

# The Development of an Intervention to Increase Flu Vaccination Amongst Pregnant Women: An Intervention Mapping Approach.

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## Introduction:

Pregnant women are at increased risk of flu, and more susceptible to serious complications as a result of it, yet each year uptake is below the target set by Public Health England.

Evidence suggests that increasing perceptions of risk may be an effective way to increase vaccination. Digital interventions are effective at changing health behaviours, and are attractive to intervention developers due to high potential reach and appeal.

## Aim of this study:

To develop a theory-based animation, to change pregnant women's appraisals of flu and vaccination risk, and subsequent increase in flu vaccination uptake.

## Method:

An animation was developed using an Intervention Mapping approach (Bartholomew 2016). See figure 1 for steps of Intervention Mapping.

Development was informed by qualitative work exploring pregnant women's beliefs about flu and the flu vaccination.

Pregnant women, public health professionals, midwives and clinicians were consulted extensively at all stages to ensure accuracy and acceptability of the animation.

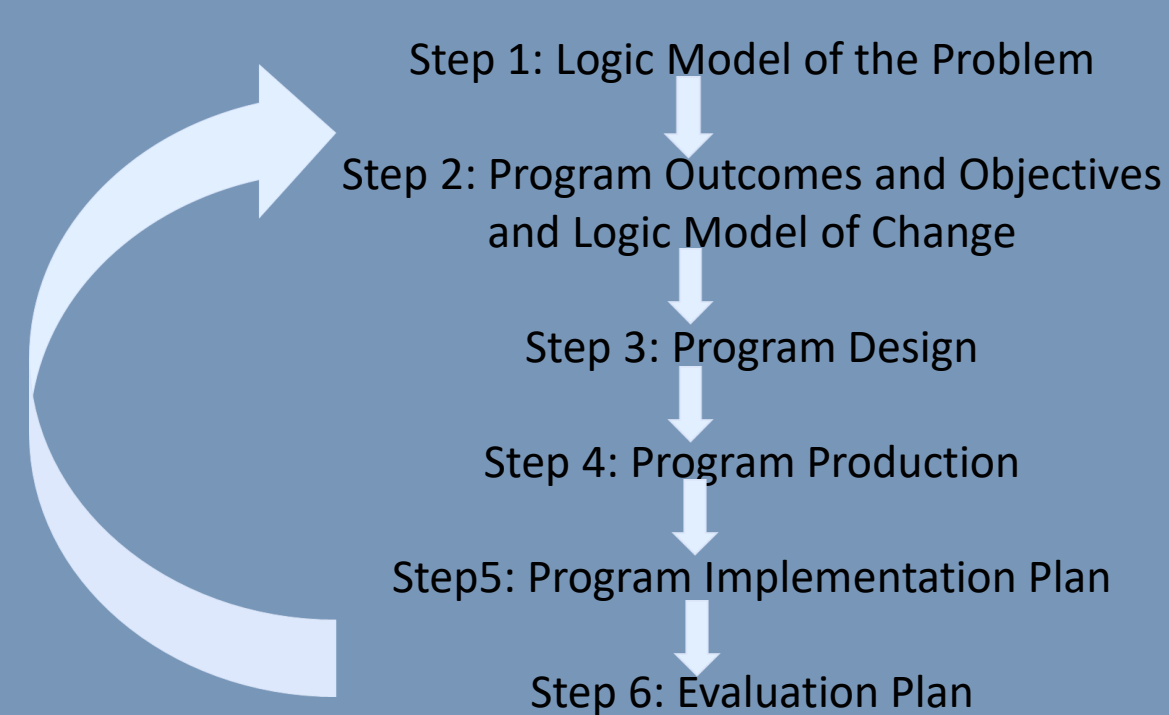
Examples of animation content:  
Images 1-4:



Scan here for full animation



Figure 1. Intervention Mapping Steps (Bartholomew 2016)



## Results:

The animation targeted a change in beliefs around how flu is transmitted, susceptibility to flu in pregnancy, severity of flu for pregnant woman and the unborn baby, and the safety, effectiveness and ingredients of the flu vaccination.

Components of the animation address common misconceptions and unhelpful beliefs held by pregnant women about both flu and the flu vaccination. Images 1-4 show samples of animation content.

Preliminary testing has shown the animation to be acceptable to pregnant women.

## Discussion:

This is the first known intervention using animation that aims to change risk and efficacy appraisals for flu and flu vaccination.

It is acknowledged that risk is only one determinant influencing behaviour, and other determinants were not targeted for the purposes of this intervention, but may be included in wider campaigns.

## Potential Impact:

Implemented into current public health flu campaigns.  
Used by Midwives across Coventry & Warwickshire

Potential to increase flu vaccination:

Reducing serious complications to pregnant women and babies

Saving NHS time and money

Better informed and more confident midwives.



## References:

Bartholomew Eldredge, L.K. 2016, Planning health promotion programs : an intervention mapping approach, 4th ed

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