

KAKO ZAPOSLENE MOTIVIRATI ZA DOBRO IZBIRO: GRIPE NE PRENAŠAM!

Asist. dr. Nataša Dernovšček Hafner, univ. dipl. psih.



Ljubljana, 7. 12. 2022



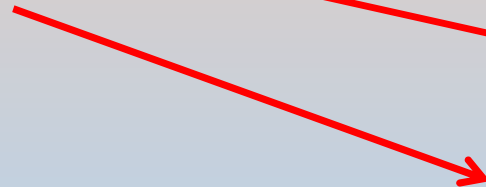
Zdravko Kovač, zdravstveni delavec

Zaposleni v zdravstvu – zakaj se cepiti?

Zaradi zaščite:

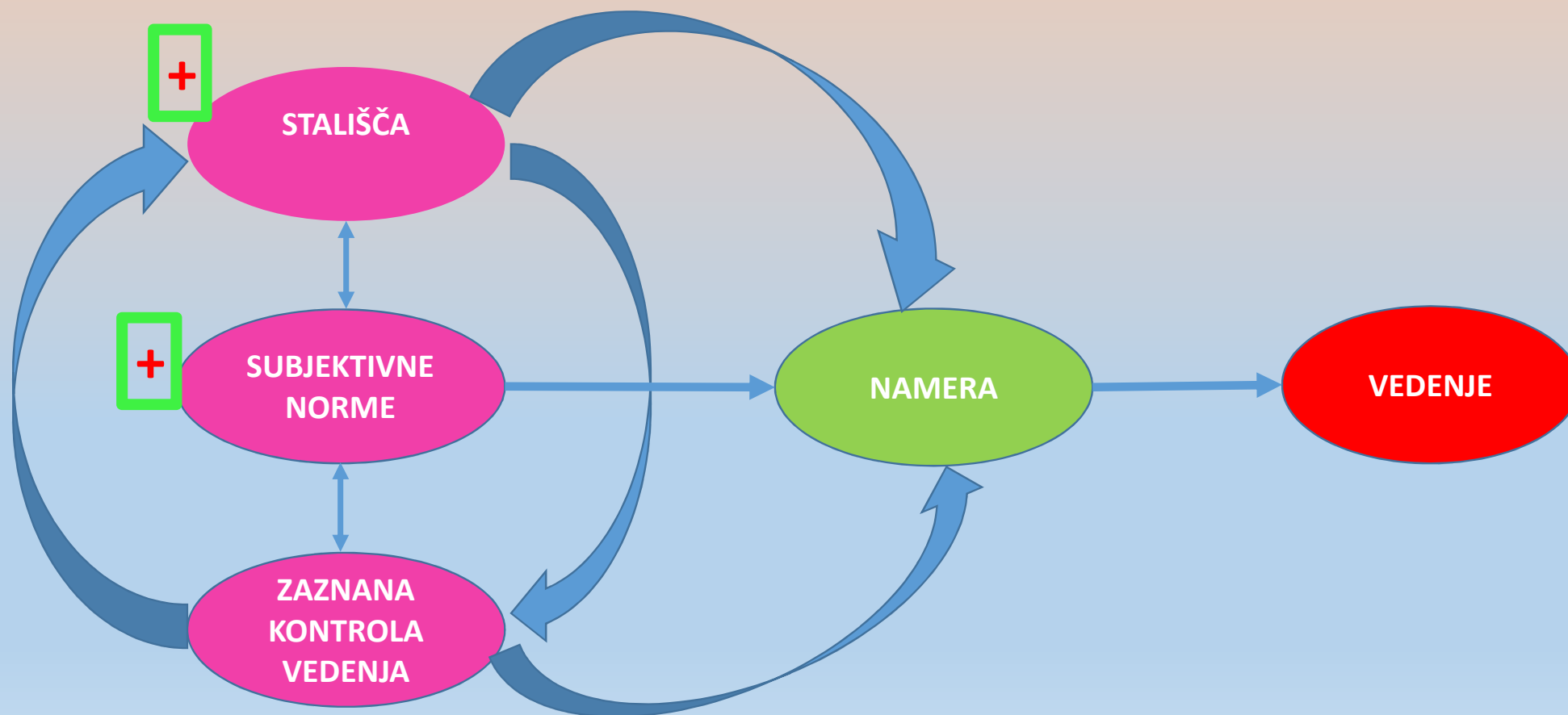


2/10 zbolita



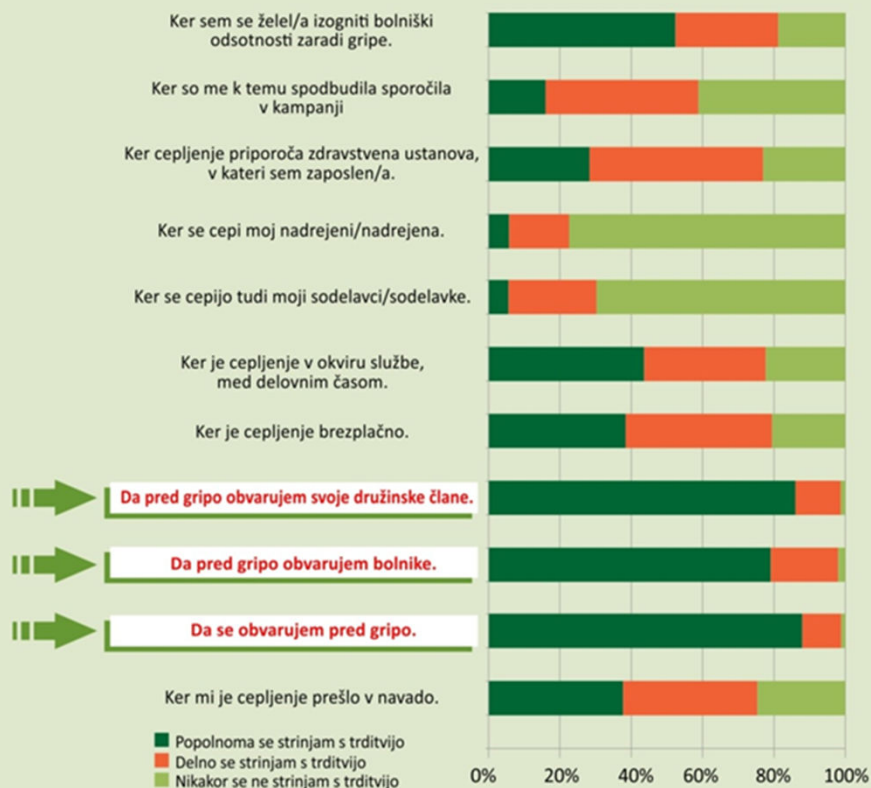
