

Attitudes and barriers associated with flu vaccination uptake

Citizens' Panel Survey Findings
August 2020

What was the survey about?

The survey was commissioned by the Surrey Heartlands Health and Care Partnership Comms and Engagement team. The purpose of the survey was to better understand views on getting vaccinations, and why people may or may not choose to get vaccinated against infectious diseases. The results of the survey will feed into the winter campaign aiming to raise awareness of the winter flu vaccine.

Who took part?

The survey was completed by 762 Surrey residents aged 18 and over, most of whom live in the Surrey Heartlands area of the county. They are members of a group of 2,120 residents who agreed to be part of an online citizens' panel who are helping Surrey County Council and the NHS to design the future of local public services in the county by participating in regular surveys.

All 2,120 panel members were invited to take part and the 762 who responded represent a 36% response rate. The demographic profile of the panel broadly reflects that of the wider Surrey population and throughout the results presented here the data have been weighted to accurately reflect the age group and gender characteristics of the population.

When did the survey take place and how was it sent out?

The survey was online and an invitation was emailed to every member of the virtual panel on 30 July 2020. The Panel had just over a fortnight during which they were able to take part and were reminded, also by email, during this period that the survey was open.

Who designed the survey?

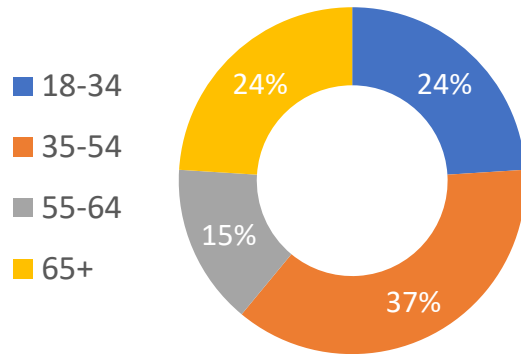
The survey was designed by the Surrey County Council (SCC) Public Health Team in collaboration with Surrey Heartlands Integrated Care System (ICS) Research and Insight Team.

Donation

In order to encourage higher levels of survey responding (and thus achieve a sample that is more representative of the general population), Surrey Heartlands Health and Care Partnership customarily donates 50p per completed survey to a local charity. As a result of the 762 survey responses received, a £381 donation will be made to The Rainbow Trust Children's Charity.

