



Influenza Vaccine Use by U.S. Adults During the 2008-2009 Vaccination Season

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**The survey was designed and analyzed by the RAND Corporation, fielded by
Knowledge Networks, and supported by GlaxoSmithKline**

Objectives of the Rapid Survey Project

- **Provide timely data on influenza vaccine uptake**
- **Identify key subgroups in need of targeted interventions**

Project Overview

- **Three nationally representative surveys of US adults age 18 and older**
 - End-of-season 2007-08 (n=3,043)
 - Midseason 2008-09 (n=3,972)
 - End-of-season 2008-09 (n=5,203)
- **Results available in just over one month, e.g.,**
 - Midseason survey fielded November 7-19, 2008
 - Short, peer-reviewed report on RAND's website December 10, 2008

Data is obtained quickly through the use of a respected online research panel

- **Surveys administered to members of the “Knowledge Panel”**
 - 40,000 households recruited with known probability
 - Sample includes non computer users
- **Sampling weights based on US Census data make uptake estimates nationally representative**
- **Studies using Knowledge Networks are published in high-quality health journals, *E.g., Health Services Research, JAMA, and Health Affairs***
- **Coverage rate estimates compare favorably to NHIS, See Harris et al., *Vaccine* 2009**

2008-09 End-of-Season Survey

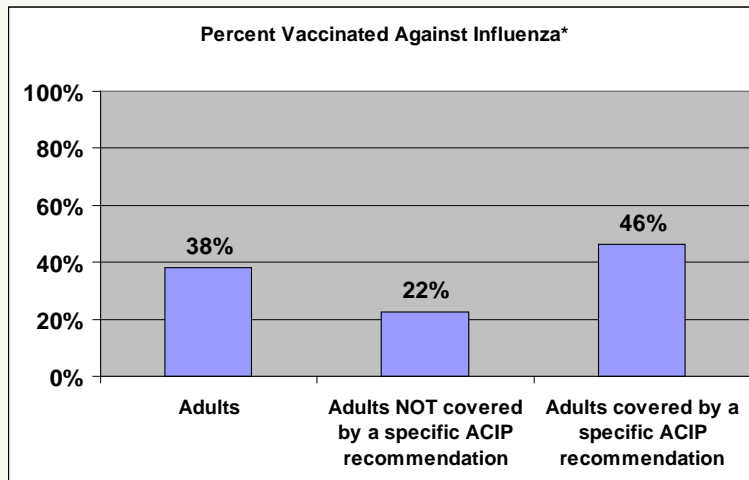
- Data collected between March 4 and April 7, 2009
- Over-sampled of health care workers
- Includes subsample interviewed at midseason (n=1,500)
- Response rates
 - 65% of all sampled panelists (n = 5,203)
 - 79% of healthcare workers (n = 1,499)
- Unweighted sample was diverse

Age	White	Black	Hispanic	Other/Mixed Race	Total
18-49	1,018	341	230	165	1,754
50-64	1,058	601	301	264	2,224
65+	615	250	134	226	1,225
Total	2,691	1,192	665	655	5,203

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-GSK-5

Just over one-third of adults 18 and older were vaccinated during the 2008-09 season

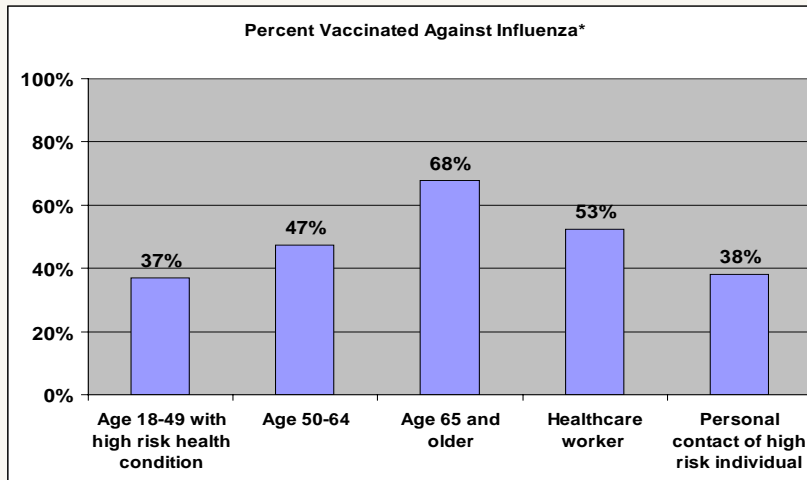


Note: Recommendations cover the following specific indications: high-risk health conditions, age 50 and over, HCW, and personal contact of high-risk individuals. *Percentages weighted to the US adult population.

