

## Consumer knowledge, beliefs, attitudes and behaviours regarding the national shingles vaccination program

Jennifer O'Dea\*, Aditi Dey, Mohamed Tashani, Frank Beard

\*Research Fellow (Coverage, Evaluation, Surveillance & Social Research)  
National Centre for Immunisation Research & Surveillance

Jennifer.Odea@health.nsw.gov.au



## Large national evaluation of the national shingles vaccination program

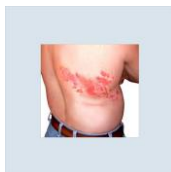
- Key stakeholders
- GPs and GP practices
- Consumers



### Background - Shingles



- Latent varicella-zoster virus - painful rash – “stabbing, chronic prickling, tingling, burning”
- More common in older adults
- Associated with post-herpetic neuralgia
- 1 Nov 2016, Zostavax® was funded for people aged 70 years with catch-up from 71 to 79 years



### Evaluation: National Shingles Vaccination Program



- As part of this evaluation, Computer Assisted Telephone Interviews (CATI) of consumers aged 70 to 79 years
- Aim: To assess knowledge, attitudes and behaviours of consumers
- Timing of CATI: September 2017



### Methods - process evaluation among Australian consumers – September, 2017



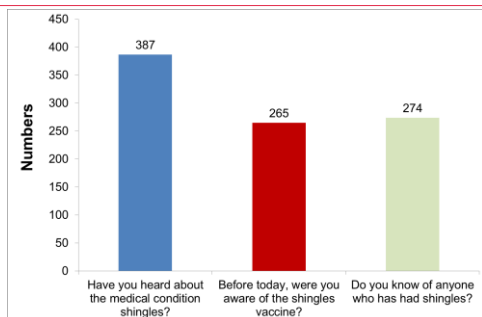
- Computer Assisted Telephone Interviews (CATI) designed by NCIRS
- Random sample of 70-79 year olds Australia-wide (n=403)
- Random telephone dialling of home landlines
- Script read by interviewer and typed into the database
- Conducted by EKAS marketing research Sydney



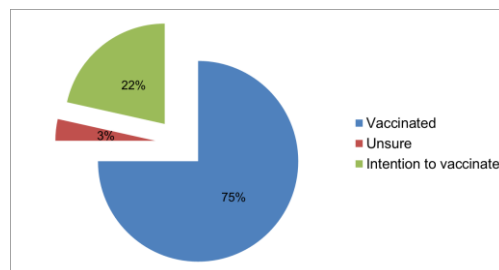
### Results – Demographic details (n=403)

Age range (years)	Number (%)
70 – 71	102 (25)
72 – 73	75 (19)
74 – 75	80 (20)
76 – 77	58 (15)
78 – 79	58 (15)
80 +	24 (5)
Prefer not to say age	6 (1)
Mean (SD) age (years)	73.9 (2.8)
Aboriginal/Torres Strait Islander	5 (1.2)
Gender	
Male	190 (47)
Female	213 (53)
Highest educational level	
Completed Primary School	9 (2)
Completed Some High School	161 (40)
Completed Year 12	52 (13)
TAFE/Trade College	52 (13)
Undergraduate Degree	102 (25)
Postgraduate Degree	27 (7)

## Results – Consumer awareness ('Yes' answers)



## Shingles vaccination and intention to vaccinate



## Do you intend to receive the shingles vaccine in the near future? If yes, why?

*If required or told to do so by my GP*

*The GP mentioned it but he didn't have any supplies and I haven't been back since*

*If the doctor recommends it, I wouldn't say no*

*Only if the doctor strongly recommends it*

## Consumer knowledge of shingles and the shingles vaccine

Shingles causes a painful rash - 90%

Shingles is caused by the same virus that causes chickenpox - 82%

The shingles vaccine is safe for most people – 81%

The vaccine is free for people aged 70 years old – 74%

People aged 71 – 79 years can get the vaccine for free – 73%

A person only needs one dose of the shingles vaccine – 47%

## Consumer beliefs and attitudes about shingles and the shingles vaccine

I am at risk of getting shingles True 31% False 53% Don't know 16%

I have concerns about the side effects of this vaccine Yes 7% No- 61% Don't know 11%

I find it difficult to go to the doctors for vaccination True 3% False 96% Don't know 1%



## Major questions from consumers to their GP

- What are the side effects? (293)
- Efficacy. Does the vaccine really work? Does it prevent shingles? (186)
- Is the vaccine safe? (123)
- Will I need a booster dose? What sort of protection does it offer? (119)
- Do you recommend it for me? Do you think I should have it? What are the pros and cons for me? (108)
- Do I need the vaccine if I've already had shingles? (88)
- What is the cost? (83)

## Minor questions from consumers to their GP



- Why is it limited by age group? (37)
- Do I need the vaccine if I've already had chickenpox? (32)
- Will I be contagious for shingles or chickenpox after I have the vaccine? Will I give my grandchildren chickenpox? Will it give me chickenpox? (25)
- Am I eligible for the new shingles vaccine? (21)
- Will it hurt? (10)
- Do I need it if I've never had chickenpox? (9)
- Can I have it with my next flu or pneumococcal vaccine? (7)
- Does it prevent chickenpox? (6)
- Can I get it on a private script? (5)

NCIRS Ribbon > Header&Footer > Edit footer > Apply to All

Page 13

## Summary



Consumer awareness was high – 96% had heard of shingles or knew someone with shingles

≈ 75% had received the vaccine, the remainder were waiting to see their doctor about it or waiting to turn 70. None said they were not going to get it.

Consumer knowledge was good – most consumers knew about shingles; knew someone who had had shingles, that it is a harmful disease; causes a painful rash

A few consumers were uncertain about their

- Risk
- Harmfulness of shingles
- Association with chickenpox
- Vaccine safety, efficacy, side effects and contraindications

## Conclusions



Most consumers clearly want the new, free shingles vaccine, particularly if it is recommended by their doctor

Some consumers want the vaccine to be more widely available to younger and older age groups

Consumer education is required relating to questions and concerns that consumers have about the vaccine side effects and efficacy

GPs are the major source of information

# Thank you

