



LEVELS OF ENGAGEMENT WITH VACCINATION IN HEALTHCARE WORKERS

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Vaccine hesitancy in HCWs: The case of England



Source:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/456568/2904394_Green_Book_Chapter_19_v10_0.pdf





Vaccine hesitancy in HCWs: The case of England

6.8%



Source:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/544536/Seasonal_influenza_vaccine_uptake_HCWs_2015_16_Annual_Report.pdf



The classical behavioural decision science approach





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





The MoVac tool

Measures **autonomous motivation** to get vaccinated through 4 “sentiments”

Value of vaccination

Impact of vaccination

Knowledge of vaccination

Choice regarding vaccination

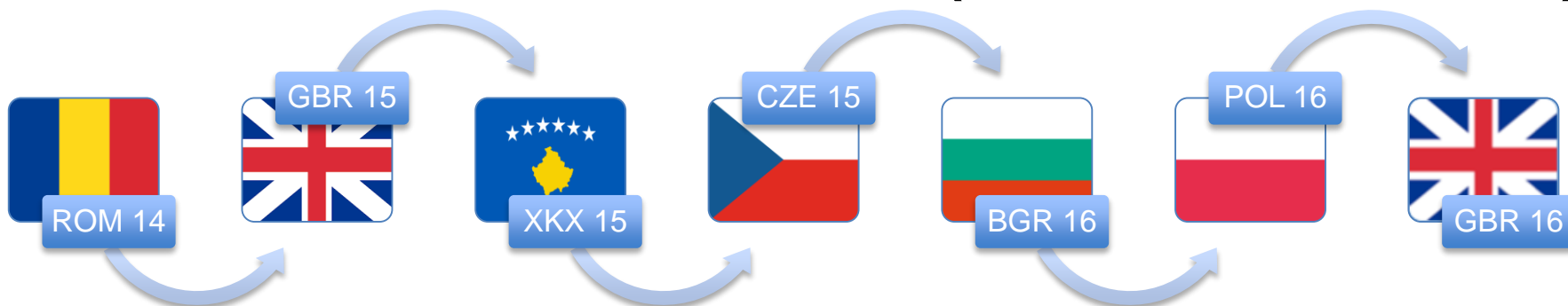
¹Thomas, K. W., & Velthouse, B. A. (1990). Cognitive elements of empowerment: An “interpretive” model of intrinsic task motivation. *Academy of Management Review*, 15, 666-681.



Sentiment	Example item
Value	It is essential that I get the flu jab.
Impact	<i>Vaccination is a very effective way to protect me against the flu.</i>
Choice	<i>Whether or not I get the flu jab is entirely up to me.</i>
Knowledge	<i>I know very well how vaccination protects me from the flu.</i>



The studies (2014 - 2016)



Partners

ROM 2014

Dr Marianne Promberger
The Romanian Pro
Immunization Association
(API)
The Romanian National
Society of Family Doctors
(SNMF)

