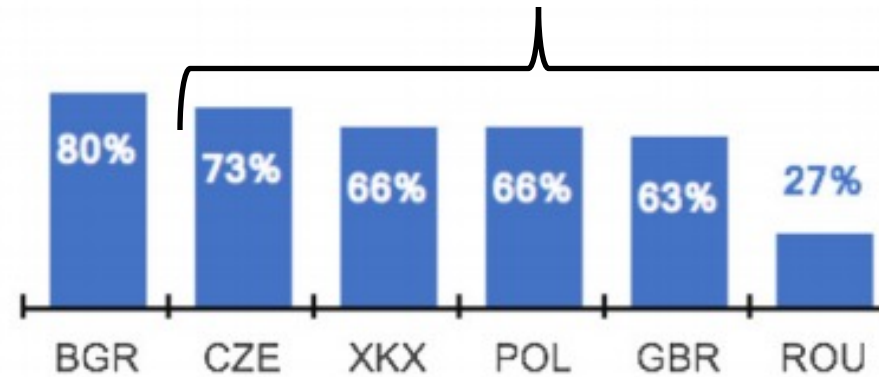
Kingston
Business
School
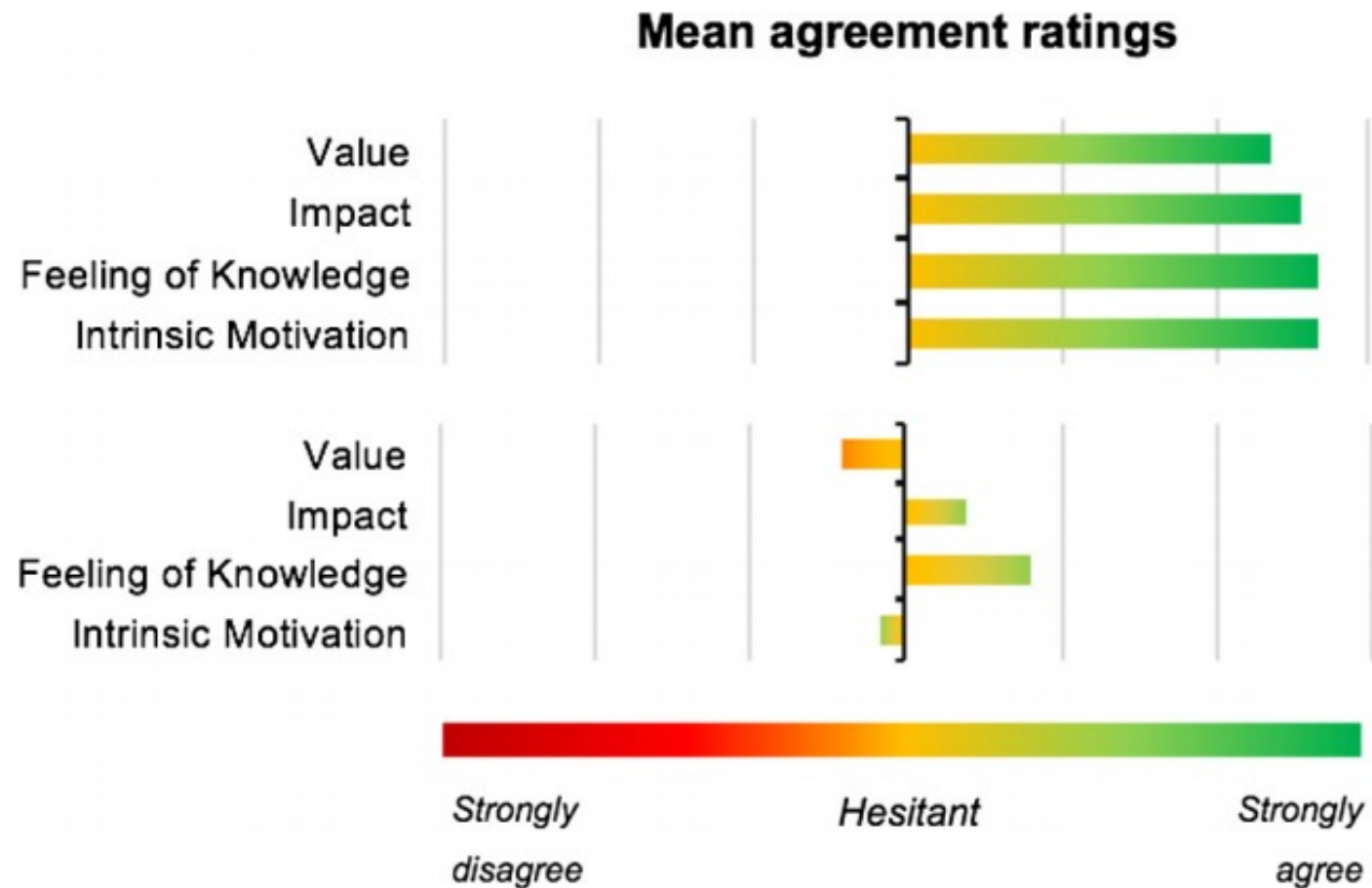
A Comparative study in six European Countries