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-GSK-6

Uptake among elderly exceeds that for other recommended groups

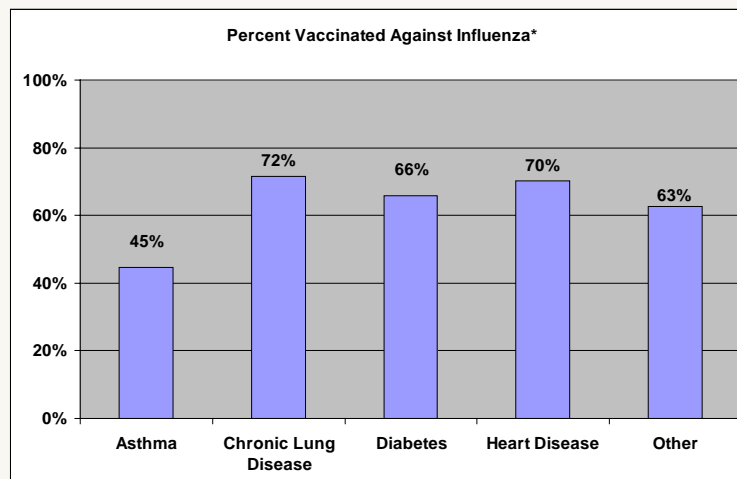


*Percentages weighted to the US adult population.

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Uptake was lower among those with asthma

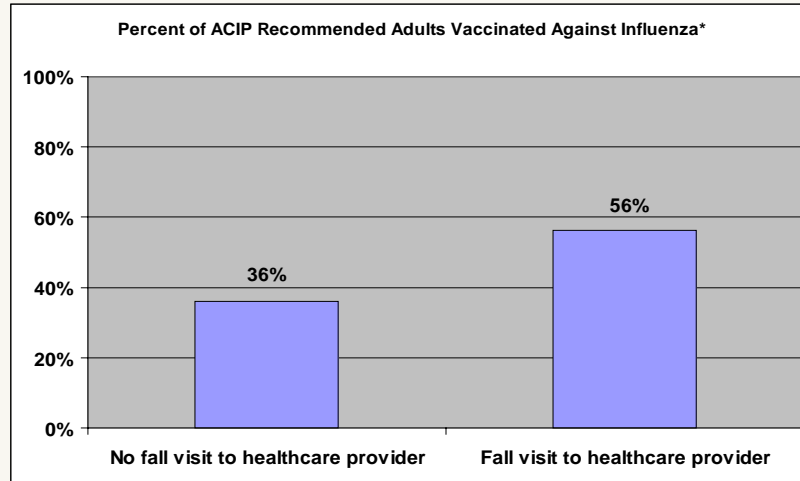


*Percentages weighted to the US adult population.

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Uptake was higher among recommended adults visiting a provider this fall

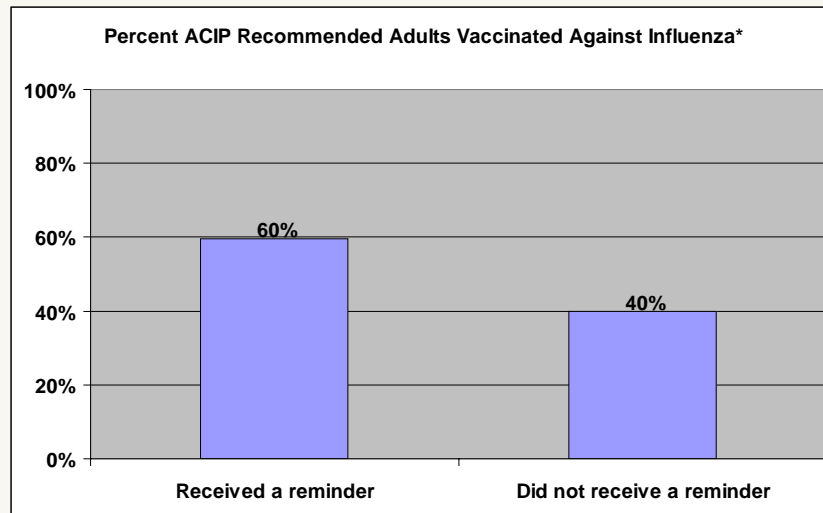


Note: Uptake difference was significant at $p < .05$ level. *Percentages weighted to the US adult population.

