

Influenza Vaccination Coverage Rates in Poland during the winter of 2006/2007

T Szucs, N Auzanneau, E Lamerain, and The European Vaccine Manufacturers Influenza Working Group.

Objectives: The objectives of the survey were to identify the level of influenza vaccination coverage in Poland in 2006/2007, to understand the drivers and barriers to vaccination, to find out vaccination intentions for the next winter and major encouraging factors to vaccination.

Methodology: Telephone ad-hoc interviews (using CATI system) were conducted among 2000 non-institutionalised individuals representative of the population aged 15 years old and over. The research was carried out in January and February 2007.

Results: In 2006/2007, influenza vaccination coverage rate (VCR) in the Polish population was 14% with 2% for the first time. In the elderly age-recommended population (defined as the people aged 65 and over), the coverage level reached 25%.

61% of the surveyed population had never been vaccinated during the winter season 2006/2007.

Furthermore, 53% of the population held that the flu vaccine is not useful if you are in good health.

The principal motivations for getting vaccinated were considering flu as a serious illness (53%), averting contagion of the flu to family members and friends (38%) and not being in very good health (24%). Feeling unlikely to catch the flu (31%), the expensiveness of the vaccine (28%) and the absence of the family doctors' recommendations (26%) were the main motives for non-vaccination among the population never previously vaccinated. Among the individuals previously vaccinated but not this year, lack of interest or motivation (forgetfulness 39%, feeling unconcerned 14%) was the major reason for dropping out this year, followed by missing trust in the vaccine (having caught the flu despite vaccination 17% and vaccine not effective enough 15%).

For next winter (2007/2008), 40% of the survey population intended to get a flu jab.

51% of the population mentioned that the major encouragement to vaccination was a cheaper price or the reimbursement of the vaccine.

Conclusion: During winter 2006/2007, VCR was 14% in the population over 15 years of age, but 25% for the elderly-aged population. Our findings suggest that the reimbursement or a cheaper price of the vaccine could significantly change the level of influenza vaccination coverage in Poland.