Profile of respondents

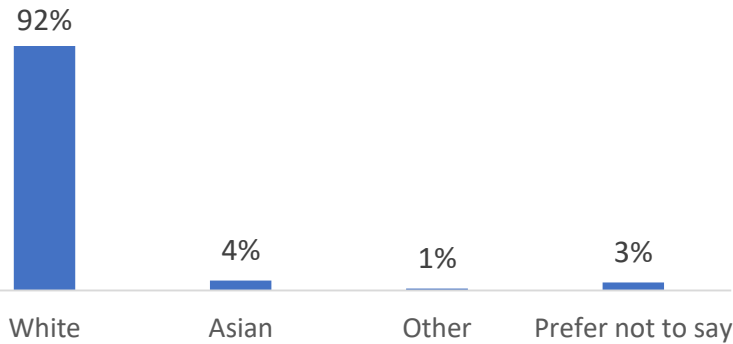
Age



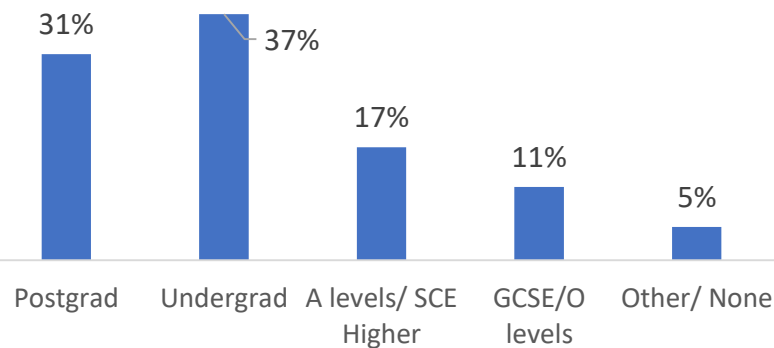
Gender



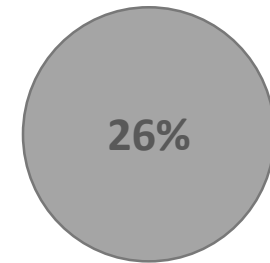
Ethnicity



Education



Disability*

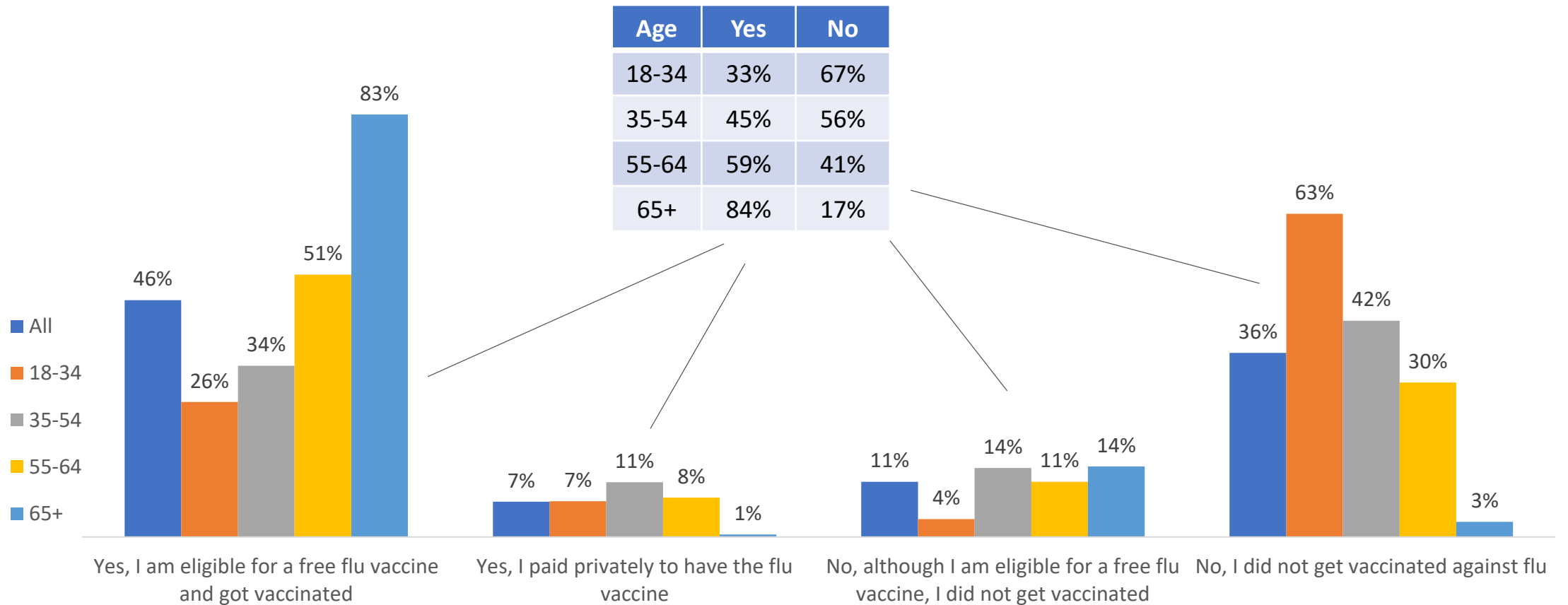


Carer



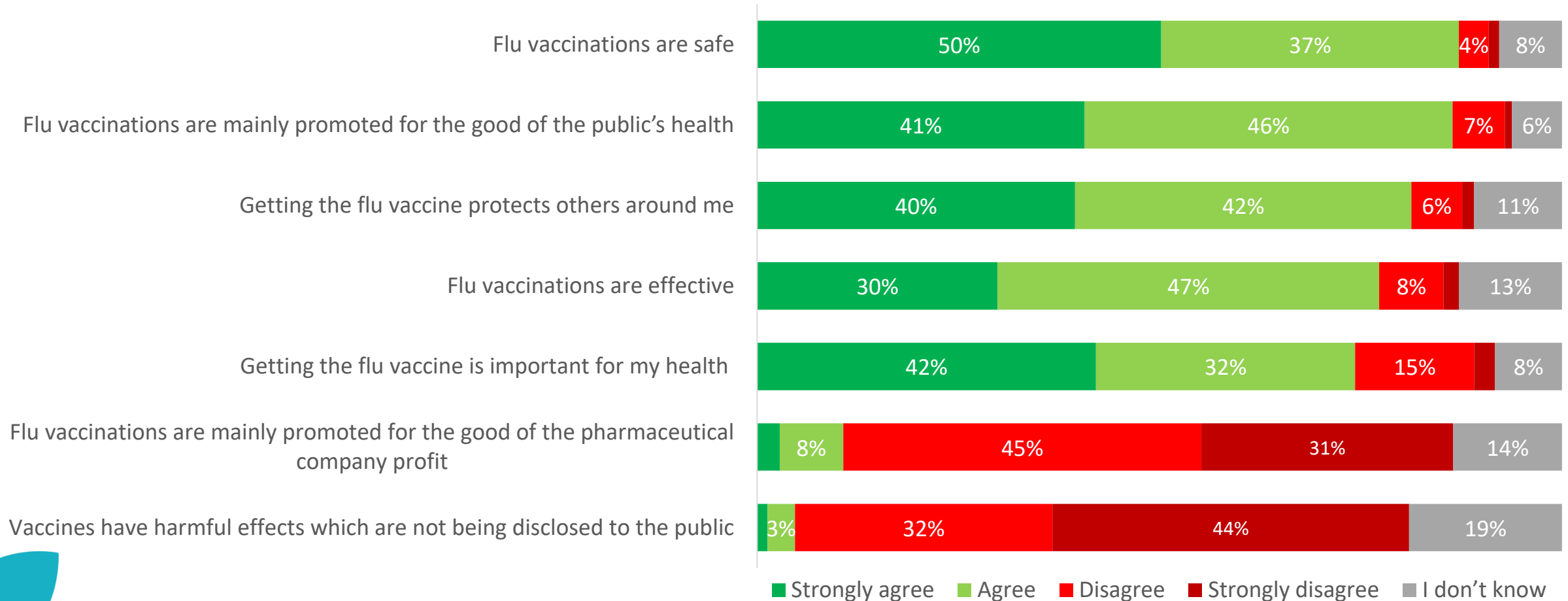
*With limited day-to-day activities due to a disability or LTC

Approximately half of the survey respondents (53%) had been vaccinated against flu last winter. The proportion of respondents who had been vaccinated increases with age.



