

# MoVac and MoVAds scales for vaccination motivation and vaccination advocacy and flu vaccination behaviour in NHS frontline staff

Marianne Promberger<sup>1</sup> Gaëlle Vallée-Tourangeau<sup>1</sup>  
Nick Sevdalis<sup>2</sup> Ana Wheelock<sup>2</sup> Christine Norton<sup>3</sup>

<sup>1</sup>Kingston University

<sup>2</sup>Imperial College London

<sup>3</sup>Imperial College NHS Trust

SANOVI PASTEUR 

Kingston  
University  
London

Imperial College  
London

Imperial College Healthcare   
NHS Trust

## Background

- ▶ NHS encourages all frontline staff to get vaccinated against the flu.
- ▶ Uptake is now tied to financial consequences for NHS trusts/hospitals.
- ▶ 2012/2013 uptake: 45.6%; 2013/2014 uptake: 54.8%

## Background

- ▶ NHS encourages all frontline staff to get vaccinated against the flu.
- ▶ Uptake is now tied to financial consequences for NHS trusts/hospitals.
- ▶ 2012/2013 uptake: 45.6%; 2013/2014 uptake: 54.8%

### Key questions:

- ▶ How can we measure motivation to get the flu vaccination?
- ▶ How can we measure motivation to talk about flu vaccination to patients?

## Questionnaire study

- ▶ 3 London hospitals (Charing Cross, St Mary's, Hammersmith)
- ▶ Study advertised in staff-only spaces
- ▶ Questionnaire online for four weeks (20/6-21/7)

## Questionnaire study

- ▶ 3 London hospitals (Charing Cross, St Mary's, Hammersmith)
- ▶ Study advertised in staff-only spaces
- ▶ Questionnaire online for four weeks (20/6-21/7)

Results presented today:

- ▶ Motivation for vaccination/ vaccination advocacy scales
- ▶ Did you get vaccinated against the flu in 2013/2014?
- ▶ Would you recommend the flu shot to your patients?

## Sample demographics

- ▶ 1,670 respondents
- ▶ 5% doctors, 18% nurses, 14% applied health professionals, 35% admin or clerical, 8% health care assistant, 8% technical
- ▶ Between 18 and 72 years old ( $M = 37.5$  years)
- ▶ 70% female
- ▶ 50% had not got vaccinated against the flu in 2013/2014.
- ▶ 50% said they would recommend the flu vaccine to their patients.

# Motivation

- ▶ ... for vaccination (MoVac)
- ▶ ... for vaccination advocacy (MoVAd)
  
- ▶ Is it effective?
- ▶ Is it meaningful?
- ▶ Do I have autonomy?
- ▶ Am I competent?

Thomas & Velthouse (1990), Vallée-Tourangeau & Promberger (in prep)

## MoVac – Effectiveness

- ▶ Vaccination is a very effective way to protect me against the flu.
- ▶ Getting the flu jab has a positive influence on my health.
- ▶ Vaccination greatly reduces my risk of catching the flu.



## MoVac – Effectiveness

- ▶ Vaccination is a very effective way to protect me against the flu.
- ▶ Getting the flu jab has a positive influence on my health.
- ▶ Vaccination greatly reduces my risk of catching the flu.

alpha = .89

## MoVac – Meaningfulness

- ▶ The flu jab plays an important role in protecting my life and that of others.
- ▶ The contribution of the flu jab to my health and well-being is very important.
- ▶ It is important that I get the flu jab.

## MoVac – Meaningfulness

- ▶ The flu jab plays an important role in protecting my life and that of others.
- ▶ The contribution of the flu jab to my health and well-being is very important.
- ▶ It is important that I get the flu jab.

alpha = .92

## MoVac – Competence

- ▶ I know very well how vaccination protects me from the flu.
- ▶ How the flu jab works to protect my health is a mystery to me.
- ▶ I understand how the flu jab helps my body fight the flu virus.

## MoVac – Competence

- ▶ I know very well how vaccination protects me from the flu.
- ▶ How the flu jab works to protect my health is a mystery to me.
- ▶ I understand how the flu jab helps my body fight the flu virus.