Distribution across countries

Engaged (68%): BGR 80%, CZE 73%, XKX 66%, POL 66%, GBR 63%, ROU 27%

Hesitant (32%): BGR 20%, CZE 27%, XKX 34%, POL 34%, GBR 38%, ROU 74%

A Comparative study in six European Countries

Hesitant Engaged

Total

XKX

ROU

BGR

GBR

POL

CZE

0%   25%   50%   75%   100%

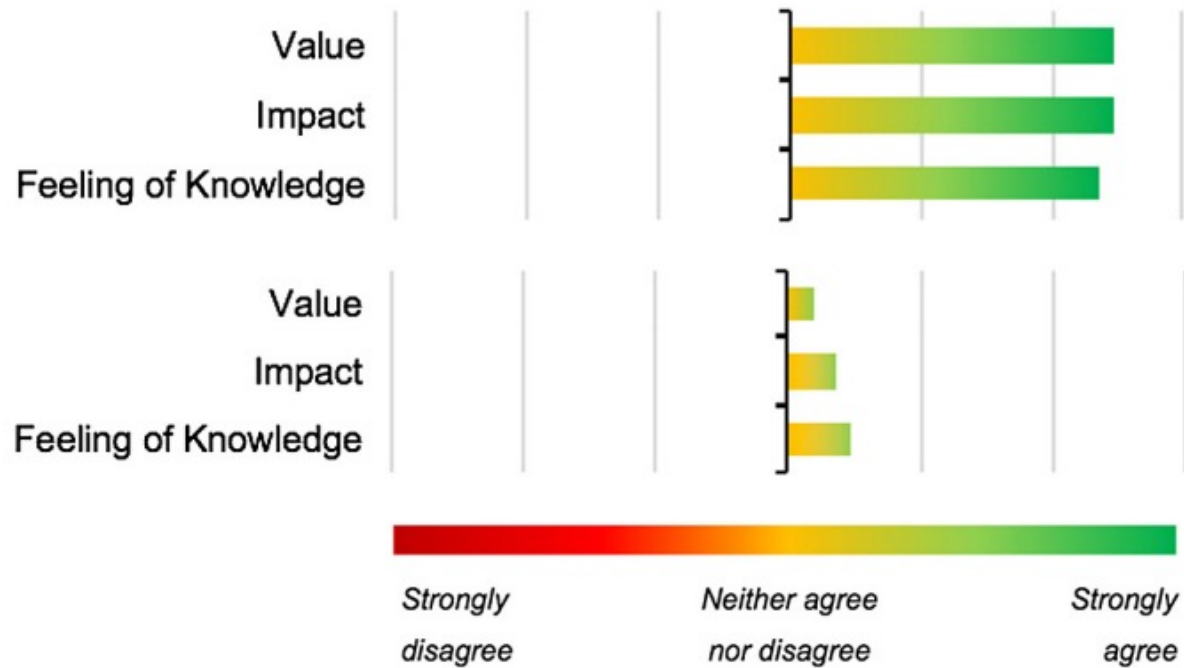**Percentage of HCWs vaccinated against the flu**