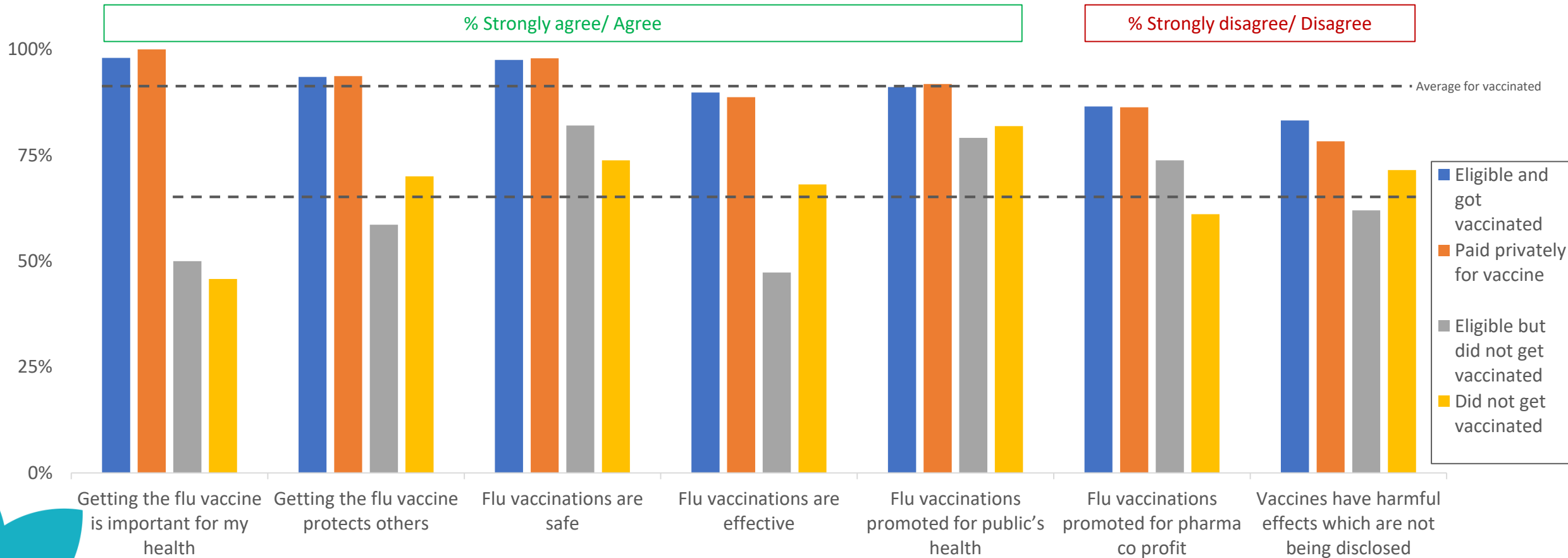
Q1. Were you vaccinated against flu for the 2019/2020 winter season? Weighted bases: All (742), 18-34 (178), 35-54 (275), 55-64 (111), 65+ (178)

Levels of agreement with the positive statements and disagreement with negative statements show that the majority of survey respondents have a favourable attitude towards flu vaccines

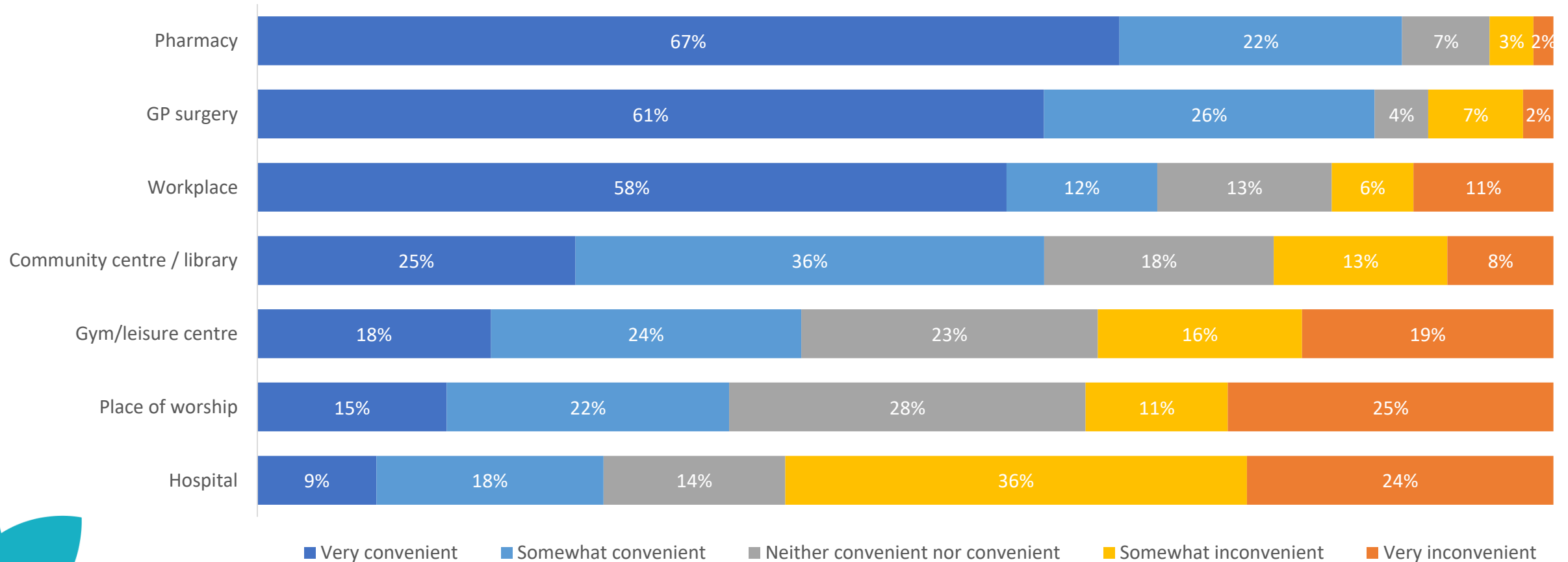


Q2. To what extent do you agree or disagree with the following statements about vaccines? Weighted bases (719, 716, 712, 717, 735, 710, 711)

