

Optimising flu vaccination among Aboriginal children in Victoria

Presented by Kim Borg, BehaviourWorks Australia

on behalf of the authorship team:

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November 2017





Project Funder:

Department of Premier & Cabinet, Public Sector
Innovation Fund

Support:

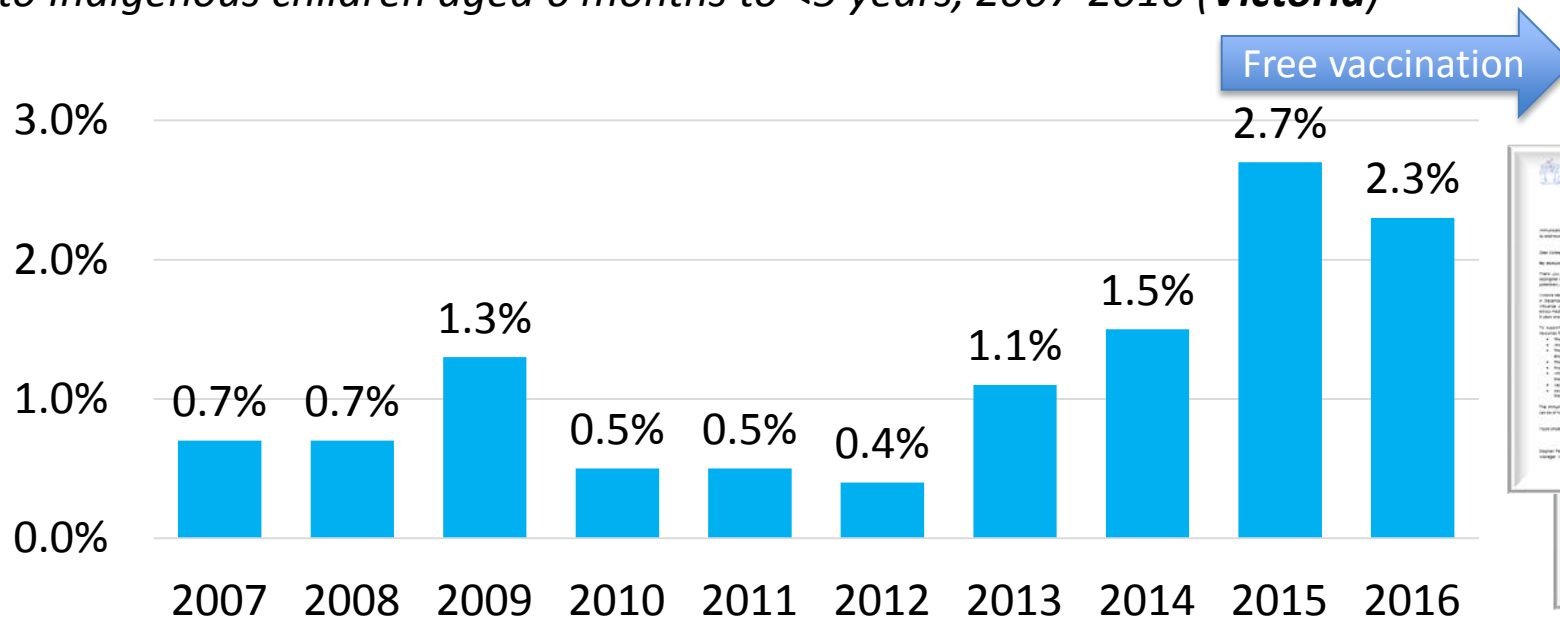
Department of Health & Human Services
(Immunisation Section and System Intelligence
and Analytics),

Department of Premier & Cabinet, Behavioural
Insights Unit

The Victorian Government wants to “...ensure that as many Aboriginal children as possible are immunised against serious and preventable illness.”

- The Hon Jill Hennessy MP, Minister for Health

REPLICATED: Coverage trends for any dose of influenza vaccine administered to Indigenous children aged 6 months to <5 years, 2007-2016 (Victoria)[^]



Opportunity to send direct communications...



50 Lonsdale Street
Melbourne Victoria 3000
Telephone 1300 650 172
GPO Box 6057
Melbourne Victoria 3001
www.dhhs.vic.gov.au

Attn: <PName>
<ADDRESS LINE 1>
<ADDRESS LINE 2>
<SUBURB> <STATE> <POSTCODE>

Dear <PName>,

We are writing to let you know that <CNAME> is eligible for a **FREE** flu shot.

What do I need to do now?

