

Parental Incentives for Increasing Uptake of Immunisations in Pre-school Children

A Discrete Choice Experiment



Friday 23rd May 2014

Introduction

- **Purpose of today's discussion get your thoughts on the characteristics of immunisation services that may influence parental decisions to immunise their children**
 - How services are organised
 - What changes are required to current practice
 - Should we offer incentives to vaccinate
- **Discussion with you as parents (experts by experience!) to help us identify the most important characteristics of an immunisation service**
- **Findings of this research used to inform the design of immunisation services that could be used to increase immunisation in pre-school children**
- **Your opinions/experiences are really important to us**

Housekeeping

- **Ethical principles**
 - right to withdraw
 - stop take anytime without giving a reason
 - confidentiality
- **Permission to audio record**
- **Do you have any questions?**

Please take a few minutes to complete the background questionnaire

BRIEF BACKGROUND INFORMATION QUESTIONNAIRE

PART 1: ABOUT YOU

Q1 Please state your age _____ years

Q2 What is your gender - Please circle one of the following – *Male* or *Female*

Q3 What is your ethnicity?

Please tick one category

White: British/Irish/Any other white background	
Mixed: White & Black Caribbean/White & Black/White & Asian/Any other mixed background	
Asian or Asian British: Indian/Pakistan/Bangladeshi/Any other West or South Asian background	
Black or Black British: Caribbean/African/Any other Black background	
Chinese: Chinese/Any other East Asian background	
<i>Other – (please specify)</i>	
<i>Prefer not to say</i>	

Q5 What is your marital status?

Please tick one category

Married/cohabiting	
Single	
<i>Other (please specify below):</i>	

Q6 Overall, how would you rate your health during the past 12 months

Please tick one category

Excellent	
Good	
Fair	
Poor	
Very Poor	

PART 2: ABOUT YOUR CHILD/CHILDREN

Q7 How many children (of any age) do you have? _____

Q8 Please state the gender and age of your child / children

Responses will be used to describe you as a group overall (e.g., average age)

List of Characteristics

We have identified 9 characteristics that may increase the likelihood that parents will immunise their children:

1. Findings of previous research on parental decisions to immunise pre-school children
2. Results from an interview study with parents and clinicians

Please see hand out

Characteristic	Levels
1. Type of healthcare professional administering vaccinations	Practice nurse at local GP surgery
	Community nurse at immunisation service
	Health visitor in the community or immunisation service
2. Number of visits to complete the full immunisation programme	7 (minimum for current UK programme; >1 injection per visit)
	15 (maximum for current UK programme; 1 injection per visit)
3. Method of conveying information on net benefit from vaccination	No preference
	Numerical (natural frequencies 'out of 100 children as denominator')
	Graphical display (pictograph)
4. Mode of information provision prior to appointment	Graphical display (clustered bar graphs)
	Written (post)
5. Availability of appointments	Electronic (Internet)
	Normal hours (8am to 5pm on weekdays)
6. Parental incentive type	Normal hours + out of hours (evenings [weekdays] and Saturday [normal hours])
	No incentive
	Cash reward for 'complete' immunisations
7. Parental incentive value immediately payable	Additional child-care benefits for 'complete' immunisations
	£0
	£75
	£100
	£150
8. Type of incentive	£200
	£75, £100, £150 and £200 (all have claw-back option for non-compliance)
	Universal – same incentive value for all parents
9. Waiting time at each appointment	Targeted - only for parents considered high-risk of non-compliance
	< 5 mins
	5 to 15 mins
	1) > 15 mins

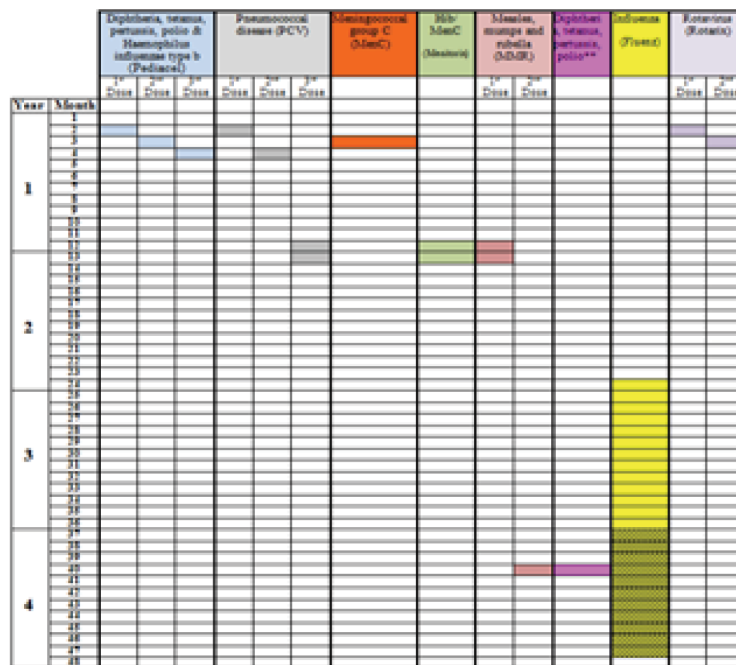
Characteristic	Levels
1. Type of healthcare professional administering vaccinations	• Practice nurse at local GP surgery
	• Community nurse at immunisation service
	• Health visitor in the community or immunisation service