1/5 manjša umrljivost!

Teorija načrtovanega vedenja, (Ajzen, 1991)

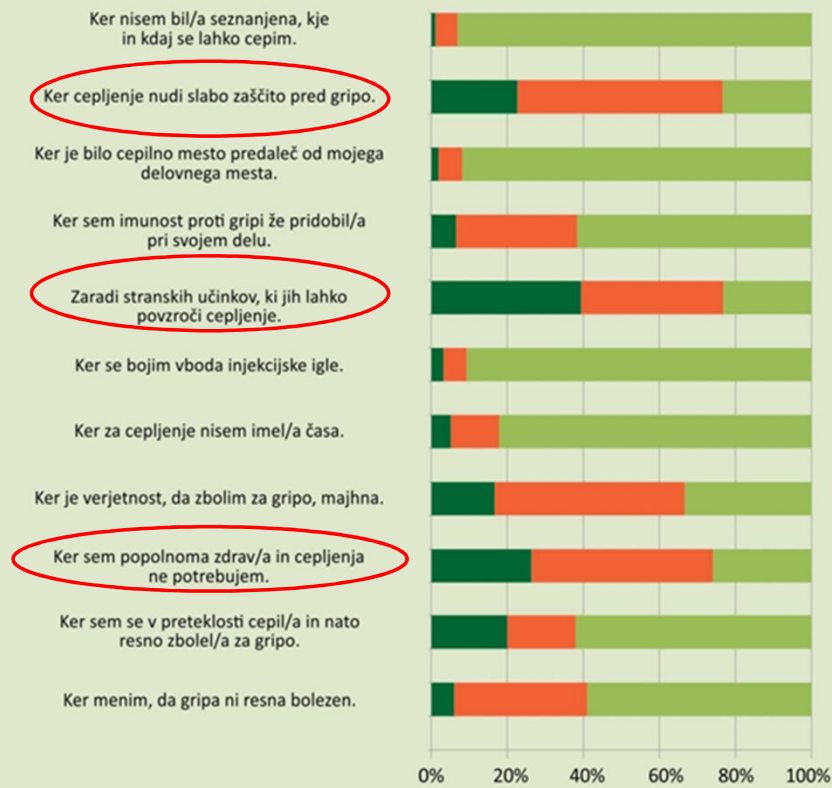




Trije glavni razlogi za cepljenje v sezoni 2016/2017



Graf 1: Razlogi, da so se zaposleni v UKC Ljubljana v sezoni 2016/2017 odločili za cepljenje



Graf 2: Razlogi, da se zaposleni v UKC Ljubljana v sezoni 2016/2017 niso odločili za cepljenje

Zakaj odločitev za kampanjo?