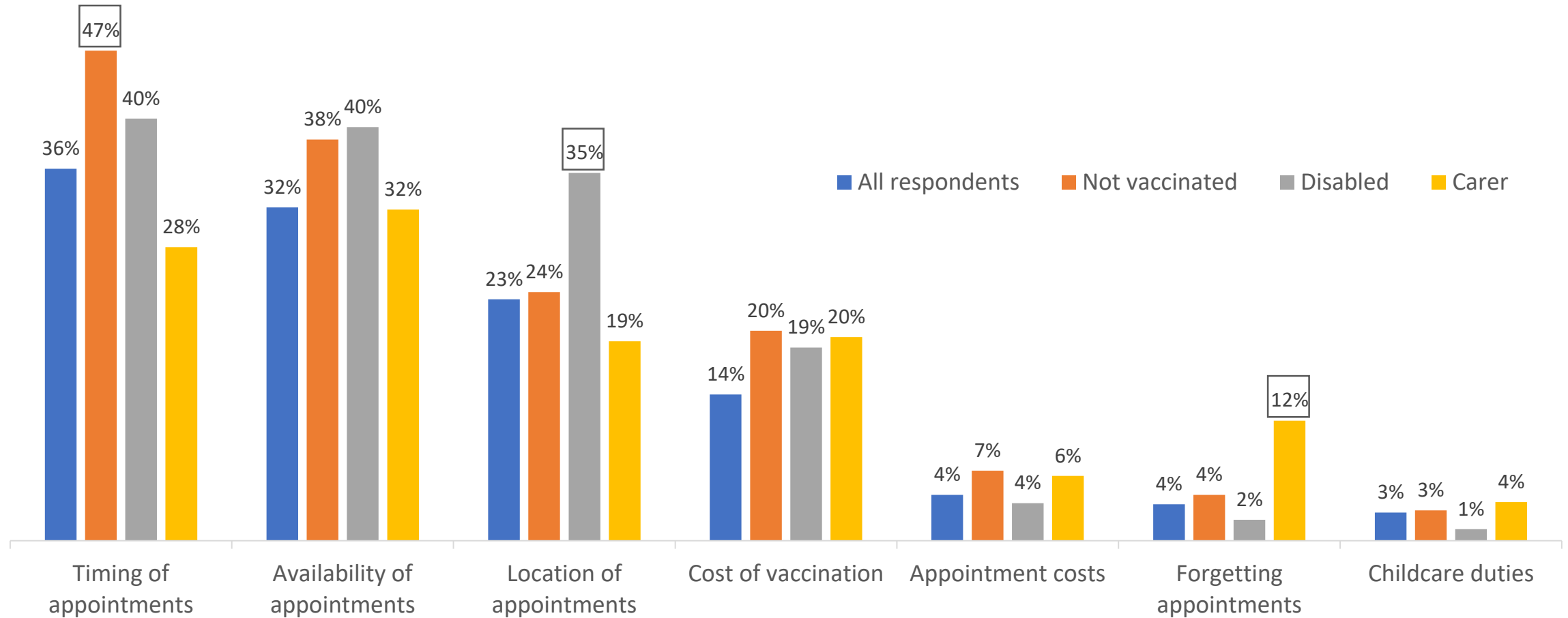
Levels of agreement/disagreement are visibly lower amongst those respondents who did not get vaccinated against the flu last winter.



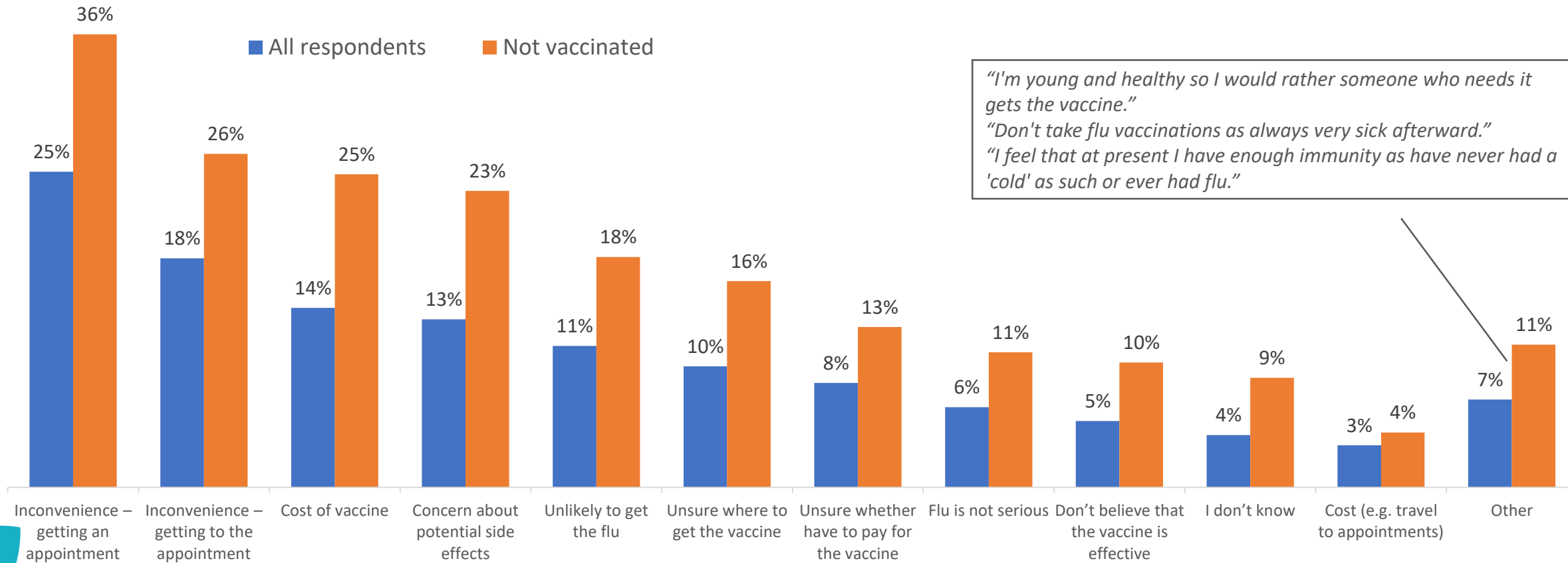
Pharmacies and GP surgeries are considered the most convenient locations to receive flu vaccinations. The workplace is also deemed Very convenient by more than 50% of the sample.