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

Characteristic	Levels
2. Number of visits to complete the full immunisation programme	• 7 (minimum for current UK programme; >1 injection per visit)
	• 15 (maximum for current UK programme; 1 injection per visit)

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

Timeline for complete routine immunisation schedule 2013/14



Please see hand out

Min number of visits = 7

Max number of visits = 15

Characteristic	Levels
3. Method of conveying information on net benefit from vaccination	• No preference
	• Numerical (natural frequencies 'out of 100 children as denominator')
	• Graphical display (pictograph)
	• Graphical display (clustered bar graphs)

Please see hand out for levels – using MMR as an example

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

1. Numerical (natural frequencies ‘out of 100 children as denominator’)

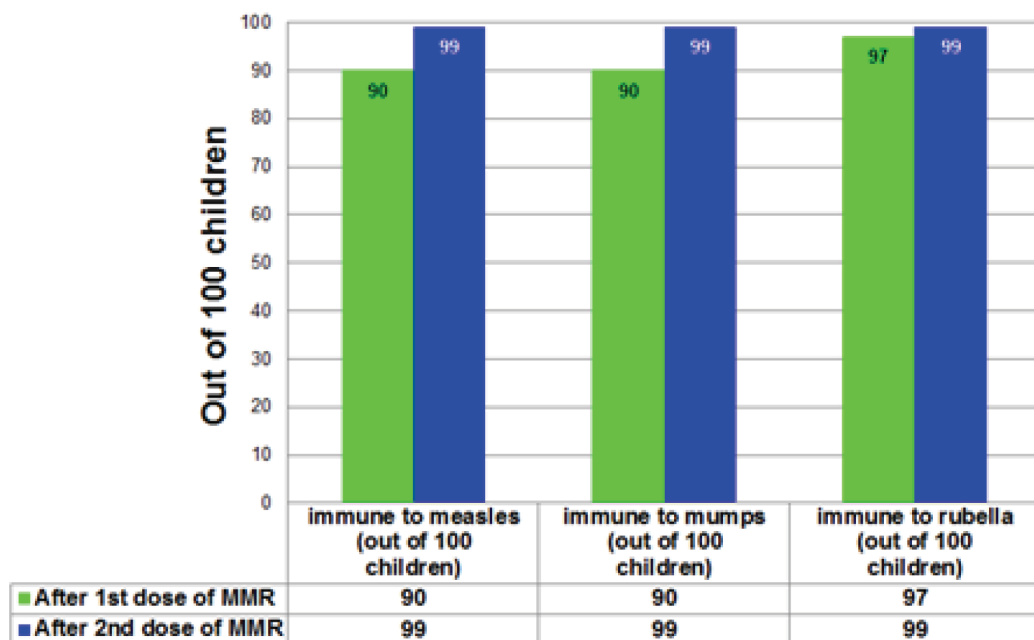
After their first dose of MMR vaccine:

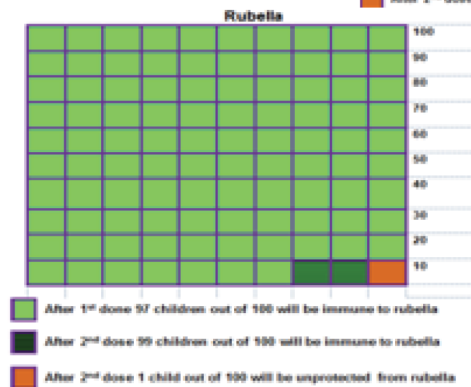
- 90 children out of 100 will be immune to measles
- 90 children out of 100 will be immune to mumps
- 97 children out of 100 will be immune to rubella

After two doses of MMR vaccine

- 99 children out of 100 will be immune to measles
- 99 children out of 100 will be immune to mumps
- 99 children out of 100 will be immune to rubella

Clustered Bar Graph





Characteristic	Levels
4. Mode of information provision prior to appointment	• Written (post)
	• Electronic (Internet)

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

Characteristic	Levels
5. Availability of appointments	• Normal hours (8am to 5pm on weekdays)
	• Normal hours + out of hours (evenings [weekdays] and Saturday [normal hours])

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

Characteristic	Levels
6. Parental incentive type	• No incentive
	• Cash reward for 'complete' immunisations
	• Additional child-care benefits for 'complete' immunisations

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

Characteristic	Levels
7. Parental incentive value immediately payable	• £0
	• £75
	• £100
	• £150
	• £200
<i>£75, £100, £150 and £200 (all have claw-back option for non-compliance)</i>	

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

Characteristic	Levels
8. Type of incentive	Universal – same incentive value for all parents
	Targeted - only for parents considered high-risk of non-compliance

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

Characteristic	Levels
9. Waiting time at each appointment	● < 5 mins
	● 5 to 15 mins
	● > 15 mins

- Is anything unclear?
- Is anything irrelevant that should be removed?
- Is there any important that we have missed out?

- ***Thank you for sharing your thoughts with us. You have provided very valuable information***
- ***Are there other aspects of childhood vaccination services that we have not covered, but you think is important to consider?***
- ***Do you have any questions you would like to ask?***

Thank you very much for participating in this research