- Nizka precepljenost proti gripi med zaposlenimi v UKC Ljubljana
pod 10 % v sezoni 2015–16
- Povečana bolniška odsotnost – bolezni dihal med vodilnimi vzroki za BO v ustanovi
- Težave pri razporejanju in nadomeščanju kadra + strošek bolniških odsotnosti
PRVA IZVEDBA KAMPANJE: sezona 2016–17
- Tveganje za prenos na paciente

Načrt kampanje

- Interna komunikacijska akcija
- **Namen:** povečanja precepljenosti proti gripi med zaposlenimi
- **Koordinacija:** KIMDPŠ
- **Ciljna skupina:** zaposleni v UKC Ljubljana, predvsem skupine z najnižjim deležem precepljenosti
- Vključevanje vodij kot ambasadorjev kampanje
- Sodelovanje osebja na klinikah in oddelkih



DELOVNA SKUPINA
(KIMDPŠ, SPOBO, vodstvo zdravstvene in babiške nege)



RAZISKAVA

2 vprašalnika



ZLOŽENKA, PLAKATI, NALEPKE



PRIPONKE



PRELIMINARNA

Krovni slogan

GRIPE NE PRENAŠAM!

Zato se cepim in ščitim sebe in druge.



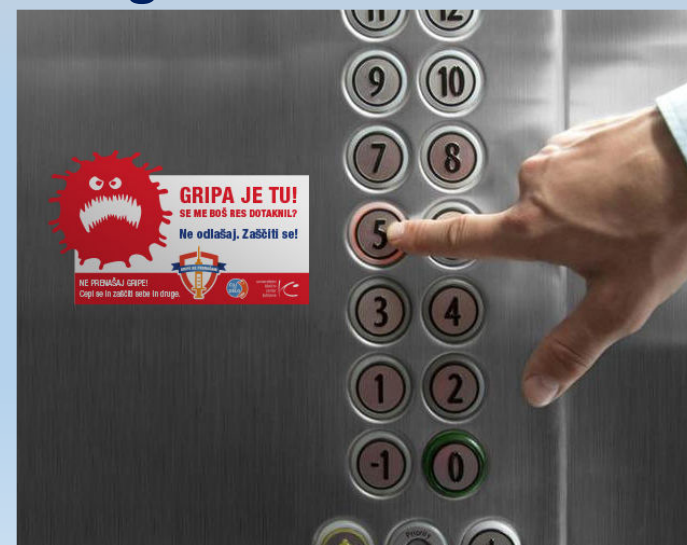
Krovno sporočilo

Sprejmi odgovornost!

- Zavedam se **nevarnosti gripe** in tveganj v zvezi z okužbo v delovnem okolju.
- Cepim se, ker vsako **zmanjšanje nevarnosti gripe** šteje
- Cepim se, ker sem **odgovoren**; do **bolnikov**, do **sodelavcev**, do svojih **bližnjih**.

Uporabljena komunikacijska sredstva I.

- **Zloženske:** Osnovni podatki o bolezni, miti o cepljenju, podatki iz raziskav, izjave zaposlenih, informacije o zaščiti pred gripo in cepljenju
- **Plakati:** Uporaba v skupnih prostorih, na hodnikih, v dvigalih
- **Sporočila na izpostavljenih mestih:**
vhodi v stavbe, registratorji prisotnosti



Uporabljena komunikacijska sredstva II.

- **Spletna stran:** Preko intraneta, informacije o cepljenju (prednosti, kraj in čas cepljenja, možnosti najave)
- **Označevanje cepilnih mest**



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CEPLJENJE ZA ZAPOSLENE V UKC LJUBLJANA:

Vsako sredo
od 8:00 do 10:00

ZATO SE CEPIM!
Tako ščitim sebe in druge.



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GRIPPE NE PRENAŠAM!



»Čepim se vsako leto, saj tako zmanjšam možnost, da bi zbolel sam, da bi bolezen prenesel domačim in bolnikom in da bi bil odsoten z dela v času, ko so na kliniki obremenitve največje.«

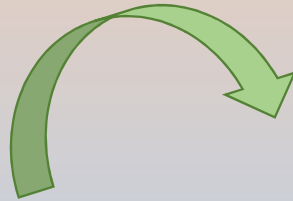
Akademik prof. dr. FRANC STRLE, dr. med.,
višji svetnik, ambasador cepljenja v UKC Ljubljana



ZATO SE CEPIM!
Tako ščitim sebe in druge.