Nearly half of the respondents who did not get vaccinated last year said that timing of appointments is a barrier to attending flu vaccine appointments. For disabled respondents, the location of appointments can cause difficulty, and for carers, forgetting about appointments is an issue.



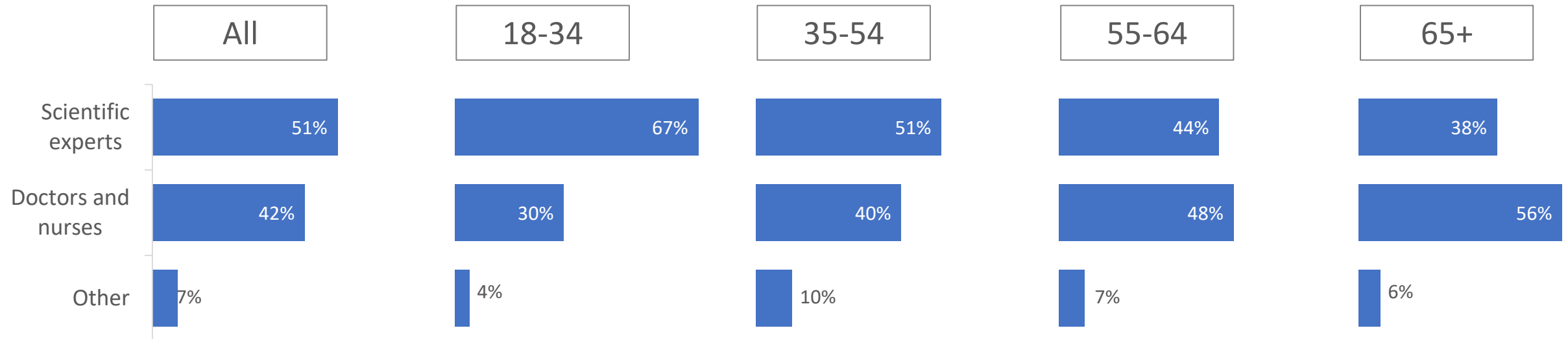
Respondents who had not been vaccinated against flu last winter show higher levels of resistance to flu vaccinations.



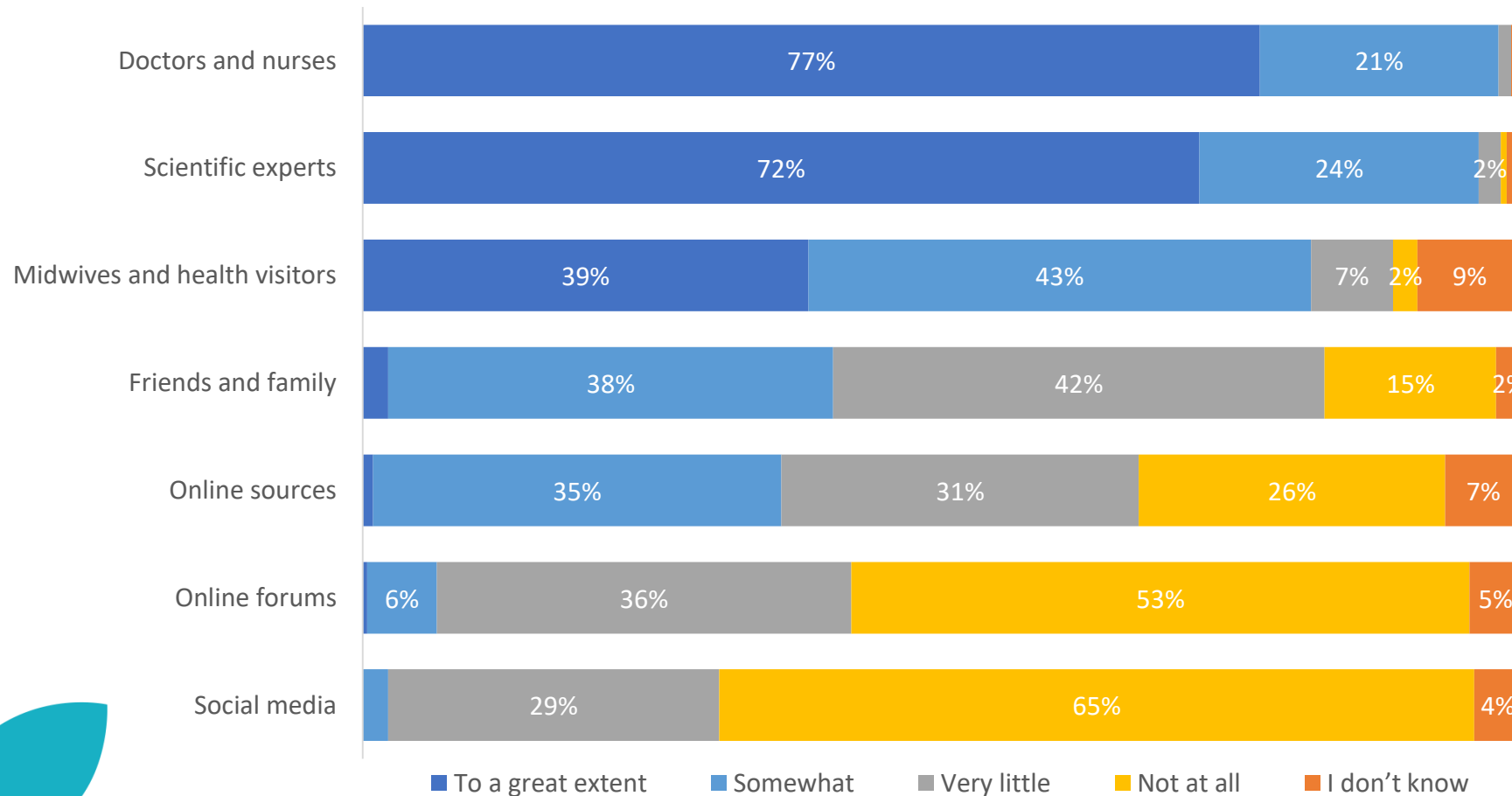
"I'm young and healthy so I would rather someone who needs it gets the vaccine."
"Don't take flu vaccinations as always very sick afterward."
"I feel that at present I have enough immunity as have never had a 'cold' as such or ever had flu."