alpha = .89

## MoVac – Autonomy

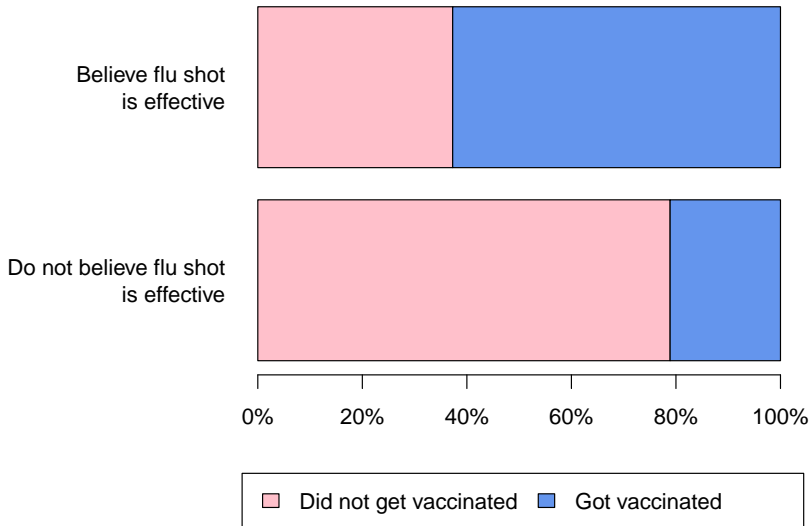
- ▶ I can choose whether to get a flu jab or not.
- ▶ I feel under pressure to get a flu jab.
- ▶ I get the flu jab only because I am required to do so.

## MoVac – Autonomy

- ▶ I can choose whether to get a flu jab or not.
- ▶ I feel under pressure to get a flu jab.
- ▶ I get the flu jab only because I am required to do so.