- Make an appointment with your family doctor, Aboriginal Community Controlled Health Service or community health centre to arrange a flu shot.
- Write down your appointment date and time at the bottom of this letter.
- Attend your appointment and get your child's **FREE** flu shot.

Why does my child need a flu shot?


Aboriginal children aged between 6 months and 5 years old who get the flu have a high risk of getting seriously ill and going to hospital. This risk is even higher if the child has a chronic disease.

The flu is very contagious and can spread easily through coughing, sneezing and close contact. Getting a flu shot each year is the best way to avoid getting sick.

Community Health Service
Your local council immunisation services

- Immunisation Section, Department of Health & Human Services, phone 1300 882 008
- www.betterhealth.vic.gov.au


Yours sincerely,



Stephen Pellissier
Manager, Immunisation (DHHS)

Write down your child's appointment time and date for getting the flu shot here:

Flu shot appointment: at
Day of the week Month Day Time



Ease

Salience

Implementation intentions

STUDY MATERIALS

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The flu is very contagious and can spread easily through coughing, sneezing and close contact. Getting a flu shot each year is the best way to avoid getting sick.

Where can I get more information?

- Your General Practitioner (GP) / doctor
- Aboriginal Community Controlled Health Service
- Community Health Service
- Your local council immunisation services
- Immunisation Section, Department of Health & Human Services, phone 1300 882 008
- www.betterhealth.vic.gov.au

Yours sincerely,



Stephen Pellissier
Manager, Immunisation (DHHS)

Write down your child's appointment time and date for getting the flu shot here:

Flu shot appointment: at

Day of the week Month Day Time



Did you know that...

All Aboriginal children aged between 6 months and 5 years can get a **FREE** flu shot each year?

Why does your child need a shot...

Aboriginal babies and young children who get the flu have a high risk of getting **seriously ill** and going to **hospital**. This risk is even higher if they have a chronic disease.

Getting a flu shot each year is the best way to avoid getting sick.

Plan ahead!

Write down your child's appointment time and date for getting the flu shot here:

Day of the week

Month

Date

at Time

Implementation intentions →

Salience →

Ease →

Where can I get more information?

- General Practitioner (GP) / doctor
- Aboriginal Community Controlled Health Service
- Community Health Service
- Your local council immunisation services
- Victorian Department of Health and Human Services
Phone: 1300 882 008
Email: immunisation@dhhs.vic.gov.au
- The following websites:
www.immunise.health.vic.gov.au
www.betterhealth.vic.gov.au
www.health.vic.gov.au/immunisation

Don't miss out!
Your child is eligible for a **FREE** flu shot!

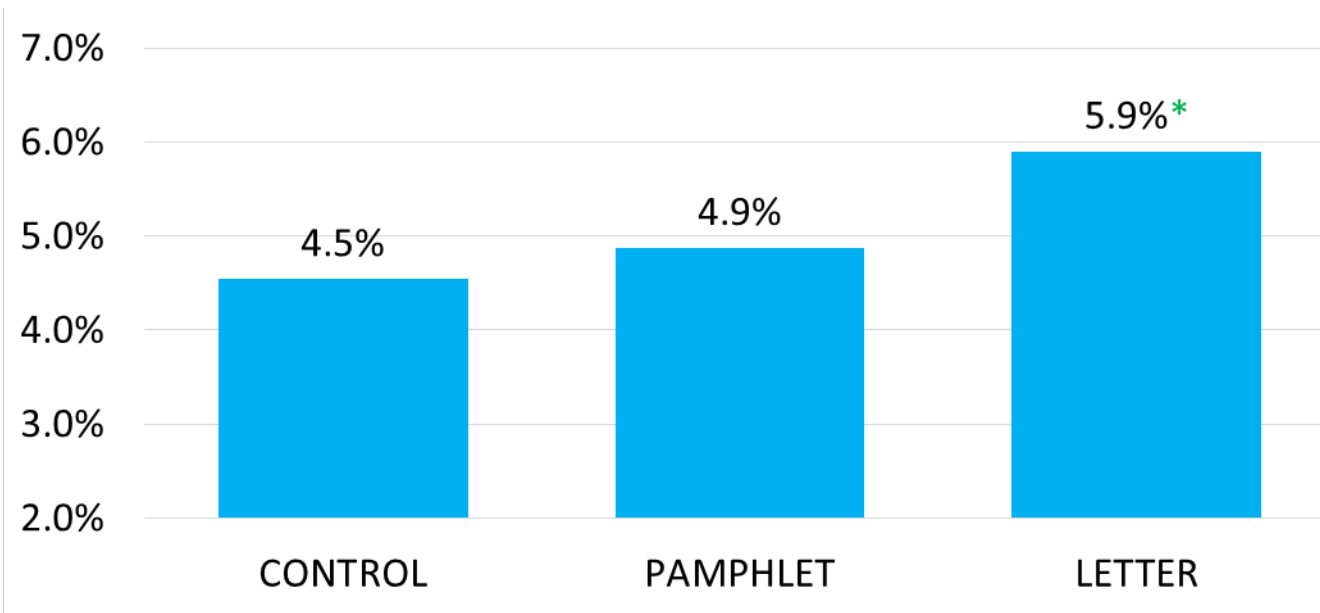
STEP 1. Make an appointment with your healthcare provider