Q5. Which of the following, if any, might prevent you from being vaccinated against flu? Weighted bases: All (720), Not vaccinated (333)

Scientific experts and Doctors and nurses are the most trusted sources of advice about vaccinations. With age, the preference for Scientific experts over Doctors and nurses reverses.



Across all age groups, respondents have the greatest level of trust for Doctors and nurses and Scientific experts. The extent to which respondents trust Midwives and health visitors declines with age.



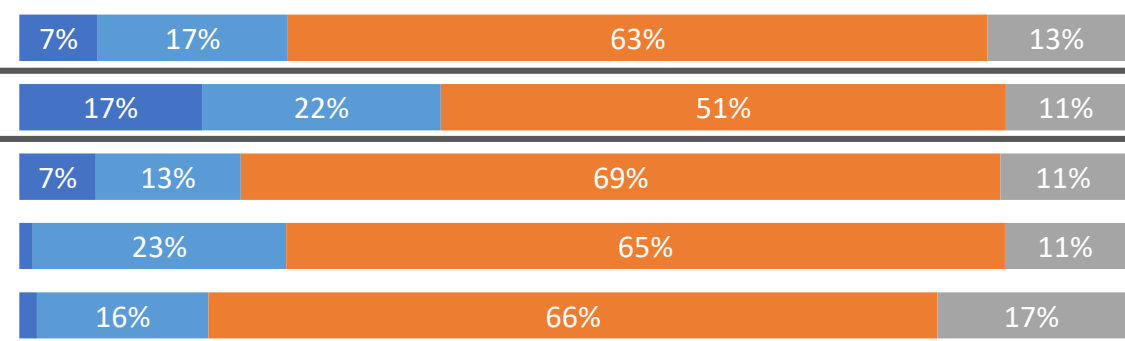
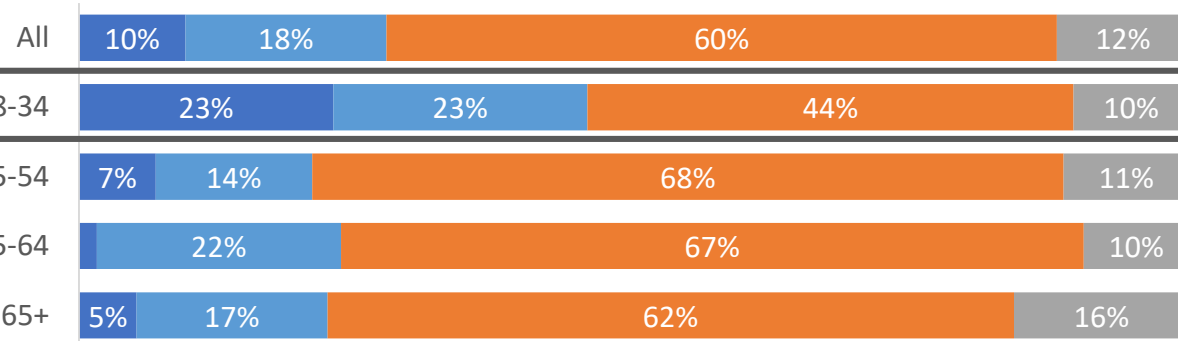
To a great extent / Somewhat

Total	18-34	35-54	55-64	65+
98%	100%	97%	98%	98%
96%	100%	95%	94%	96%
82%	93%	80%	78%	75%
41%	42%	41%	35%	42%
36%	39%	39%	41%	24%
6%	0%	10%	9%	6%
2%	0%	4%	3%	2%

Comments about vaccinations on online forums and social media were most likely to have been viewed by respondents in the 18-34 age band. Positive and negative comments are viewed equally.