GBR 2015

Prof Nick Sevdalis
Prof Christine Norton
Dr Ana Wheelock
Dr Marianne Promberger

XKX 2015

Prof Isme Humolli

CZE 2015

Dr Jan Kynčl

BGR 2016

Dr Andrey Rangelov Galev

POL 2016

Dr Ernest Kuchar
Dr Aneta Nitsch-Osuch

GBR 2016

Dr George Kassianos

Industry partners

Dr Angus Thomson
Christina Klein
Cecile Barral-Baron
Diane Buron
Michel Ferracci



ROM
14
N = 326
Mostly
female
GP

GBR 15
N =
1667
Mostly
female
nurses

XKX 15
N = 501
Mostly
female
nurses

CZE 15
N = 524
Mostly
female
doctors

BGR 16
N = 485
Mostly
female
doctors

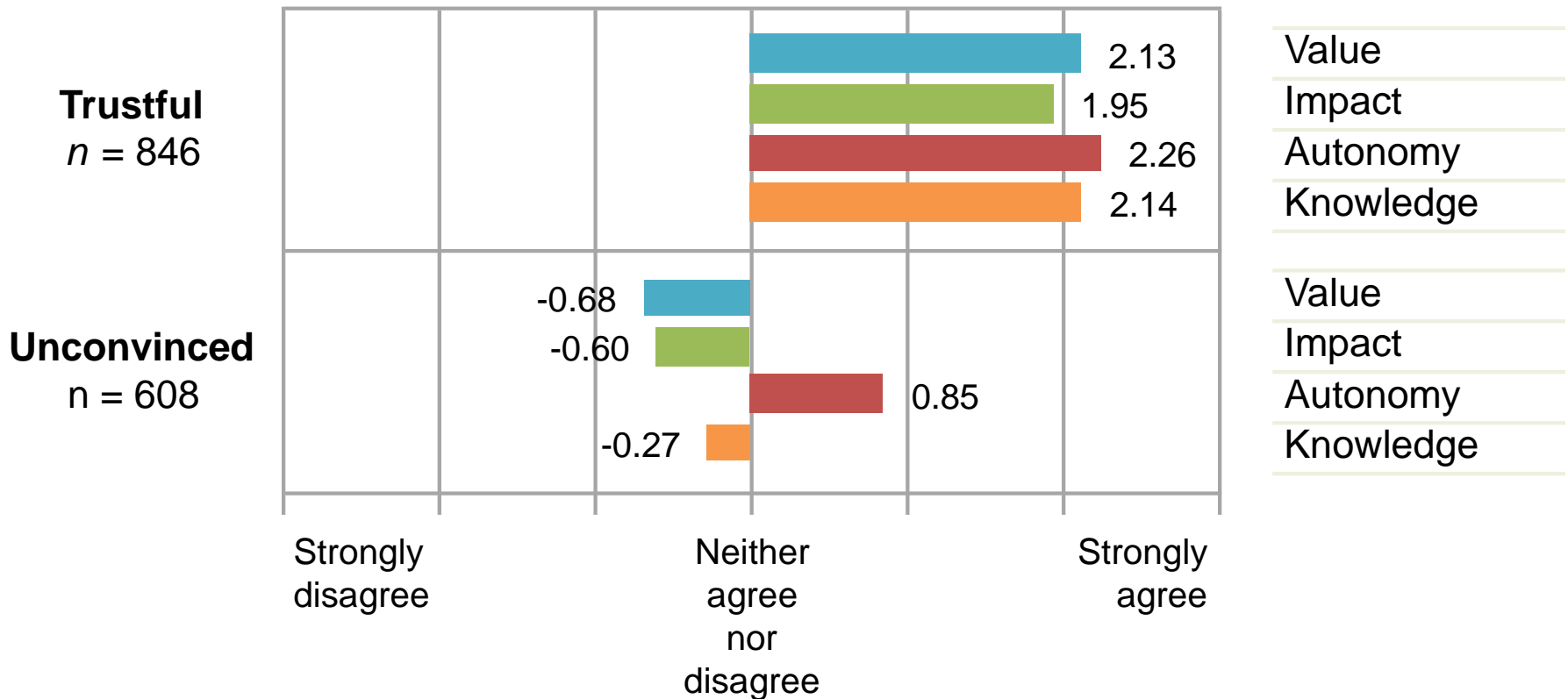
POL 16
N = 775
Mostly
female
doctors

GBR 16
N = 105
Mostly
female
nurses



Results

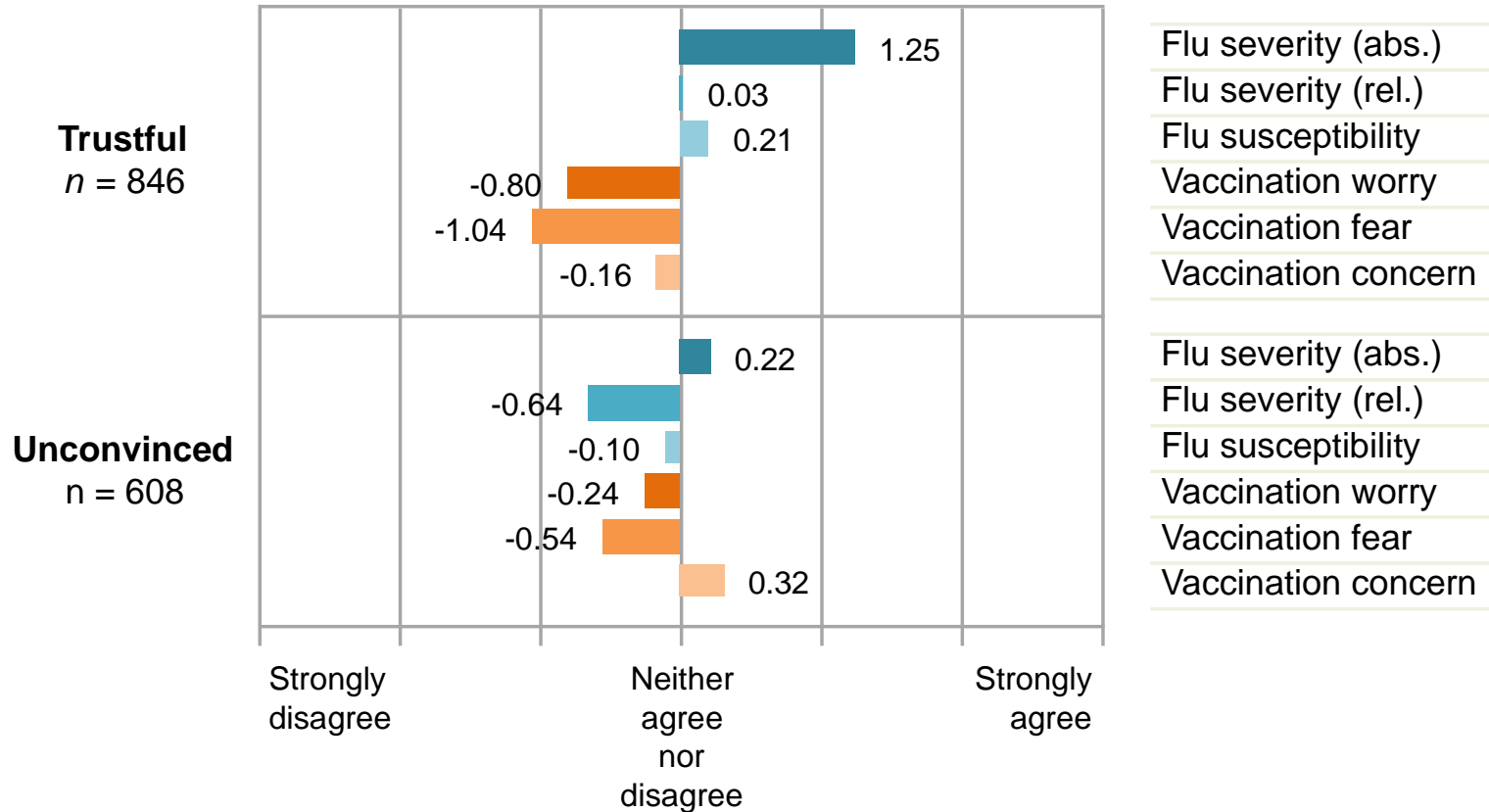
Motors of Vaccination





The results

Motors of Vaccination and risk perception





The results