Več o gripi in cepljenju za zaposlene v UKC Ljubljana, cepilih možnih in uradu cepljenja si lahko preberete na spletni strani www.unizg.si, ali na spletni strani www.unizg.si/cepljenje. Dodatne informacije pridobite tudi v službi za pripravo in izvedbo bolnišniških služb (BPKB), tel.: 31 522 26 61.

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GRIPE NE PRENAŠAM!

ČILI ZA DELO

«Cepim se vsako leto, saj tako zmanjšam možnost, da bi zbolel sam, da bi bolezen prenesel domačim in bolnikom in da bi bil odsoten z dela v času, ko so na kliniki obrambitve največje.»

kozmoški prof. dr. FRANC STRLEC dr. med., višji svetnik, ambasador cepitve v UKC Ljubljana

ZATO SE CEPIM!
Tako ščitim sebe in druge.

GRIPE NE PRENAŠAMI!

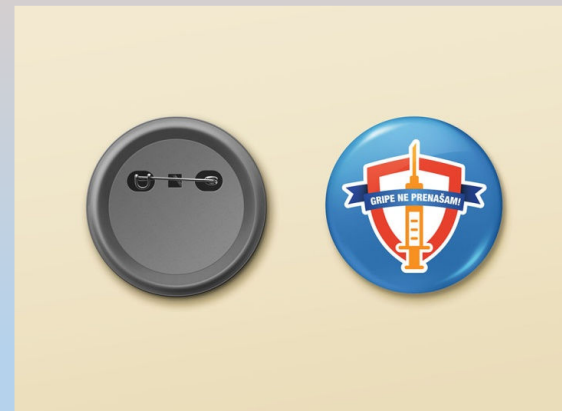
Vseh gripih in cepiljev za zaposlene v UKC Ljubljana, cepilnih mestih in urah cepitve si lahko preberete na intranetu www.ukc-lj.si ali na spletnem naslovu www.cztislobo.si/gripa.html, dodatne informacije pa dobite tudi v Službi za preprečevanje bolnišničnih okužb (SPOKO), tel.: 01 522 20 04.

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Darila ob cepljenju

- Priponka
- Praktično darilo



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**NOVO
CEPIVO**
LETOSNO 4-VALENTNO IN IZOBLEKOVNO
SPECIALNOŠČEVOSTI

»Cepim se vsako leto, saj tako zmanjšam možnost, da bi zbolel sam, da bi bolezen prenesel domačim in bolnikom in da bi bil odsoten z dela v času, ko so na kliniki obremenitve največje.«
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UNIVERZITETNI KLINIČNI CENTER LJUBLJANA
 Izplačilno mesto : 45 INOPŠ

32836 UGOIN LAZAR TAJDA
 7340548 KIMOPŠ - Center medicinske sprostosti Kobiljska

Ne prenašaj gripe!

CEPI SE TUDI TI

**NOVO
 CEPIVO**

IN SE ZAŠČITI!

Samo tako lahko zaščitiš sebe in svoje najbližje.




Kaj pravijo naši zaposleni?

V skladu s splošnim zakonikom 2012 in Mnenj javnosti in anketami
 mnenj, da je treba **preorganizirati v UKC Ljubljana posredni**
 in administrativni oddelke, saj obstaja potreba po zbiranju informacij
 o delovnih pogojih.

Nekaj komentarjev, ki so jih zaposleni zapisali v anketi:

- «Če bi mi dali možnost, da bi lahko delal na polno delovno mesto, bi se lahko bolj vključil v delo in bi se lahko bolj izkazal.»
- «Vse potrebne stvari imamo, vendar bi bilo dobro, če bi imeli več možnosti za izbiro delovnega mesta in da bi imeli možnost, da bi se lahko izkazali na drugih delovnih mestih.»
- «Zanimajo me možnosti, da bi se lahko vključil v delo in bi se lahko bolj izkazal.»
- «Vidim, da imamo možnost, da bi se lahko vključili v delo in bi se lahko bolj izkazali.»
- «Vidim, da imamo možnost, da bi se lahko vključili v delo in bi se lahko bolj izkazali.»
- «Vidim, da imamo možnost, da bi se lahko vključili v delo in bi se lahko bolj izkazali.»

