

“Did You Pneu?”: Impact of an Adult Immunization Campaign across Independent Community Pharmacies

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Background

- Canada’s National Advisory Committee on Immunizations (NACI) recommends adults ≥ 65 years receive the pneumococcal conjugate vaccine followed by the pneumococcal polysaccharide vaccine.¹
- Canada’s pneumococcal immunization target is 80% for this population yet only 58% uptake has been achieved.²

Objective

- To address immunization barriers, including lack of awareness and lack of recommendations by healthcare providers, to increase pneumococcal vaccine uptake from independent community pharmacies.

Methods

- Design:** Retrospective observational analysis from January 2017 to December 2019
- Setting:** A banner, Wholehealth Pharmacy Partners, of 65 independent community pharmacies located predominantly across Ontario, Canada.
- Campaign 2018:** The campaign (Figure 1) was developed by a pharmacist at the head office of the independent community pharmacy banner. In November 2018, a month-long in-pharmacy campaign was carried out across all banner locations.
- Campaign 2019:** Feedback collected from pharmacies via phone interviews informed updates to materials (Figure 1) for the November 2019 campaign. Changes included:
 - Webinar narrowed to be pneumococcal-specific
 - Counselling guides added for pharmacists and assistants/technicians
 - Influenza consent form updated with self-screening section for pneumonia
 - Social media content developed

- Data collection:** Pneumococcal vaccine purchase data for a convenience sample of ten pharmacies in Ontario was obtained from the banner’s wholesaler.