Motors of Vaccination and vaccination behaviour

Unconvinced (N = 608)

Trustful (N = 846)

Vaccination



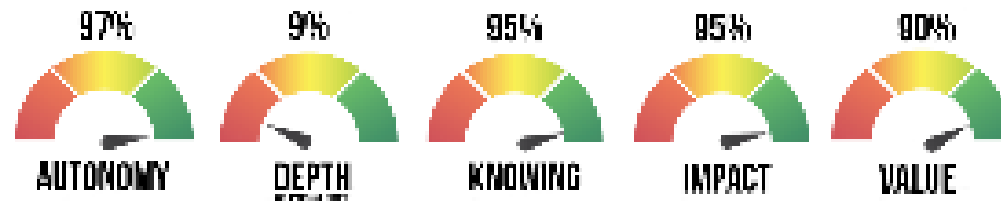


VACCINATED

TRUSTFUL



It is my choice to get vaccinated against the flu. I feel very knowledgeable about the flu vaccination but I lack depth of understanding especially in how it works to protect me.



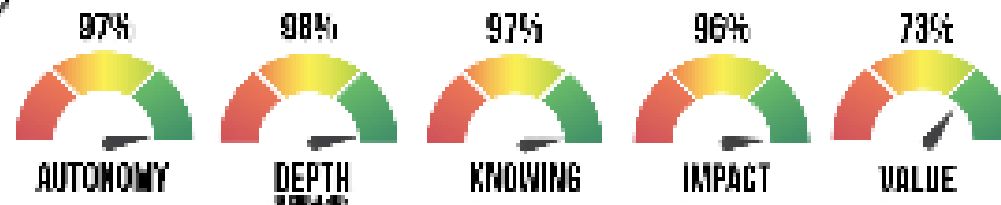
n = 171



NOT VACCINATED

TRUSTFUL EXPERT

It is my choice to get vaccinated against the flu. I understand how immunisation works to protect me, I think it has a positive influence on my health but it's not essential.



$n = 159$

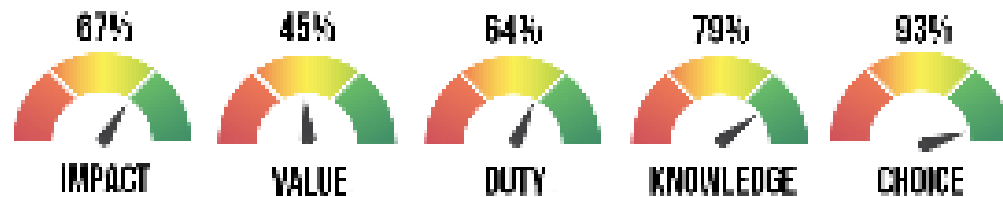


NOT VACCINATED

NEUTRAL 

Vaccination may protect me from the flu but the effectiveness is questionable. I'm not sure that it is essential for my health.