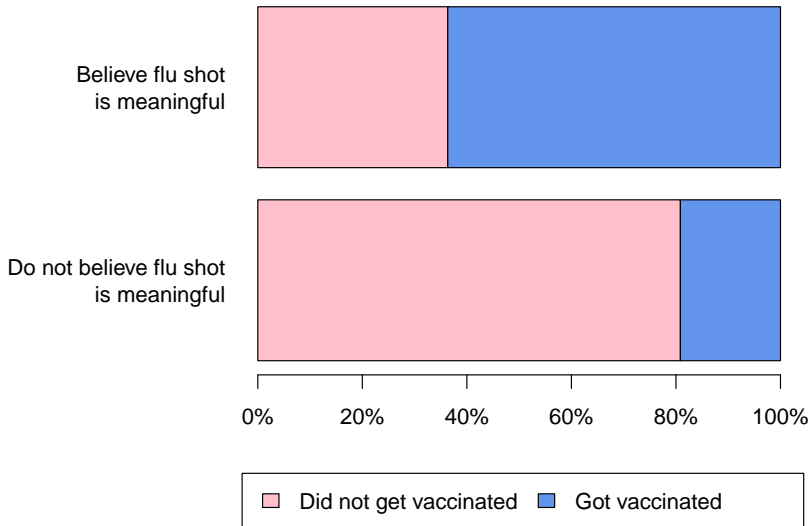
alpha = .66

## Effectiveness

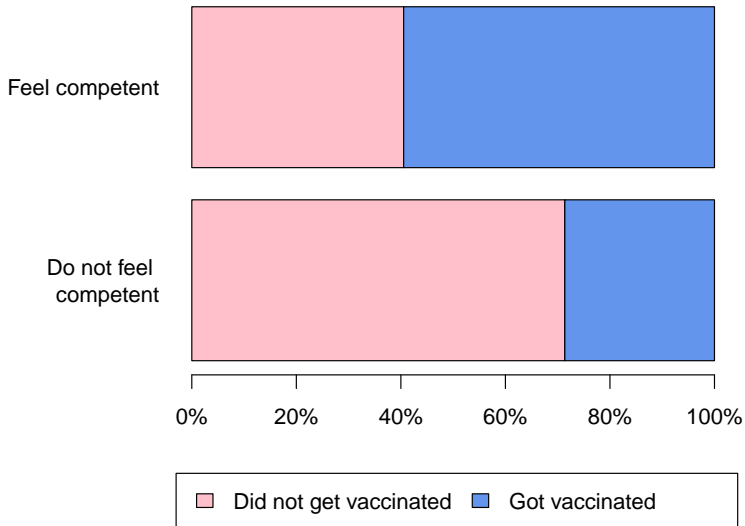




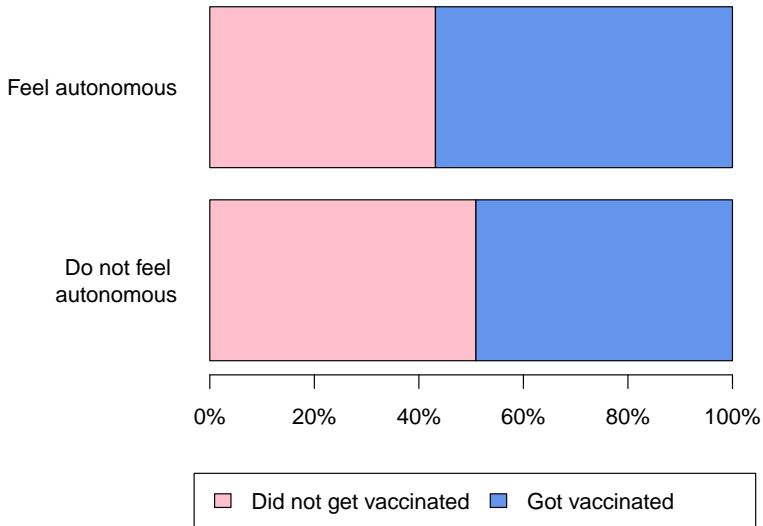
## Meaningfulness



## Competence



## Autonomy



## MoVAd – Effectiveness

- ▶ When I talk openly about vaccination, it has a positive impact on people's beliefs.
- ▶ If I discuss vaccination, it will very much change others' views of this topic.
- ▶ People's opinions of vaccinations can really be influenced by the conversations I have with them.

## MoVAd – Effectiveness

- ▶ When I talk openly about vaccination, it has a positive impact on people's beliefs.
- ▶ If I discuss vaccination, it will very much change others' views of this topic.
- ▶ People's opinions of vaccinations can really be influenced by the conversations I have with them.

alpha = .83

## MoVAd – Meaningfulness

- ▶ Vaccination is an important topic I want to discuss with others.
- ▶ It is important that I mention the topic of vaccination with others.
- ▶ It matters that I talk openly about vaccination with other people.

alpha = .89

## MoVAd – Competence

- ▶ I am confident I can answer questions that others could ask me about vaccination
- ▶ I know exactly how to talk about vaccination with others
- ▶ I feel feel competent to discuss vaccination.

alpha = .86

## MoVAd – Autonomy

- ▶ I decide whether to have conversations on vaccination with others.
- ▶ I feel under pressure to talk about vaccination with others.
- ▶ Whether I discuss vaccination with others is entirely my choice.

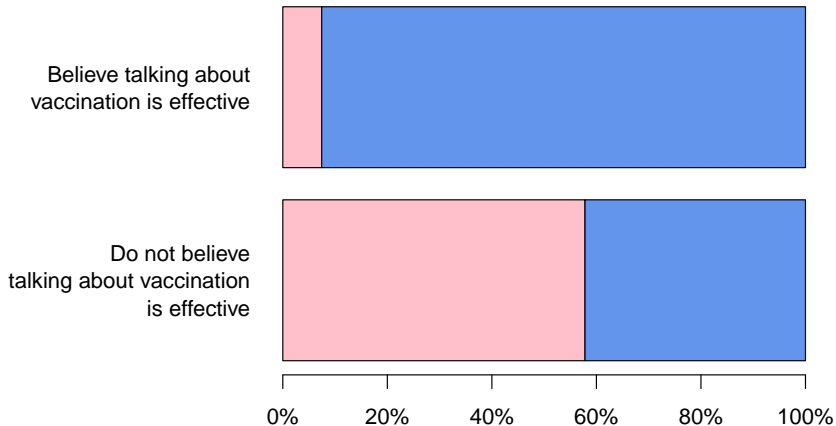


## MoVAd – Autonomy

- ▶ I decide whether to have conversations on vaccination with others.
- ▶ I feel under pressure to talk about vaccination with others.
- ▶ Whether I discuss vaccination with others is entirely my choice.

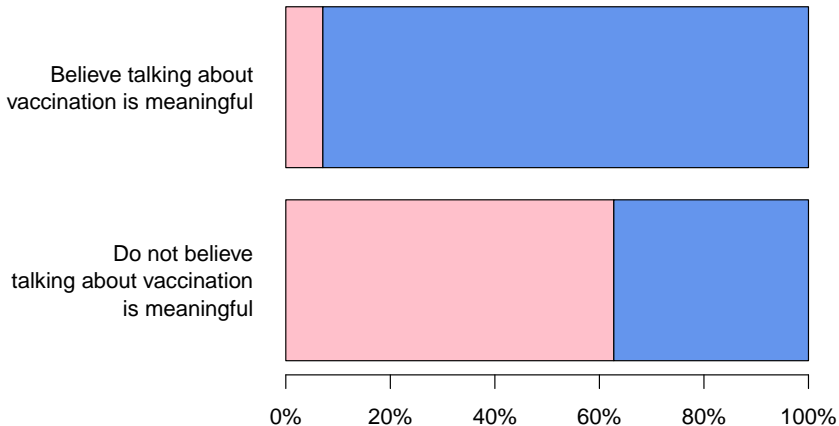
alpha = .59

## MoVAd Effectiveness



Would not recommend the flu shot    Would recommend the flu shot

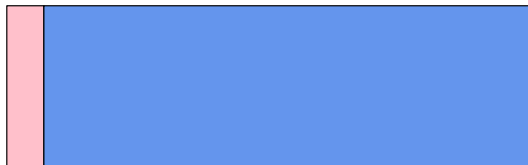
## MoVAd Meaningfulness



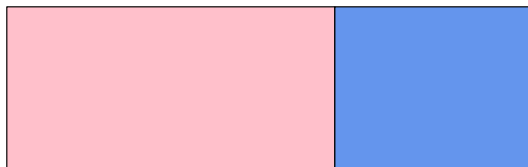
Would not recommend the flu shot    Would recommend the flu shot