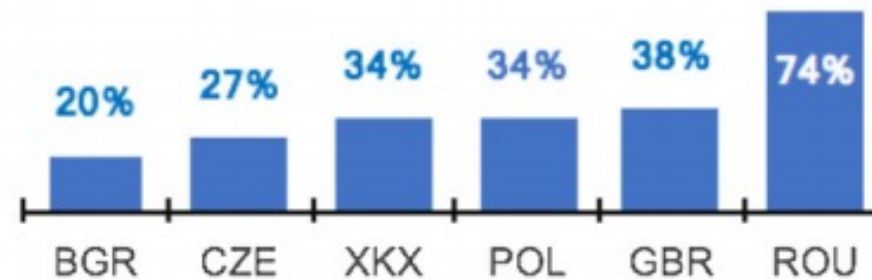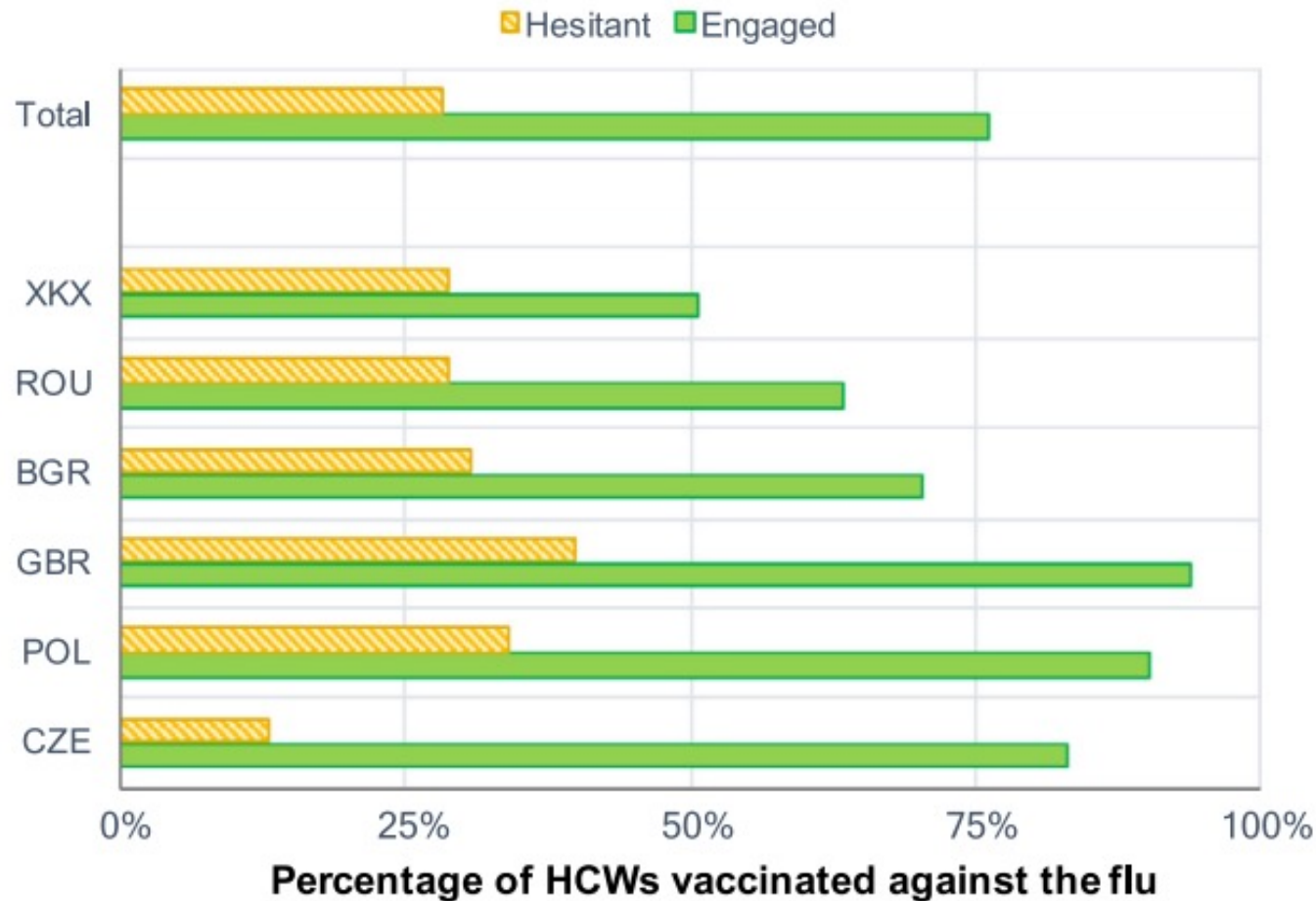
Respondents characterised by the engaged sentiment towards flu vaccination were **39.6 times more likely** to have been vaccinated in the past compared to those characterised by the hesitant sentiment.
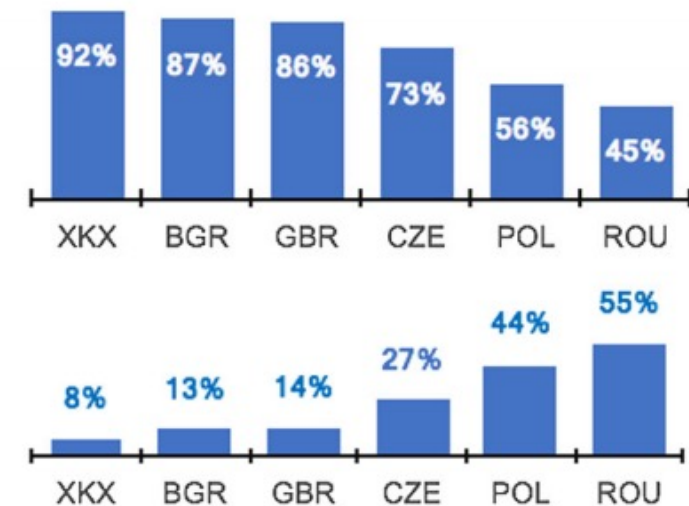
A Comparative study in six European Countries