Methods

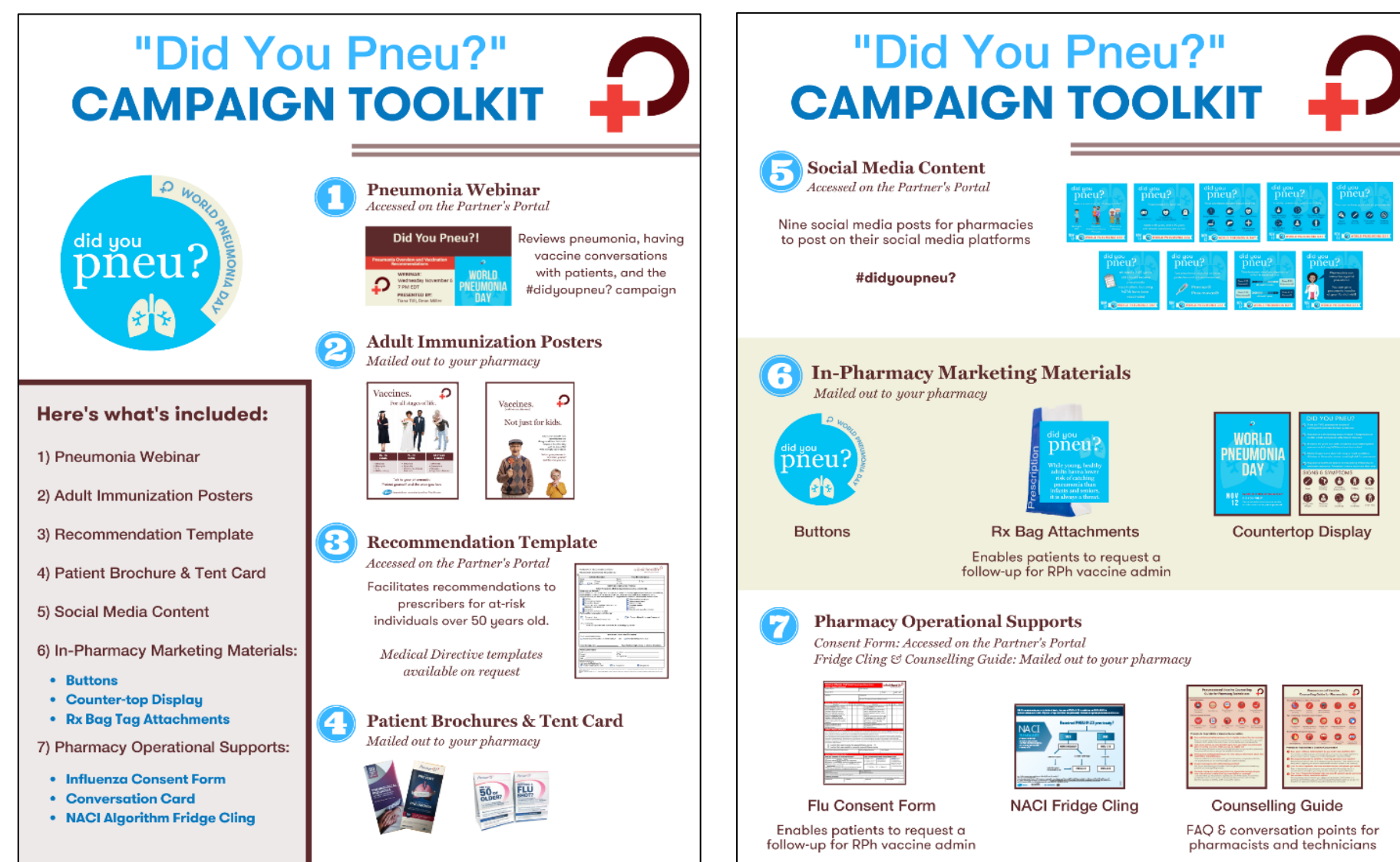


Figure 1. Did You Pneu? Campaign Toolkit. Program materials provided to Wholehealth Pharmacy Partners independent community pharmacies across Canada in November 2019. Campaign materials included: (1) pharmacy educational materials, (2) in-pharmacy marketing materials, and (3) pharmacy operational supports.