Čili za DELO



Stalno cepilno mesto, 11. 11. 2019



Stalni ukrepi za povečanje precepljenosti v UKC Ljubljana



- **Povečati dostopnost in razpoložljivost cepljenja**
- stalno cepilno mesto
- čas cepljenja prilagojen delavcem
- med delovnim časom, brezplačno
- sestanek s cepitelji



- **Informiranje in izobraževanje**
- objavljati podatke
- predavanja in motivacijske delavnice
- **Krepiti zgled vodij**
- cepijo naj se javno, prvi

Naj spregovorijo številke

KAMPANJA	SEZONA	ŠTEVILO CEPLJENIH	ŠTEVILO ZAPOSLENIH	DELEŽ (%)
/	2015/2016			pod 10
1. leto	2016/2017	1147	8257	13,9
2. leto	2017/2018	1727	8266	20,9
3. leto	2018/2019	1824	8381	21,7
4. leto	2019/2020	2492	8251	30,1
5. leto	2020/2021	2771	8398	33,3
6. leto	2021/2022	1062	8622	12,3
7. leto	2022/2023			

Sezona 2020/21

33% precepljenost zaposlenih v UKC L

**GRIPE
NE PRENAŠAM!**

ČILI
ZA
DELO

ZAČETEK CEPLJENJA
12. oktober 2020

POLEG CEPILNIH MEST
NA KLINIKAH TUDI

**STALNO
CEPILNO MESTO
V GLAVNI AVLI
UKC LJUBLJANA
OD 2. NOVEMBRA 2020.**

NAGRADNA IGRA:
V sodelovanju s Sindikatom KC Ljubljana
2 x darilni bon
v vrednosti 50 Eur
za koriščenje njihovih pečatnih kapacitet.

ZATO SE CEPIM!
Tako ščitim sebe in druge.

UKC LJUBLJANA

Sezona 2021/22



GRIPA NE PRENAŠAM!

GRIPA NE IZBIRA, JAZ LAHKO!

IZBEREM CEPLJENJE!
Tako ščitim sebe in druge.

ČILI ZA DELO

CEPLJENJE ZA ZAPOSLENE V UKC LJUBLJANA OD 18. 10. 2021
Lokacije in urnike preverite na [INTRA](#)netu.

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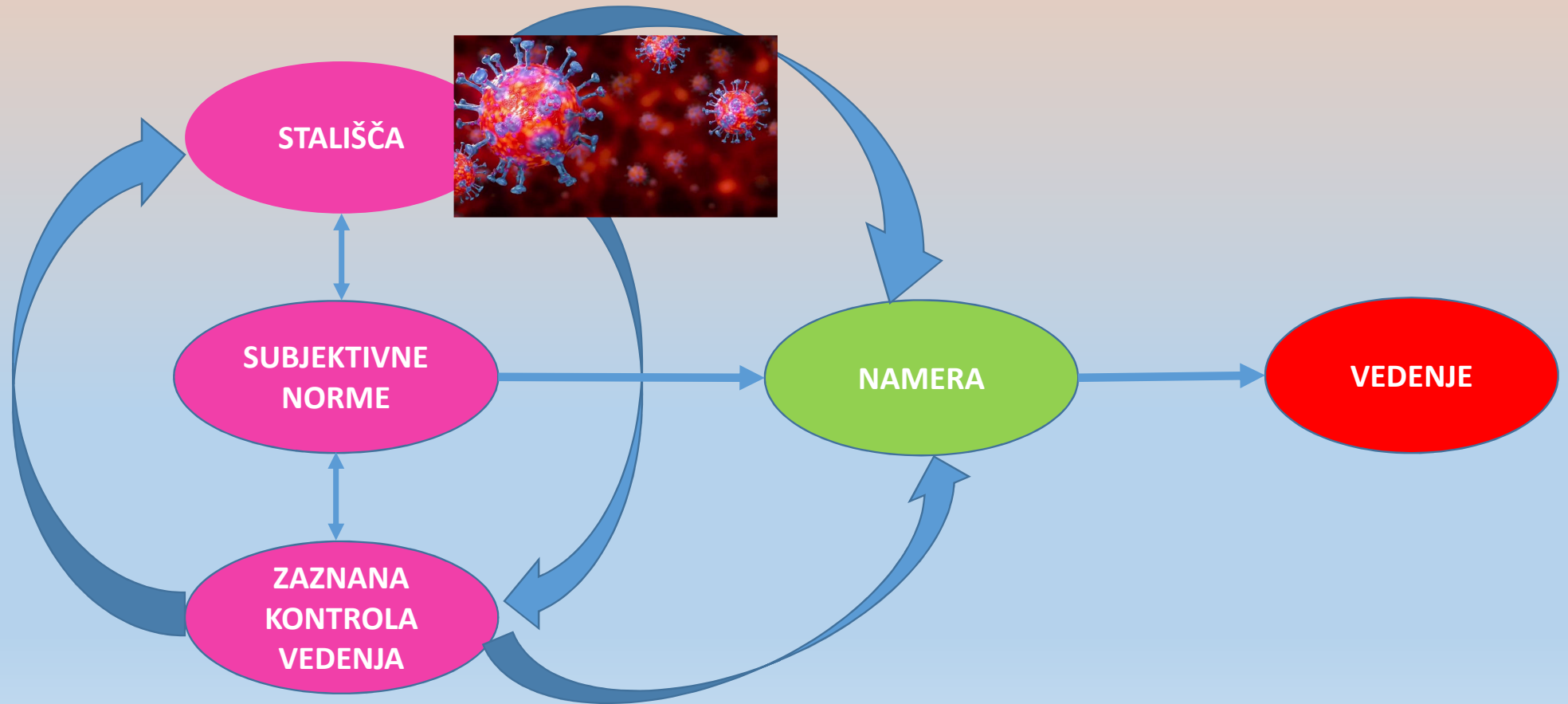
V čem je bila sezona 2021/2022 posebna?