Advocacy

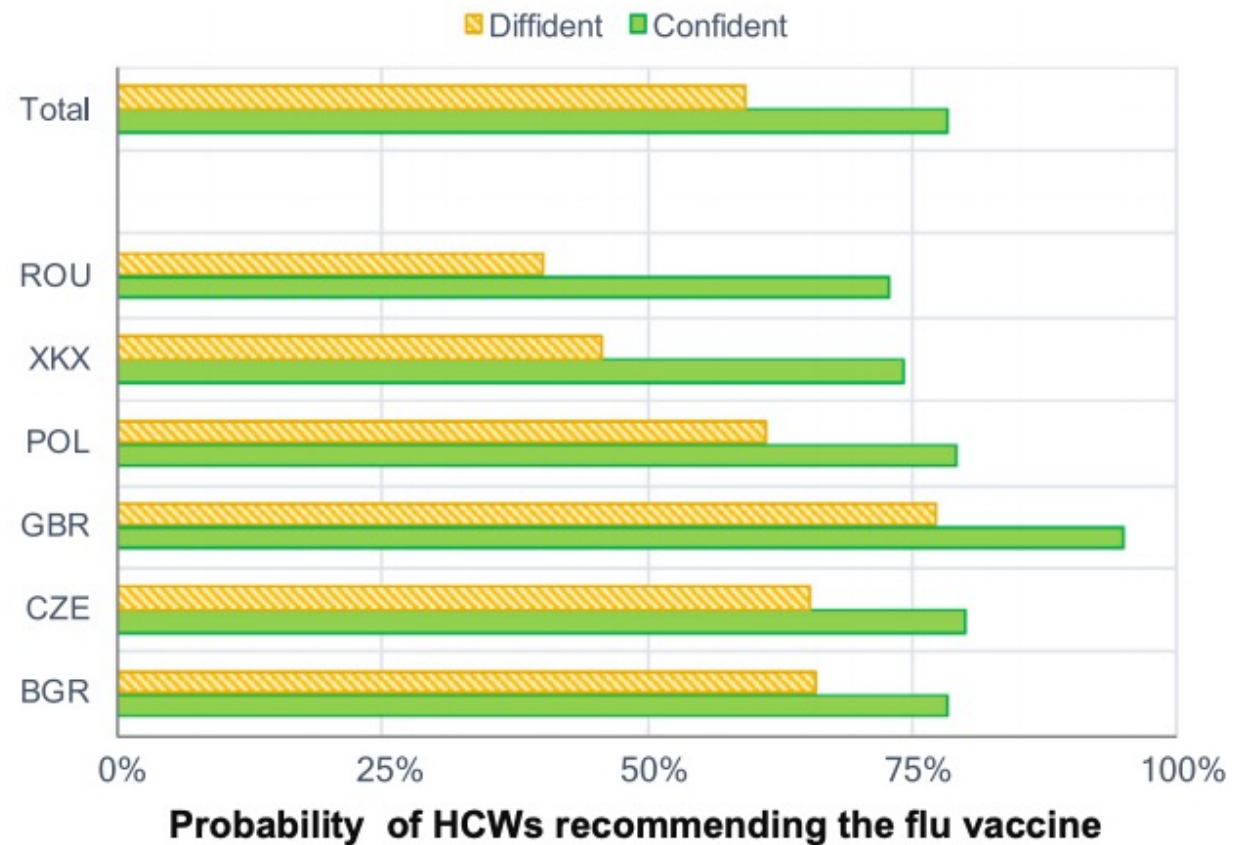# A Comparative study in six European Countries