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Uptake was higher among recommended adults who received a reminder

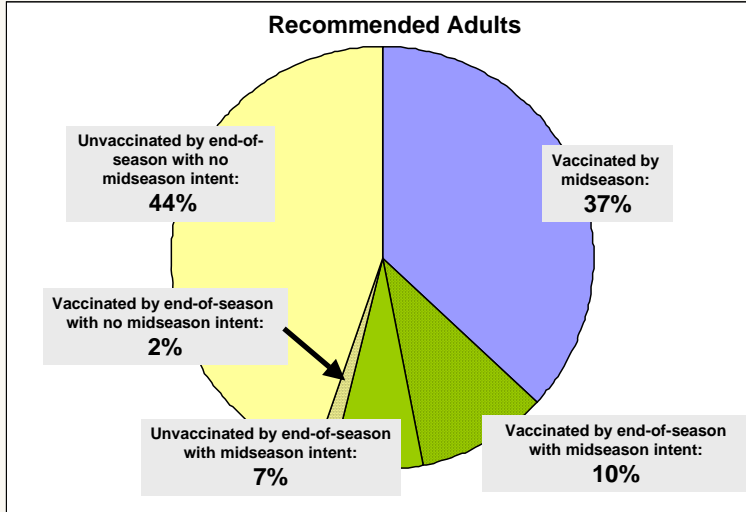


Note: Uptake difference significant at $p < .05$ level. *Percentages weighted to the US adult population

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A substantial proportion of the unvaccinated had no intention of being vaccinated

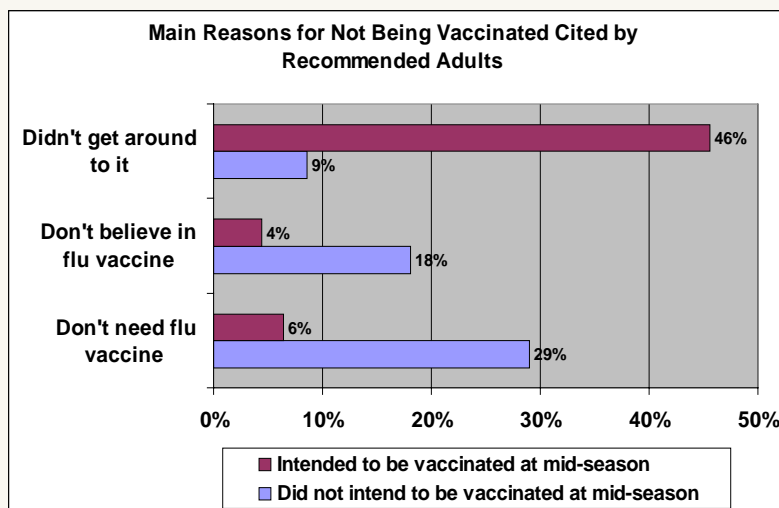


*Percentages weighted to the US adult population.

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Reasons for Being Unvaccinated Differed by Vaccination Intention at Midseason