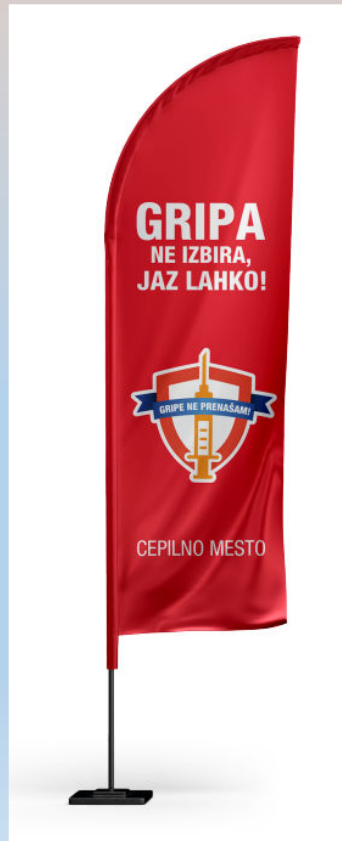
Nizka incidenca gripe zaradi ukrepov povezanih z epidemijo covid-19:

- Zaprtje države
- Medsebojna razdalja
- Šolanje od doma
- Nošenje mask
- Umivanje in razkuževanje rok
- Redno prezračevanje prostorov
- Omejitev potovanj

Teorija načrtovanega vedenja, (Ajzen, 1991)



Kako naprej?





TUDI V SEZONI
2022/23

GRIPA NE IZBIRA, JAZ LAHKO!

IZBEREM CEPLJENJE!
Tako ščitim sebe in druge.

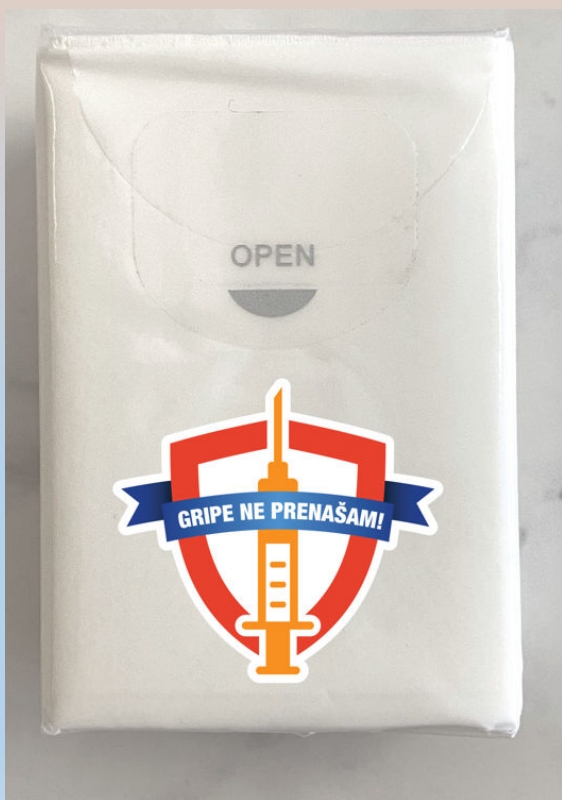


Objava s strani Ministrstva za zdravje, Republike Slovenije

24. 10. 2022

Začetek kampanje

Darila za tiste, ki se cepijo



Cepljenje proti gripi je v sezoni 2022/2023 še posebej pomembno. Ukrepi proti covidu-19 so se sprostili ali pa se upoštevajo manj dosledno, zato lahko upravičeno pričakujemo vsaj običajno število obolelih za gripo.