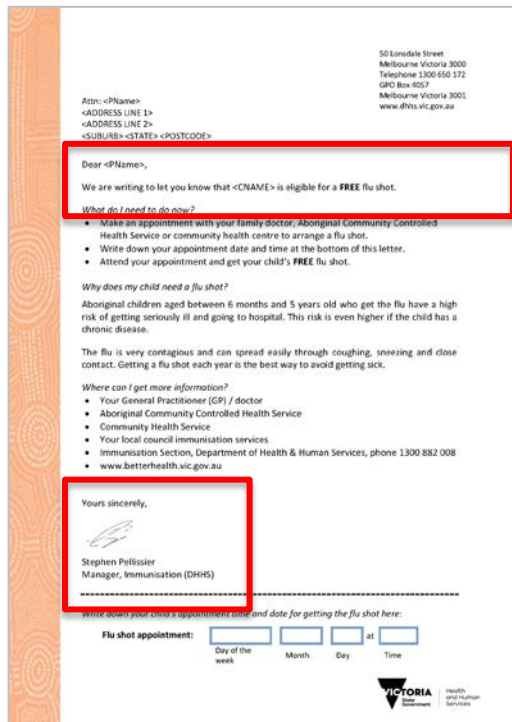
STEP 2. Write your appointment time in the space provided

STEP 3. Attend the appointment and get the **FREE** flu shot for your child

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Influenza vaccination rates among Aboriginal children in Victoria aged 6 months to 5 years (2 May to 1 Sept)





Personalisation:

“Dear [Parent name],

We are writing to let you know that <CNAME> is eligible for a **FREE** flu shot...”

Authority/reputation:

“Yours sincerely,

[SIGNATURE]

Stephen Pellissier

Manager, Immunisation (DHHS)”

IMPLICATIONS – “Horror flu season”

Ambos endure busiest **flu season** on record

Yahoo7 News - 6 Sep. 2017

This year's **flu** epidemic may be slowly coming to an end but the ... than 35,000 Queenslanders have been struck down with the virus in **2017**.

More than 650 Victorians hospitalised and scores dead amid worst ...

Herald Sun - 23 Sep. 2017

More than 95 deaths have been recorded in Victoria from the flu this year. ... Australia is still in the grip of its worst **flu season** on record and now ...

2017 Record-Breaking **Flu Season** Set to be Australia's Worst

Broadsheet - 16 Aug. 2017

2017 Record-Breaking **Flu Season** Set to be Australia's Worst ... Australia is on track to experience its worst-ever **flu season**, with more than ...

Australia hit by worst **flu outbreak** on record in **2017**

NEWS.com.au - 14 Aug. 2017

Flu outbreak: Doctors battle worst **season on record as four viruses ...**

dailytelegraph.com.au - 5 Aug. 2017

BABIES and young children are bearing the brunt of an unprecedented **flu outbreak** as four separate strains of the virus run rampant across ...

Geelong **flu** rates almost double in 27 days, with Geelong Hospital ...

Geelong Advertiser - 11 Jul. 2017

“There are early signs of a larger than normal **flu season**, but there is ... of notified laboratory confirmed flu cases in Victoria for the year to **July 2** ...

Deaths double as deadly **flu** strain hits aged-care homes

Herald Sun - 9 Sep. 2017

FLU deaths in aged-care homes have doubled this year as a killer strain ... Minister Jill Hennessy said Victoria had endured a tough **flu season**.

'Life is so cruel': Teen, 19, latest victim of Australia's deadly **flu season**

Yahoo7 News - 29 Sep. 2017

A teenager is the latest victim of the worst **flu outbreak** Australia has seen for some time. Newcastle man Nathan Brown, 19, died on Friday after ...