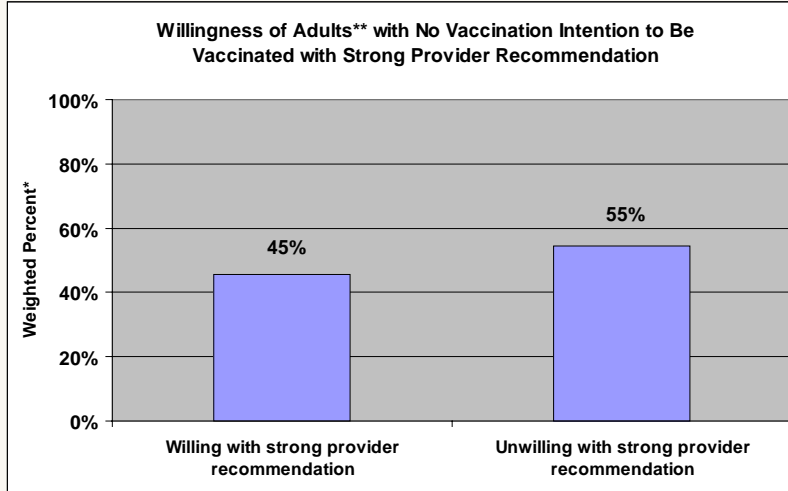


*Percentages weighted to the US adult population

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Provider recommendations may sway many without intentions to be vaccinated

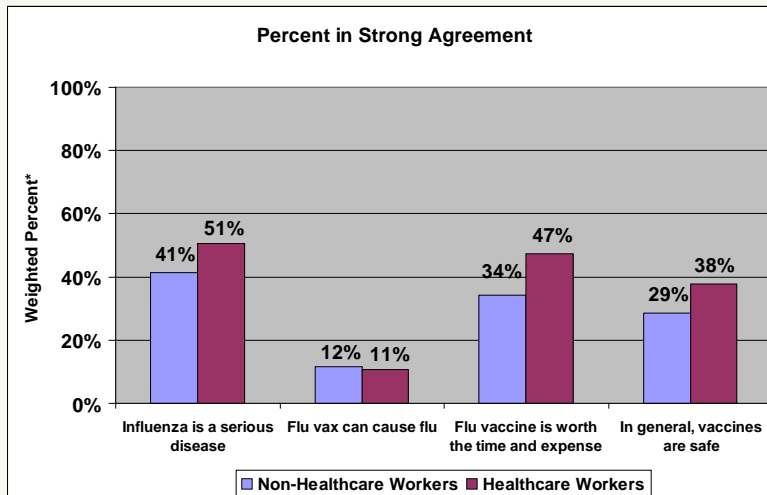


*Percentages weighted to the US adult population
 **Adults with specific ACIP recommendation

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Healthcare workers viewed flu vaccine more favorably than do other adults

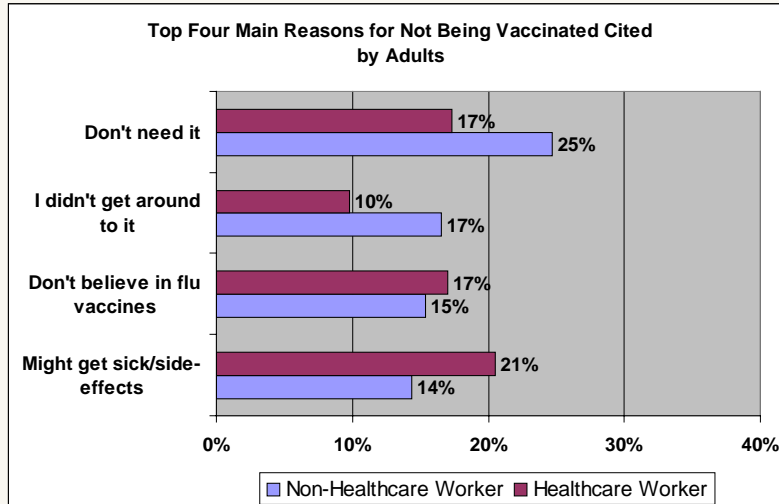


Note: Attitudes and beliefs of HCWs significantly different from other adults ($p < 0.05$) on all four measures.*Percentages weighted to the US adult population.

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Healthcare workers and other adults cited different reasons for being unvaccinated



Note: HCWs significantly different from other adults at $p < 0.05$ level.
*Percentages weighted to the US adult population.

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Key Findings and Implications

- Uptake varied among adults with specific ACIP recommendations
- Contrary to conventional wisdom, people appear to accept vaccine late in the season
- Data highlights importance of recommendations and reminders in achieving current uptake
- Near-term efforts might target the 7% who intended to be vaccinated, but were not
- Healthcare workers were more positive about vaccine, but appear somewhat misinformed

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For more information visit

http://www.rand.org/health/projects/flu_survey/

http://www.rand.org/pubs/occasional_papers/OP270/



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