Impact of promotional multi-component campaign on influenza vaccination coverage in health care workers at the University Medical Centre Ljubljana

Tatjana Mrvič, MD¹, Tanja Štraus, MA, BA¹, Nataša Demnovček Hafner, PhD, MA, BA¹, Tanja Urđih Lazar, BA²

¹University Medical Centre Ljubljana, Infectious Control and (IC)C, Japlana 2, 1000 Ljubljana, Slovenia
²University Medical Centre Ljubljana, Clinical Institute of Occupational, Traffic, and Sports Medicine (COTSM), Poljanski nasip 58, SI-1000 Ljubljana, Slovenia

INTRODUCTION

Annual vaccination against influenza in health care workers (HCW) is one of the strategies of the prevention of spreading the disease in hospital settings. In Slovenia, vaccination of HCW is highly recommended, but the coverage rates are among the lowest in Europe (13.6% to 20.2%).

OBJECTIVES

At the University Medical Centre Ljubljana (UMCJ), the largest hospital in the country with 8300 employees, influenza vaccination among the HCW decreased significantly from 2005 to 2017 (27.4% to 13.4%). A major issue was observed after the 2010 pandemic influenza season, when vaccination rates fell to 11.5% and have continuously been falling every year ever since (Chart 1). Before 2010, there were only small differences between HCW professions regarding vaccination coverage (Table 1). After 2010, only 1% of nurses were vaccinated annually.

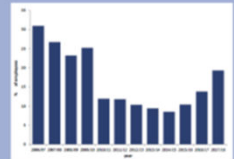
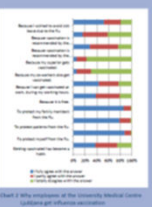


Chart 1: Influenza vaccination coverage (%) among the employees of the University Medical Centre Ljubljana in 12 seasons

Table 1: Health care workers (HCW) by profession regarding influenza vaccine at the University Medical Centre Ljubljana in 12 seasons

Year (Season)	Profession	Registered	Not vaccinated	Vaccination coverage (%)	
2005-2017	Nurses	2005-2006	58,176	16,790	23.7%
		2006-2007	58,176	16,790	23.7%
		2007-2008	58,176	16,790	23.7%
		2008-2009	58,176	16,790	23.7%
		2009-2010	58,176	16,790	23.7%
		2010-2011	58,176	16,790	23.7%
		2011-2012	58,176	16,790	23.7%
		2012-2013	58,176	16,790	23.7%
		2013-2014	58,176	16,790	23.7%
		2014-2015	58,176	16,790	23.7%
		2015-2016	58,176	16,790	23.7%
		2016-2017	58,176	16,790	23.7%

Since 2010, we have worked intensively on removing administrative barriers to improve vaccination. It is free of charge for all the employees, multiple locations and on-site vaccination delivery service at convenient times that are easily accessible are provided. Every year, the ICU, which organizes vaccination, also provides educational campaigns and written educational materials – posters, pamphlets, but all that has had no influence on increasing the vaccine uptake.



CONCLUSION
 This multi-component promotional campaign made a difference, but also in the future, more efforts with new ideas and different approaches will be needed to address nursing staff in particular.

Acknowledgments The ICU and COTSM would like to thank all the doctors, registered nurses and administrative workers involved in carrying out vaccination at our hospital.

RAISING INFLUENZA VACCINATION COVERAGE at the University Medical Centre Ljubljana

Nataša Demnovček Hafner and Tanja Urđih Lazar

University Medical Centre Ljubljana
 Clinical Institute of Occupational, Traffic, and Sports Medicine
 Poljanski nasip 58, SI-1000 Ljubljana
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Keywords: flu vaccination, social marketing campaign, healthcare workers, workforce health promotion

Introduction/Background/Problem

The seasonal flu vaccination against influenza is one of the keys for preventing the spread of this disease. The seasonal flu vaccination rate is very low for the general Slovenian population (3.2%) and also for healthcare employees (9.8%), and it does not ensure sufficient protection against the spread of this disease.

Description of Objectives/ Methods/interventions

At the end of 2016 and 2017, the University Medical Centre Ljubljana launched an intensive in-house social marketing campaign promoting flu vaccination with the slogan "I don't pass on the flu so I get vaccinated to protect myself and others." The goal of the campaign was to reach as many employees as possible by using different communication tools, because those working at health-care have a significantly greater risk of catching the flu than the rest of the working population.