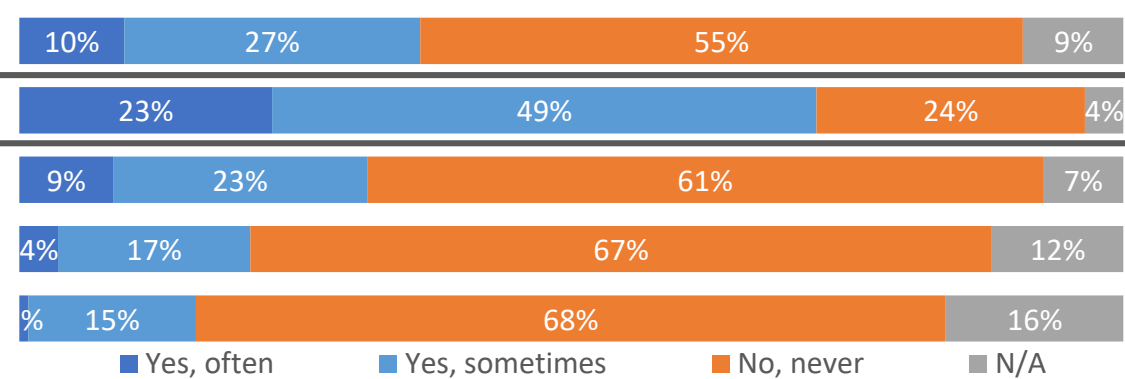
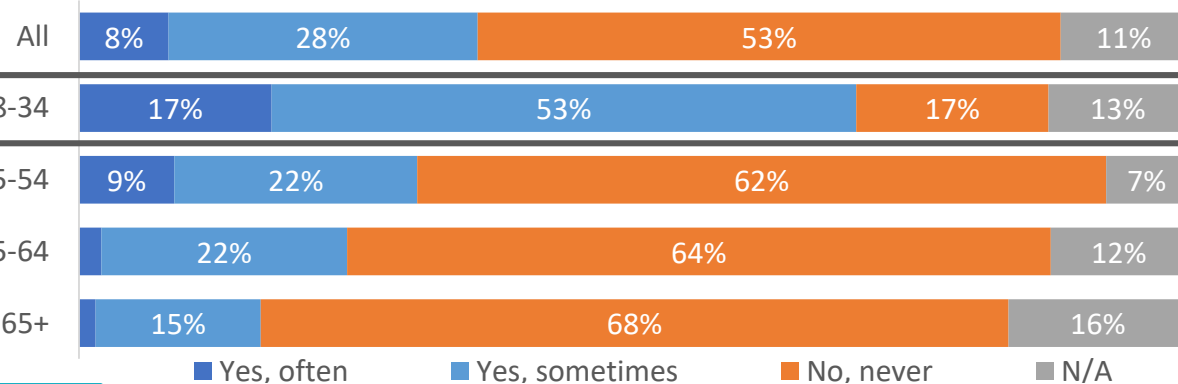
Comments in support of vaccinations on *online forums*

Comments against vaccinations on *online forums*



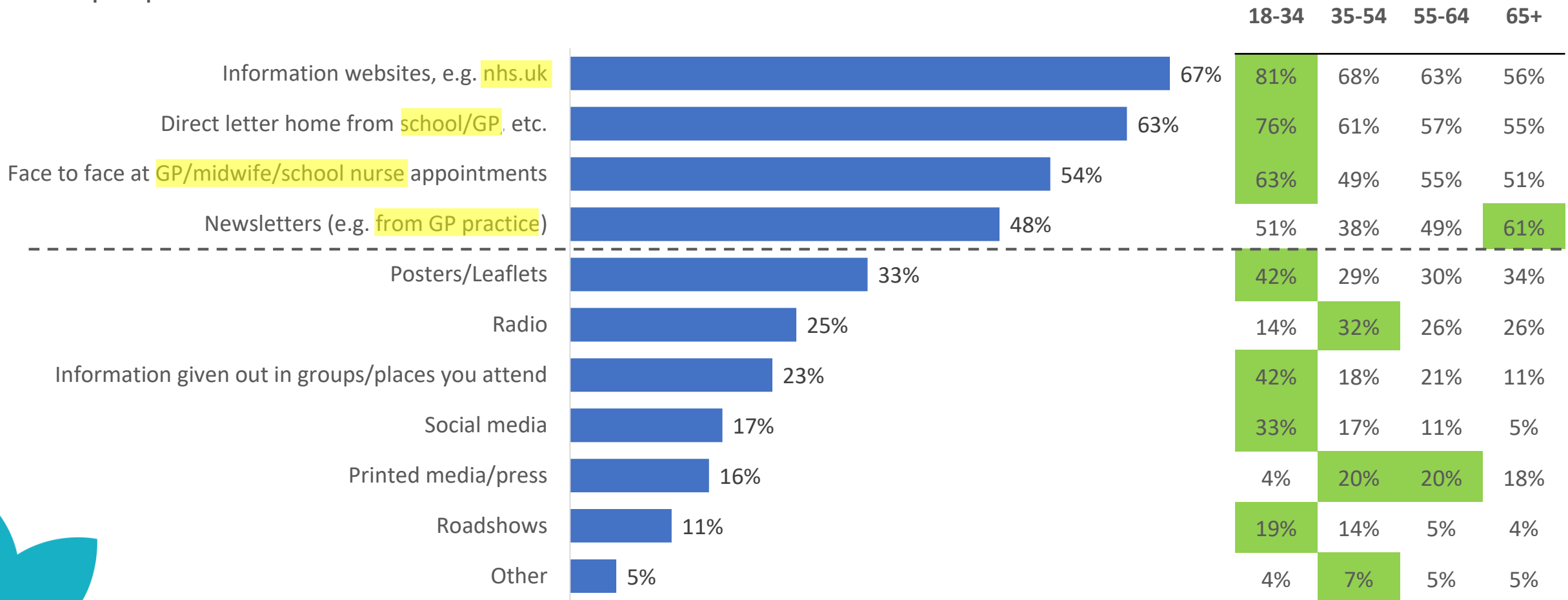
Comments in support of vaccinations on *social media*

