

Flu Prevention Workshops and Vaccine Promotion for Wisconsin Adults with Limited Health Literacy

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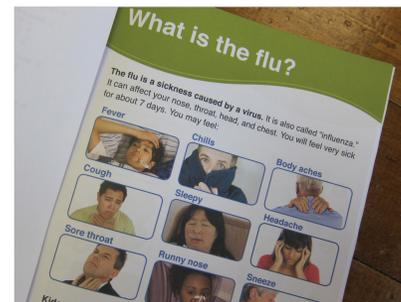
Abstract:

Background: Vulnerability has been defined as “an increased potential for loss in a hazardous situation, including reduced capacity to respond effectively” (Vaughan & Tinker, 2009). Certain groups of people are more likely to get very sick from influenza (“the flu”) and less likely to have access to appropriate care if they become sick. These populations include: adults with low levels of literacy and/or low socioeconomic status; older adults; racial/ethnic minority groups; immigrants/refugees; and homeless adults.

Methods: Health Literacy Wisconsin (HLW), a division of Wisconsin Literacy, Inc. delivered one-hour, plain language educational workshops to adults with limited literacy on the topic of flu prevention and treatment. Workshops were conducted in trusted locations where the target population regularly gathers to study, work, and socialize, such as adult literacy agencies, neighborhood centers, social service agencies, senior centers and homeless shelters. HLW also worked with Walgreens to provide free flu vaccine vouchers for participants, assigned with a unique code for tracking purposes. On-site flu vaccinations, if available, were also tracked. Participants completed a pre- and post test, which included four multiple choice questions related to knowledge of flu prevention basics, and one open-ended question about past flu vaccination.

Results:

Adults Served	
Total Workshops	53
Total Participants Served	921
Age	
Adults (18 - 54 years)	77.1%
Seniors (55+ years)	25.4%
Race/Ethnicity	
Hispanic/Latino	33.2%
Caucasian	30.8%
African American	18.7%
Hmong/Lao	7.1%
Burmese/Karen/Thai	4.0%
Bhutanese/Nepali	3.8%
Somali	1.7%
Other (Chinese, Ethiopian, Saudi, Sudanese)	0.7%
Flu Prevention Knowledge	
Average Pre-Test Score	55.7%
Average Post-Test Score	82.7%
Average Percentage Increase in Knowledge	33%
Intention to Vaccinate: 2011-2012 Flu Season	
Pre-test: Percent Who Intend to Obtain a Flu Vaccine This Year	73.9%
Post-test: Percent Who Intend to Obtain a Flu Vaccine This Year	83.1%
Number of Participants Who Changed Vaccination Intention	109 (12%)
Vaccination Behavior: 2011-2012 Flu Season	
Already Obtained a Flu Vaccine Prior to Workshop	12.2%
Redeemed a Walgreens Voucher Associated with Workshop	17.1%
Obtained an On-site Flu Vaccine at Workshop Venue	13.1%
Obtained a Flu Vaccine in a Clinical Setting After Workshop	unknown



- Plain language lesson
- Free flu kit
- Free flu vaccine



- 53 workshops
- 921 adults served



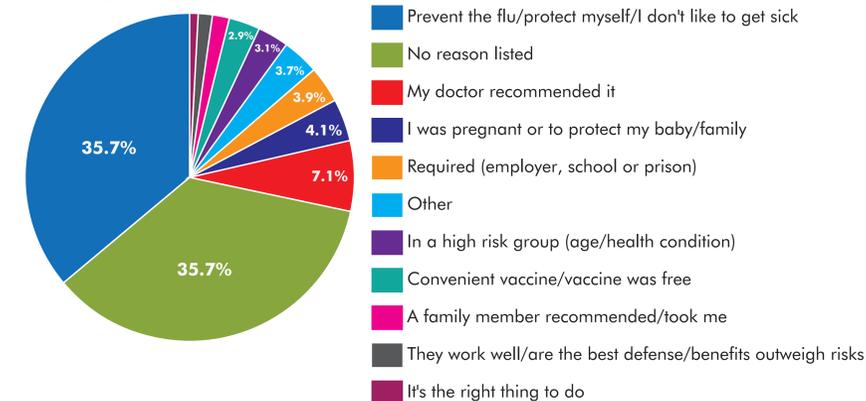
- 33% increase in knowledge
- 12% change in intention to vaccinate



- 42.4% vaccinated

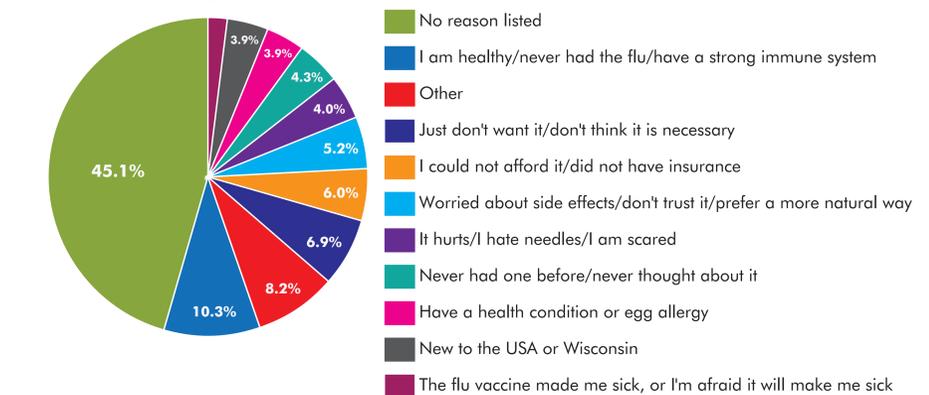
Why I Got A Flu Vaccine in the Past

Wisconsin Statewide Results



Why I Did Not Get a Flu Vaccine in the Past

Wisconsin Statewide Results



Barriers to Vaccination:

On the pre-test, participants were asked whether they had ever received a flu vaccine, and were invited to write in a reason. The open-ended responses were grouped into the main categories shown above. The results were consistent with the Health Belief Model (Rosenstock, 1966), which states that individuals make health decisions by weighing perceived severity of and susceptibility to the condition (the flu) against the perceived benefits and barriers to take the advised action (vaccination).

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