Results (effects/impact/changes)

The campaign encouraged all employees to receive the free vaccination, especially those groups that had lower vaccination rates over the past years. The support of the institution's executive staff and the heads of individual departments/units was key to securing the required funds and suitable conditions for carrying out the campaign. The prevention strategy significantly increased vaccination coverage at the UMCJ from 10.4% to 13.9% in 2016, and to 15.9% in 2017.

Conclusions/Lessons learned

The social marketing campaign which was the result of cooperation between the Institute of Occupational, Traffic, and Sports Medicine and the Service for the Prevention of Hospital Infections, promoting flu vaccination did make a positive difference. The main message spread by a special logo, visual reminders, badges, and symbolic gifts for vaccinated employees was that by being vaccinated, the employees protect not only themselves and their families against the disease, but also their patients.



ZATO SE CEPIM!
 Tako ščitim sebe in druge.

Chart 1: Why vaccination at the University Medical Centre Ljubljana got influenza vaccination

Chart 2: Why vaccination at the University Medical Centre Ljubljana got influenza vaccination

Our promotional multi-component strategy increased vaccination coverage from 10.4 to 13.9% in 2016 and to 15.9% in 2017 respectively. The uptake in the 2017/18 season increased to doctors by 82.7%, to registered nurses by 35.8%, and to nurses by 35.9% (Table 1).

Seasonal flu vaccination What (de)motivates health employees?

Nataša Demnovček Hafner and Tanja Urđih Lazar

University Medical Centre Ljubljana, Clinical Institute of Occupational, Traffic, and Sports Medicine (COTSM), Poljanski nasip 58, SI-1000 Ljubljana
 nataša.demnovcekhafner@ukc.si, tanja.urdishazar@ukc.si

Keywords: flu vaccination, social marketing campaign, healthcare workers, workforce health promotion

BACKGROUND

The flu vaccination rate among the Slovenian population, health workers, and Ljubljana University Medical Centre staff (32%, 13.1%, and 10.4% in 2016/17, respectively) is very low, hindering effective protection against the spread of this infectious disease.

FINDINGS

The share of respondents that are vaccinated regularly every year is 26.2%, consisting primarily of the most informed and educated employees. Physicians (nurses) among those regularly vaccinated (37.8%). Those that have never been vaccinated include 41.2% of nurses and midwives, and 44% of other health workers. The predominant motives for not being vaccinated can be divided into two categories: a) a matter of vaccination and the vaccine and b) convenience in one's own health and anxiety.

DISCUSSION

The findings will be taken into account in organizing vaccination activities during the next flu seasons.



Chart 1: The three main reasons reported for being vaccinated in the 2016/2017

WORKPLACE HEALTH PROMOTION INTERVENTION FOR RAISING INFLUENZA VACCINATION COVERAGE IN HEALTHCARE WORKERS

Nataša Demnovček Hafner, Tanja Urđih Lazar

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 nataša.demnovcekhafner@ukc.si, tanja.urdishazar@ukc.si

Keywords: flu vaccination, social marketing campaign, healthcare workers, workforce health promotion

BACKGROUND

The seasonal influenza vaccination is one key for preventing the spread of this disease. It is especially important for health-care workers, who have a significantly greater risk of catching influenza than the rest of the working population.

METHODS

Based on the results of a 2017 survey conducted at the University Medical Centre (n = 1,320 participants) on factors that influence or change employees regarding vaccination, an intensive in-house social marketing campaign promoting influenza vaccination was launched at the end of 2017 and 2018 with the slogan: "I don't pass on the flu so I get vaccinated to protect myself and others."

FINDINGS

The campaign encouraged all employees to receive a free vaccination during working hours, supports groups that had lower vaccination rates over the past years (nurses) and other organizational units were key to securing the necessary funds and conditions for carrying out the campaign.

DISCUSSION

The promotional strategy significantly increased vaccination coverage at the medical center from 10.4% to 15.9% in 2017/18 and to 18.9% in 2018/19.

Chart 1: Why vaccination at the University Medical Centre Ljubljana got influenza vaccination

Chart 2: Why vaccination at the University Medical Centre Ljubljana got influenza vaccination

Our promotional multi-component strategy increased vaccination coverage from 10.4 to 15.9% in 2017/18 and to 18.9% in 2018/19 respectively. The uptake in the 2018/19 season increased to doctors by 82.7%, to registered nurses by 35.8%, and to nurses by 35.9% (Table 1).