Comments against vaccinations on *social media*

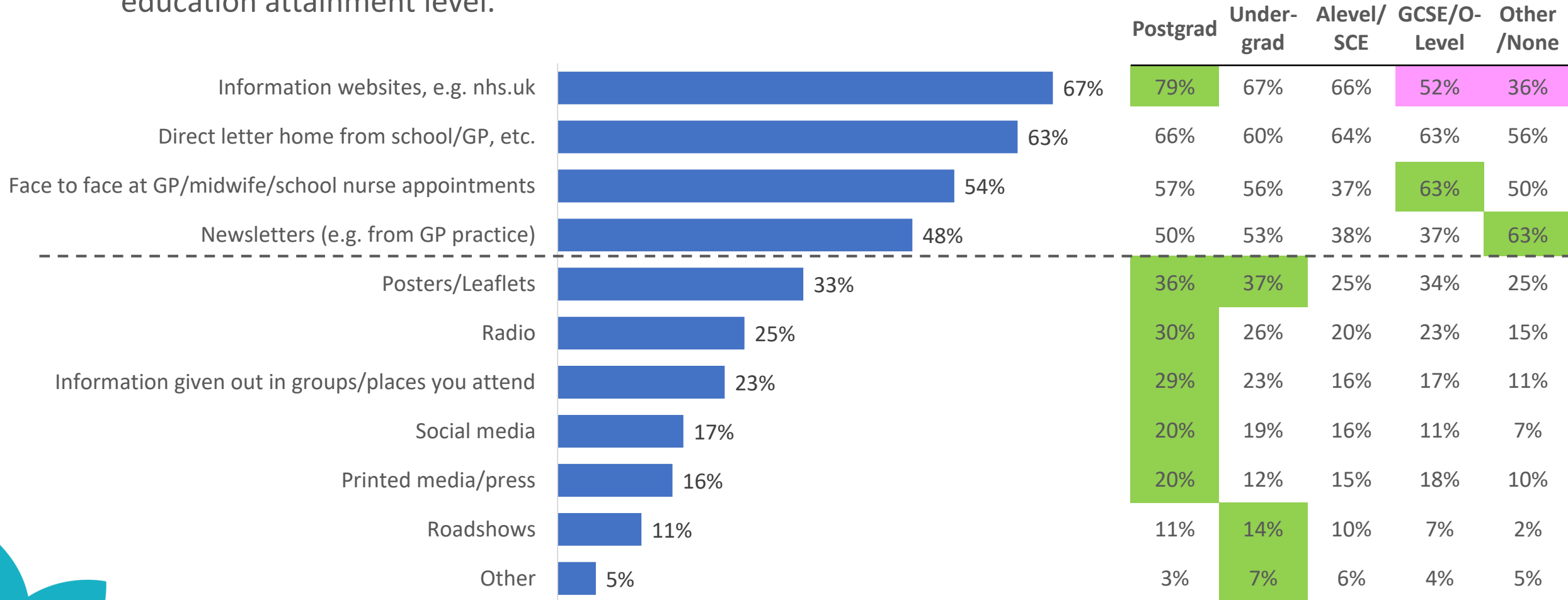


Q8. In the past 12 months, have you read any...? Weighted bases: All (735), 18-34 (178), 35-54 (275), 55-64 (109), 65+ (173)

Across all age groups, information provided online, in print or face to face direct from schools, the NHS and GP practices are the preferred routes through which people would like to receive vaccination information



The preference for accessing vaccination information online increases with education attainment level.



Summary

Finding	Implication for winter campaign
<p>1. With 50% of the survey respondents vaccinated and favourable attitudes towards vaccination apparent, the participants who responded to this survey represent an amenable subgroup of the population.</p>	<p>1. The findings from this survey do not necessary represent those members of the public who are strongly against vaccinations, thus insight drawn from this report will not necessarily inform comms on how to counteract negative messaging around vaccines.</p>
<p>2. Amongst participants who did not get vaccinated against flu last year, lower levels of agreement with positive statements and disagreement with negative statements about vaccination was observed, indicating that they were less favourable towards vaccination.</p>	<p>2. Prevailing assumptions that could be addressed in comms could be challenging the belief that a healthy person does not need a flu vaccine, or that having a flu vaccine takes it away from someone else who might need it more. Combating negative messaging around side-effects and ineffectiveness of the flu vaccine could also be prudent.</p>
<p>3. Barriers to attending a flu vaccination appointment tended to be centred around time, availability and location of appointments. Similarly, the main factors which might prevent people from getting vaccinated against the flu were focussed on the inconvenience of getting an/to the appointment, cost of the vaccine and potential side-effects</p>	<p>3. Comms should emphasise the various locations flu vaccines are available, encouraging people to use vaccine services in the community, to fit around their schedules. Could drop-in clinics be offered /promoted to alleviate need for making a fixed appointment?</p>
<p>4. The most trusted sources of information for vaccinations are scientific experts and Doctors and nurses</p>	<p>4. Be sure to utilise NHS branding in comms, as trust is high. Also signpost to trusted scientific evidence in support of vaccinations.</p>
<p>5. Comments about vaccinations on online forums and social media were most likely to have been viewed by respondents in the 18-34 age band.</p>	<p>5. Messaging distributed through online forums and social media will be limited in its reach, but will resonate with younger members of the population.</p>
<p>6. Across all age groups, information provided online, in print or face to face direct from schools, the NHS and GP practices are the preferred routes people would like to receive vaccination information. The preference for self-accessing vaccination information online increases with education attainment level, and decreases with age.</p>	<p>6. Using a multi-channel approach will ensure different audiences receive messages about flu vaccines – all channels tested were selected, so there is appetite for many different approaches to be used.</p>