



HProImmune

Promotion of Immunization for Health Professionals in Europe



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The Project

The Institute of Preventive Medicine Environmental and Occupational Health, Prolepsis, is coordinating a 3-year European project, which started on September 1, 2011. HProImmune is co-funded by the 2nd EU Public Health Program 2008-2013. The project aims to improve the existing knowledge on barriers concerning Health Care Workers (HCWs) immunization and develop educational material for health professionals as regards to the immunizations they need in order to protect themselves, their families and their patients.



The HPROIMMUNE Project has received funding from the European Union / DG Health and Consumer Protection.



Executive
Agency for
Health and
Consumers

Optimizing the Toolkit Pilot Actions in Greece, Romania, Germany

Following the last partners meeting in Athens on 8th July 2014 the HproImmune consortium decided to perform qualitative research in the form of focus groups to assess the material produced for health professionals, i.e. vaccine facts sheets, posters and accessories. This activity is in addition to the piloting in hospitals and primary health care workers already underway in the partnership countries. Focus groups for piloting of the material were suggested for Greece, Romania and Germany to be carried out during July and August 2014.

The aim of the new set of focus groups is to assess the accuracy and content of the fact sheets, as well as assess the attractiveness & user-friendliness of the design, as well as the appropriateness and clarity of the messages of the promotional material. The pilot testing was an excellent opportunity to get in direct contact with HCWs, to present the draft material and further optimize it. The qualitative methods that were used, involved personal interviews and focus groups with 25 HCWs (physicians and nurses).



Results of the Pilot Actions

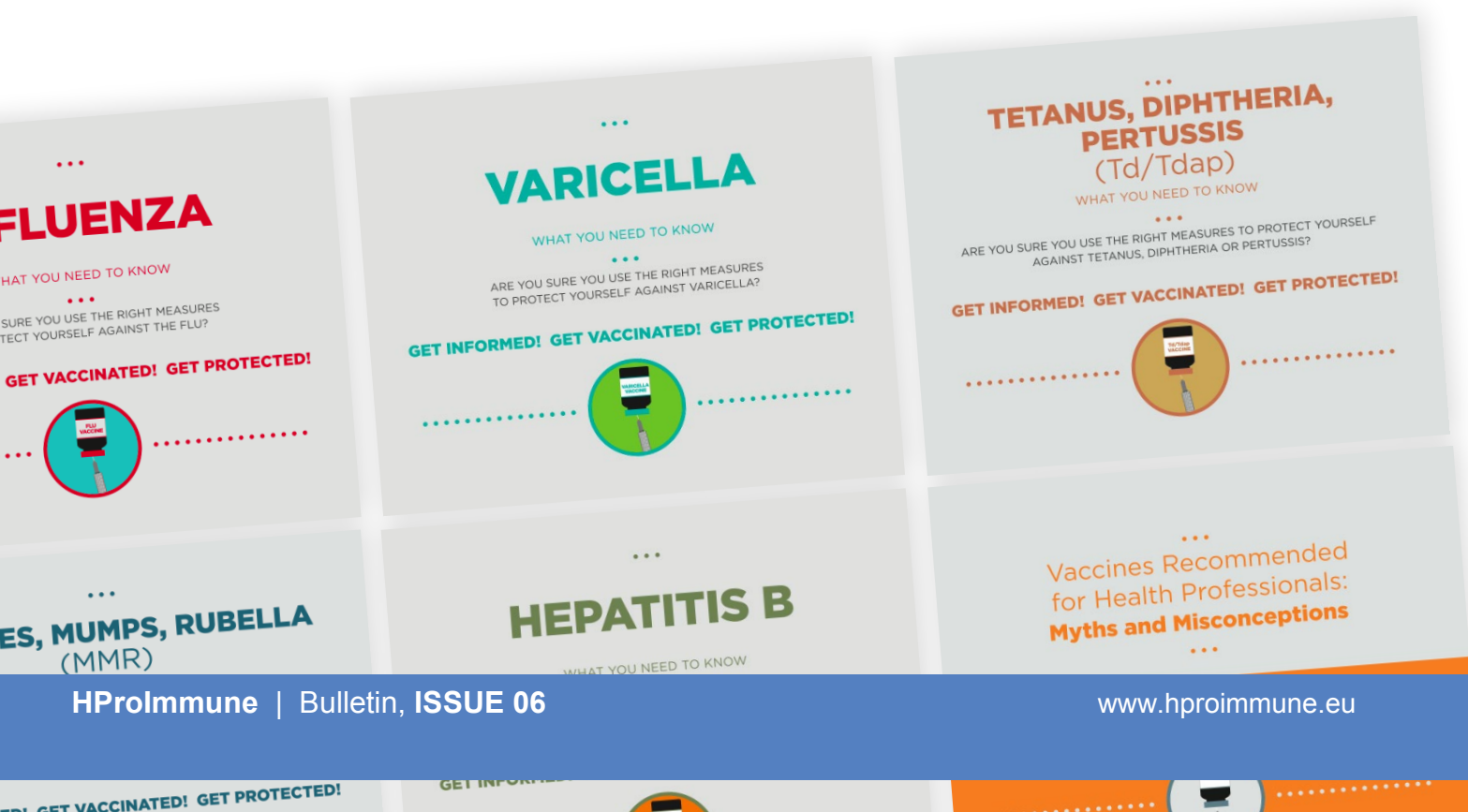
Greece

The toolkit motivated the physicians positively, as it gathers useful knowledge that is imparted with integrity. It also has a comprehensible structure and contains simple and clear terminology.

The toolkit for nurses received also positive reviews, as it is perceived as a valid source of knowledge. At the same time, it is a move that shows interest towards healthcare professionals.

However, according to nurses, there is a lack of use of medical terminology in the toolkit which is perceived rather negatively. It is believed that terminology does not correspond to their higher cognitive field and to the needs of the high-risk group where they belong to. In fact, nurses stress the fact that this specific toolkit is principally addressed to the general public.

According to both groups, the current posters need further design development and emphasis should be given to the written messages. These messages should be more clear, in order to attract the attention of the receivers.



Germany

The toolkit in Germany received very good acceptance. Nevertheless, the posters found limited support by the interviewees and all agreed that further changes should be made in order to make more appealing the specific material.

Romania

The toolkits were characterized substantially clear and comprehensible. No remarks were made and no specific changes were required. Following the same line of thinking, HCWs in Romania agreed that posters need further development, in terms of graphic design aiming at motivating the receivers.



Concluding remarks

The general view is that the HproImmune toolkit material was accepted well. It does serve the purpose of motivation of HCWs to become immunized, as it sums useful and valid knowledge using clear terminology and comprehensible structure.

However, according to HCWs in all countries, the current HproImmune proposed posters need further changes and additional development in order to transmit the selected messages clearly and more effectively in a more appealing way.



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IN ASSOCIATION WITH
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Partnership

● Main Partner:

- Institute of Preventive Medicine, Environmental and Occupational Health, Prolepsis, Greece

● Associated Partners:

- National Institute of Infectious Diseases Prof Dr Matei Bals - Romania
- Nofer Institute of Occupational Medicine - Poland
- Mokymų Tyrimų ir Vystymo Centras Lithuania
- Istituto Superiore Di Sanità - Italy
- Fundatia Romtens - Romania
- Cyprus University of Technology Cyprus
- Technische Universität Dresden Germany
- National Hellenic Nurses Association - Greece
- Hellenic Center for Disease Control and Prevention - Greece



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