



衛生防護中心
Centre for Health Protection

Risk Communication Advisory Group (RCAG)

Publicity Plan for Influenza Vaccination Subsidy Scheme

Purpose

This paper gives a brief overview on the new Influenza Vaccination Subsidy Scheme (IVSS), summarises the publicity measures and seeks members' views to further promote the Scheme.

Background

2. In June, the Scientific Committee on Vaccine Preventable Diseases established under the Centre for Health Protection of the Department of Health issued the influenza vaccination recommendations for the 2008/09 influenza season. The Scientific Committee recommended children aged 6 months to less than 6 years old to receive influenza vaccination for reduction of hospitalisation.

3. In view of this, the Government introduces IVSS to subsidise children between the age of 6 months and less than 6 years to receive influenza vaccination.

The Scheme

Vaccination period and subsidy

4. The IVSS vaccination period has started on 1 November 2008 and will last until 31 March 2009. The Government will subsidise \$80 per dose of influenza vaccine given to eligible children. During the vaccination period, parents will only have to pay a private doctor the remaining service fee after \$80 subsidy is deducted to get their eligible child vaccinated against influenza.



5. In general, children who have never received any influenza vaccine are recommended to be given 2 doses of influenza vaccine with a minimum interval of 4 weeks. Those who only received 1 dose in their first year of vaccination are recommended to receive 2 doses in the following year. Thereafter, they need 1 dose each year. Because an interval of 4 weeks is required between the 2 doses, provided that the first dose has been given during the vaccination period, the Government will also subsidise the second dose given up to 31 May 2009.

Eligibility for subsidy

6. To be eligible for subsidy under the Scheme, the child must be a Hong Kong resident aged between six months and less than six years. Parents have to provide identity documents of their children for verification. Children aged six years or above who are attending a kindergarten or child care centre in Hong Kong are also eligible for subsidy, but parents will have to bring along the child's Student handbook / Student Card / Pick Up Card and submit a photocopy to the doctor; or submit a stamped Pre-primary Institution Certification Form. If parents cannot accompany the child to an enrolled doctor's clinic, parents will have to give a duly completed and signed Authorisation Form to the representative for bringing to the doctor.

7. Children between the age of 6 months and less than 6 years from families receiving Comprehensive Social Security Assistance are eligible for free influenza vaccination from Maternal and Child Health Centres under the Department of Health.

Information on service charge

8. Private doctors who enrol in IVSS will display an IVSS logo near the entrance of their clinic for parents' recognition. To increase transparency of pricing, the service fee schedule will also be displayed at the waiting area of clinics.

9. In addition, the address and telephone number of doctors who join IVSS and the fees that they charge have been posted at the IVSS website (www.ivss.gov.hk).

Key implementation dates

10.

<u>Events</u>	<u>Target dates</u>
• Start date for receiving influenza vaccinations eligible for IVSS subsidy	1 November 2008
• End date for receiving the 1 st vaccine dose eligible for IVSS subsidy	31 March 2009
• End date for receiving the 2 nd vaccine dose eligible for IVSS subsidy	31 May 2009

Publicity Measures

11. The Government announced the Scheme on 30 July 2008. The Centre for Health Protection has set up a telephone hotline (2125 2125) to answer public enquiry. Relevant information have been posted on to its designated website (www.ivss.gov.hk) for reference by the public and private medical doctors. A basket of publicity measures has been carried out or lined up as per Annex.

Advice Sought

12. Members are invited to note the content of this paper and advise on how to further promote the Scheme.

Influenza Vaccination Subsidy Scheme Office
Centre for Health Protection
November 2008

Publicity Measures on Influenza Vaccination Subsidy Scheme

Date / Period	Activity / Event
(1) Press Briefing / Release	
30 Jul 2008	Media stand-up announcing the introduction of IVSS and press release
29 Sep 2008	Press release inviting private doctors to enrol in IVSS
30 Oct 2008	Media briefing announcing the commencement of IVSS and press release
(2) Media Interviews	
20 Oct 2008	13:15 - 1400 “精靈一點” (RTHK1)
30 Oct 2008	13:20 - 14:05 “都市閒情” (TVB)
End Oct 2008	19:35 – 20:00 “星期日檔案” (TVB Jade)
2 Nov 2008	09:00 - 09:50 "重新睇健康" (Metro)
10 Nov 2008	14:00 - 15:00 “下午麼麼茶” (ATV)
11 Nov 2008	11:45 – 12:00 “香江暖流 – 生活全接觸” (RTHK5)
Late Dec	Briefing to selected printed media
(3) API (TV & Radio)	
1 Nov 2008	API (TV & Radio) on air publicising IVSS
(4) Briefing for Providers	
May to Jul 2008	Met with medical professional bodies on 27 May, 12 June and 11 July.
1 Aug 2008	1 st invitation letter to doctors on enrolment and briefing sessions
8 and 11 Sep 2008	Briefings for medical practitioners (consecutive sessions with HCVS)
12 Sep 2008	Meeting with private hospitals / HMOs (joint session with HCVS)
18 Sep 2008	2 nd invitation letter to doctors updating progress on preparation (e.g. forms available for downloading from IVSS website)
21 Sep 2008	Briefing with HKDU (consecutive sessions with HCVS)
22 Sep 2008	Meeting with Vice President and Chairman of Taskforce in Vaccination PPI, HKMA
(5) Service Recipients	
13-17 Oct 2008	<ul style="list-style-type: none"> - Issued letters to CSSA families on GIVP - Issued e-letter to KG/CCC operators via EDB and SWD - Information leaflets to parents through KG/CCC operators including arrangements for children from CSSA families

	- IVSS posters & leaflets distributed to KG/CCC, MCHCs and District Offices for display and distribution
(6)	Other stakeholders
July	Briefing for SWD, EDB and HA
(7)	District Councils
3 Sep 2008	Briefing for District Officers
9 Sep 2008	Information on IVSS passed to DCs via DC secretariats in Seasonal Risk Communication
24 Sep 2008	Briefing for DC Chairmen
Oct to Nov 2008	Briefing for 18 DCs
16 and 18 Dec 2008	Briefing for DC assistants (consecutive sessions with HCVS)
(8)	Telephone Hotline / Telephone Information System
30 July 2008	- IVSS dedicated telephone enquiry service (2125 2125) manned 9:00 am to 5:30 pm on weekdays - CHEU 24 hours telephone information system (2833 0111)
(9)	Paper publicity materials, logo, logo stickers, pamphlet, poster, etc.
15-17 Oct 2008	IVSS posters & leaflets being arranged to distribute to KG/CCC, MCHCs and District Offices for display and distribution
20 Oct – Dec 2008	IVSS poster has been displayed in the subway link between the East Railway and MTR stations at Tsim Sha Tsui
Oct 2008 – Mar 2009	Package sent for successfully enrolled doctors together with the confirmation letter: logo, mini-poster, vaccination cards, Notes for Parents and 4 important IVSS forms - Authorisation Form, Reimbursement Form, Change Form and Pre-primary Institution Certification Form