It's my choice to get vaccinated but I do feel a sense of duty to protect others.



$n = 92$



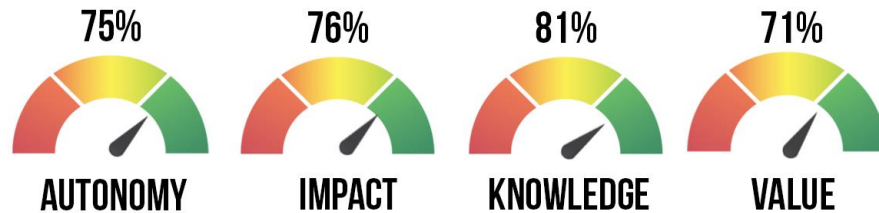
BGR 2016



NOT VACCINATED

MODERATE 

I don't feel that the flu jab is crucial for my health and well-being, it's not that important.



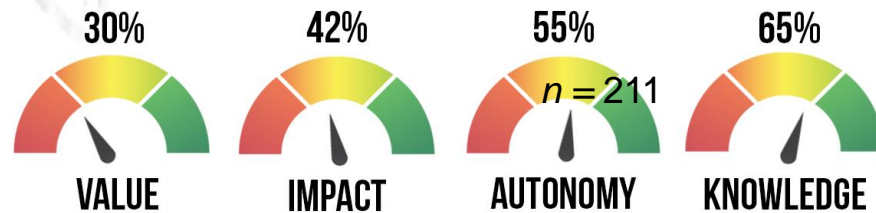
$n = 162$



NOT VACCINATED

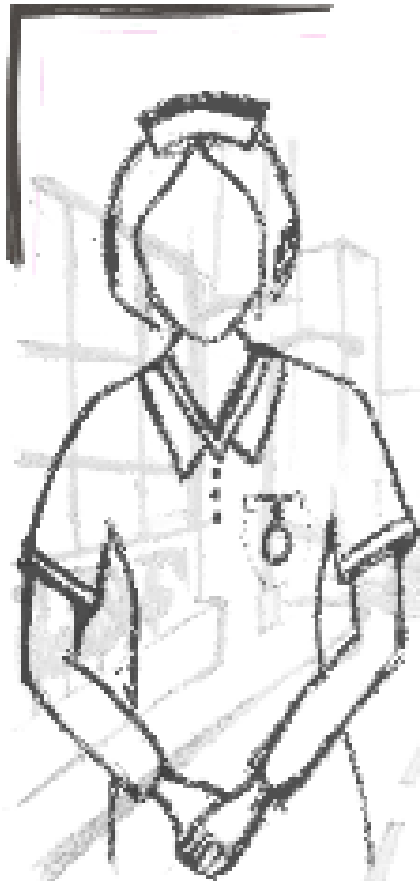
DOUBTFUL 

I'm doubtful about the flu vaccine. I don't feel that it has it is essential to my health. It doesn't have a positive influence on my health and it's not overly effective at protecting me against the flu.





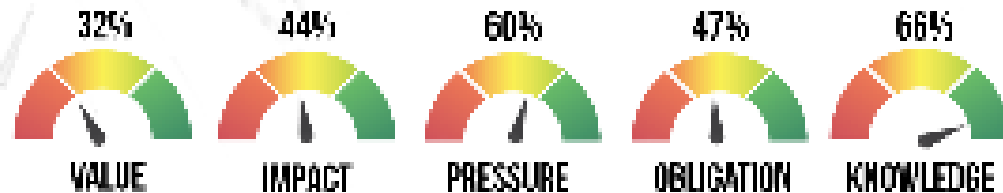
GBR 2016



NOT VACCINATED

DOUBTFUL 

I don't feel that the flu jab is crucial for my health and well being, it's not that important.



$n = 29$



4ME2U - We need to better understand personal decisions that have a collective impact

1

- Identify all potential **motors** of HCWs' decision to vaccinate against the flu beyond individual cognition

2

- develop and assess a toolkit for monitoring healthcare workers level of engagement towards vaccination

3

- Develop and evaluate a bespoke intervention informed by local insights gained at stage 2



my 3 #vaxstrat tweets

- @gvillejoubert: “Deciding to get the flu jab is not (only) about weighing risks, costs and benefits”
#vaxstrat
- @gvillejoubert: “I know I should but I don’t want to – we need to understand motors of vax decisions beyond risks and benefits” #vaxstrat
- @gvillejoubert: “Change begins with identifying the key sentiment clusters in localised contexts”
#vaxstrat