Results

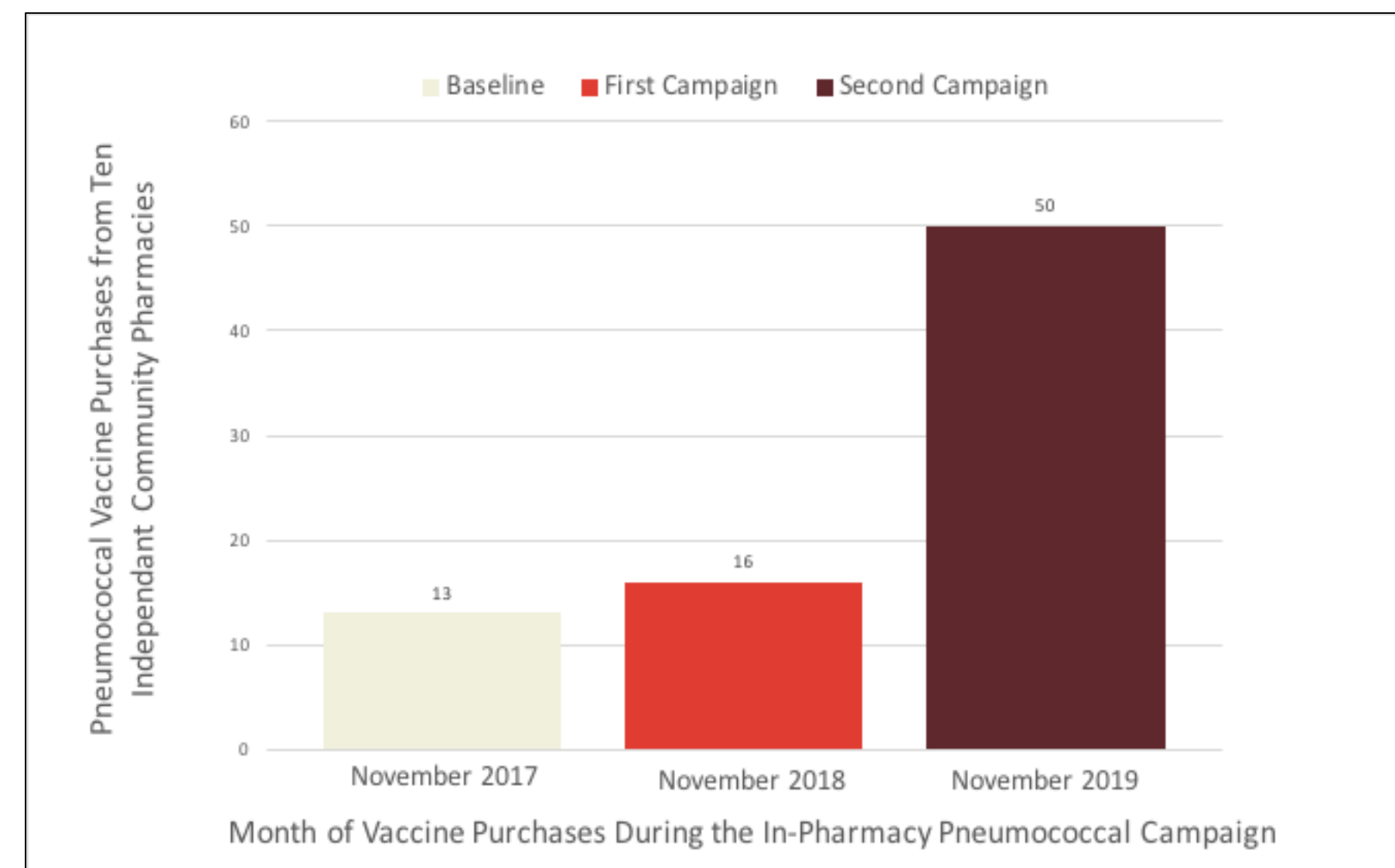


Figure 2. Pneumococcal Vaccine Uptake during “Did You Pneu?” Pharmacy Campaigns. Pneumococcal vaccine purchases from a convenience sample of ten independent community pharmacies at baseline, November 2017 where there was no campaign, compared to during the first and second campaigns, November 2018 and November 2019, respectively.

Results

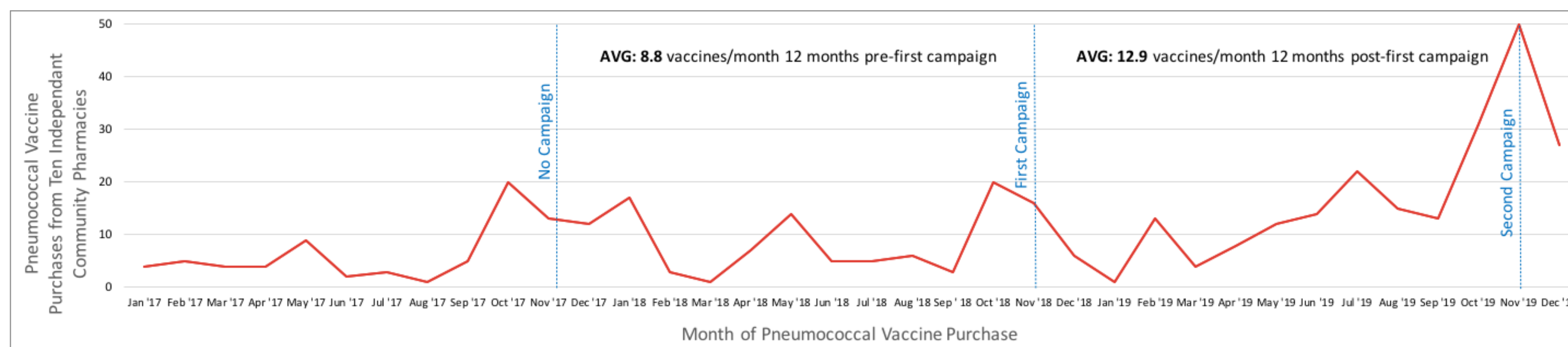


Figure 3- Pneumococcal Vaccine Uptake Before and After the Initial “Did You Pneu?” Pharmacy Campaign. Pneumococcal vaccine purchases taken from a convenience sample of ten independent community pharmacies a year prior to the first in-pharmacy pneumococcal campaign (November 2018), compared to a year post-campaign.

Discussion

- In December 2016, Ontario pharmacists’ scope expanded to include administering pneumococcal vaccines but little research exists on pharmacy-based uptake in Canada.
- Vaccine uptake increased during campaigns and was sustained after, which may reflect a role for pharmacists in enhancing immunization rates when supported by tools.
- Vaccine uptake was greater during the second in-pharmacy campaign compared to the first, which may reflect initial barriers to practice change. Campaigns should be repeated over several years to further increase uptake.
- Barriers to uptake include: vaccine cost, campaign materials reaching pharmacy owner but not staff.
- Limitations include: no administration or publicly funded vaccine data, potential confounders (e.g., growing pharmacies, length of time vaccine on Canadian market).
- This initiative is being expanded to develop campaigns for additional vaccine-preventable diseases.

Conclusion

- A pneumococcal immunization campaign implemented across a banner of independent community pharmacies led to immediate and sustained increases in vaccine uptake.
- Advocacy efforts to include pharmacists in the publicly funded provincial immunization programs beyond influenza should be undertaken.

Disclosures

- Tiana Tilli – speaker honorarium from Pfizer Canada Inc.
- Mara Faggioni & Rachel Wong – Nothing to disclose
- Wholehealth Pharmacy Partners - unrestricted education grant from Pfizer Canada Inc. for the development of select campaign components

Acknowledgement

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References

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