'It's been hell': Australia in grips of worst **flu season** in at least 15 years

The Age - 15 Aug. 2017

'It's been hell': Australia in grips of worst **flu season** in at least 15 years ... in the first seven months of **2017** than the same time period last year.

Victoria's Horror **Flu Season** Kills 121 Aged Care Patients

Huffington Post Australia - 58 minutes ago

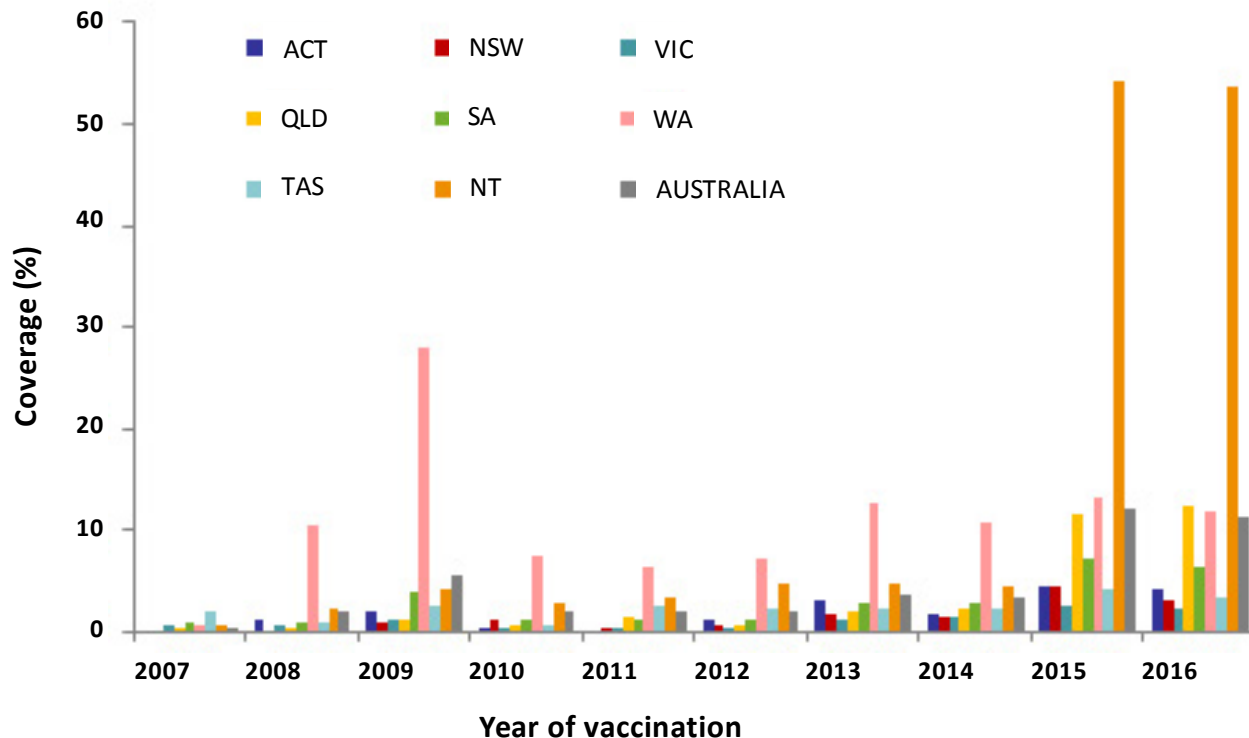
More than 120 people in Victoria's aged care system have died in a horror **flu season** that has prompted the government to pour an extra \$115 ...

Young Victorian dad dies due to complications from **flu**

Herald Sun - 6 Sep. 2017

Authorities have declared this **flu season** the worst in years, with the number of notified laboratory confirmed cases up 81 per cent from 2016.

CHALLENGES FOR VICTORIA



Coverage trends for any dose of influenza vaccine administered to Indigenous children aged 6 months to <5 years, by jurisdiction, 2007-2016[^]

Questions?

Presented by Kim Borg, BehaviourWorks Australia*

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*BehaviourWorks Australia is an applied behaviour change research unit within the Monash Sustainable Development Institute. It is a partnership between Monash University, the Environment Protection Authority Victoria, The Shannon Company, Sustainability Victoria, Office of Environment and Heritage (NSW), Worksafe Victoria, VicRoads and the Department of Environment, Land, Water and Planning. For more visit: www.behaviourworksaustralia.org