Advocacy

Probability of HCWs recommending the flu vaccine

Conclusions

- Evidence that not all healthcare workers "feel" the same towards vaccination and advocacy.

- Variations across countries suggests there is no "one-size fits all approach"

- Hesitancy profiling has the potential to support evidence-driven and tailored solutions to address hesitancy.

Value
Impact
Feeling of Knowledge
Intrinsic Motivation

Strongly disagree — *Hesitant* — *Strongly agree*
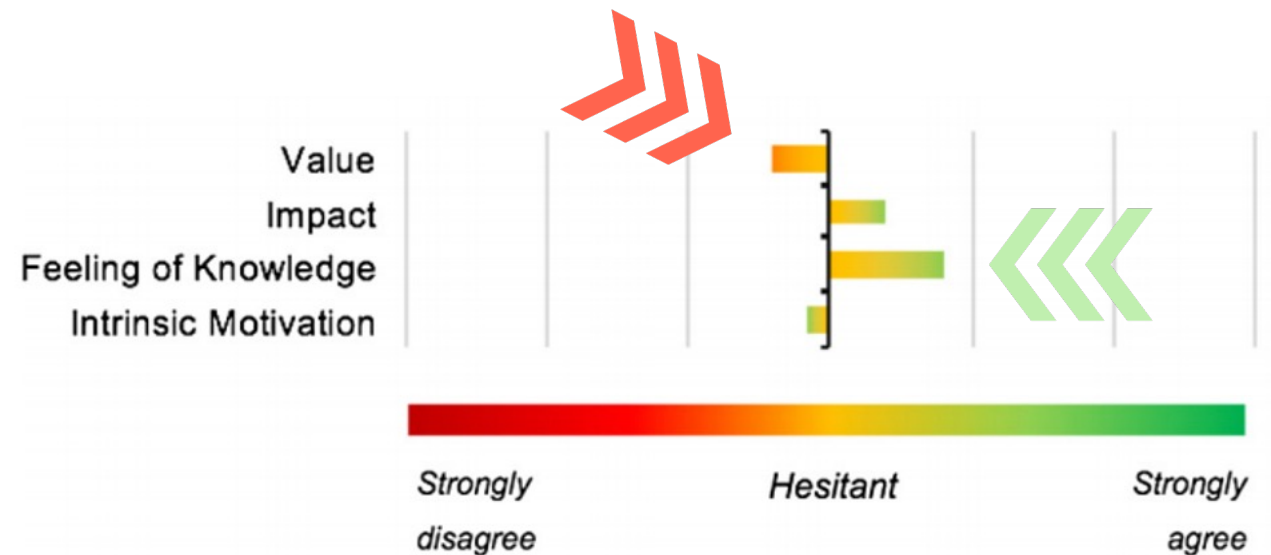
References

Thank you for your attention

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