## MoVAd Competence

Feel competent to talk about vaccination



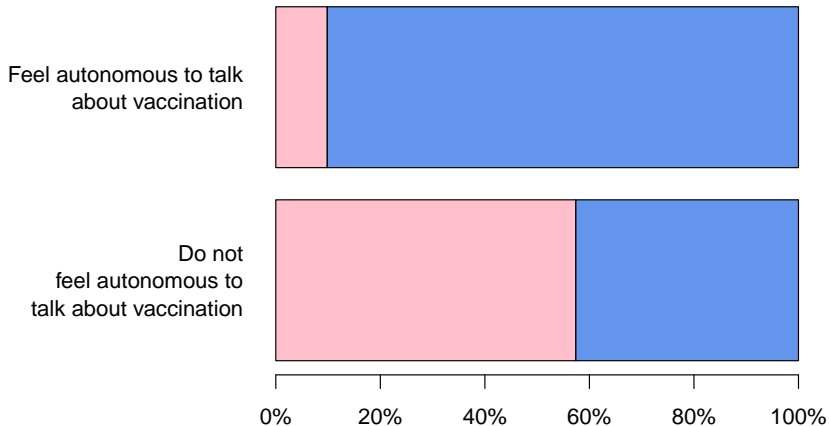
Do not feel competent to talk about vaccination



0% 20% 40% 60% 80% 100%

Would not recommend the flu shot    Would recommend the flu shot

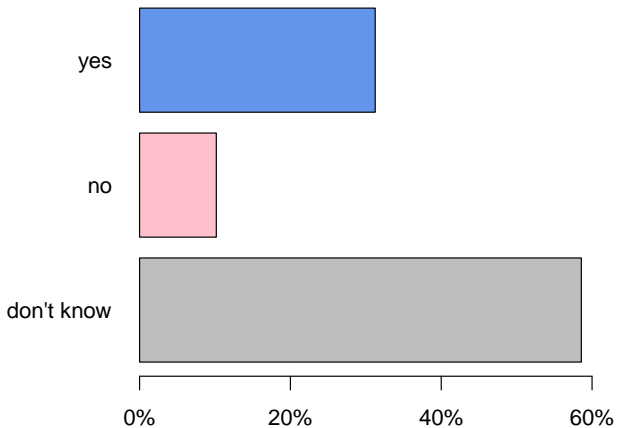
## MoVAd Autonomy



Would not recommend the flu shot    Would recommend the flu shot

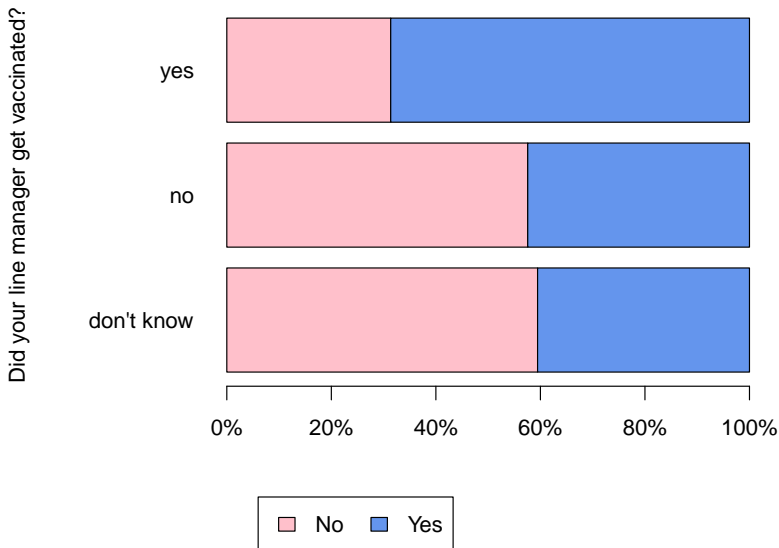
# Social/ Environmental influence (“Nudge”)

**Did your line manager get vaccinated?**



# Social/ Environmental influence (“Nudge”)

## Did you get vaccinated?



# Social/ Environmental influence (“Nudge”)

**Did you get vaccinated?**

