



衛生防護中心
Centre for Health Protection

Risk Communication Advisory Group (RCAG)

Publicity Plan for Human Swine Influenza Vaccination Programme

Purpose

This paper gives a brief overview on the Human Swine Influenza (HSI) vaccination programme, summarises the publicity measures and seeks members' views to further promote the vaccination programme.

Background

The Government will launch the HSI vaccination programme in December. As time is required for vaccine delivery, vaccination will first start in public sector on 21 December followed by the private sector on 28 December.

Based on the recommendations of the Scientific Committees under the Centre for Health Protection (CHP), HSI vaccination is recommended for the following five target groups, which have an estimated population of around two million –

- (a) healthcare workers;
- (b) persons with chronic illnesses and pregnant women;
- (c) children between the age of 6 months and less than 6 years;
- (d) elderly persons aged 65 years or above; and
- (e) pig farmers and pig-slaughtering industry personnel.

The first batch of 500,000 vaccine doses will be prioritised for vaccinating the target groups. Those who do not belong to the target groups may seek vaccination in the private sector at their own cost after arrival of the second batch of vaccines in January 2010.



Implementation details

Where to get vaccination

A private-public collaboration model is adopted in HSI vaccination. The principle which determines who goes to where for vaccination is simple. Members of the target groups should go to the place where they normally receive their medical services for HSI vaccination. Existing clients of Hospital Authority (HA) or Department of Health (DH) will receive vaccinations in the HA/DH clinics free of charge. Those who have been visiting private doctors may receive vaccination by their own doctors or other private doctors enrolled in the HSI Vaccination Subsidy Scheme (HSIVSS) (if their doctors have not participated in the subsidy scheme) where a subsidy will be provided by the Government. Nonetheless, they may also choose to receive free vaccination at public clinics if they wish.

Vaccination by the public sector

Starting from **21 December 2009**, the hospitals, clinics and medical centres under DH and HA will provide free HSI vaccination service on a voluntary basis to the target groups. Healthcare workers will receive personal invitations for free vaccination at their workplace or designated HA clinics. Pig farmers and pig-slaughtering industry personnel will be identified by relevant departments and invited for free vaccination at designated HA clinics.

Vaccination by the private sector

HSIVSS will be launched on **28 December 2009** to provide more choices to the public. Under the Scheme, persons with chronic illnesses and pregnant women, young children and elderly can opt to receive vaccination from private doctors who have joined the subsidy scheme. The Government will subsidise an amount of \$129 per dose, including \$79 for the vaccine cost and \$50 for the injection fee. The HSI Vaccination Subsidy Scheme will use the electronic platform of the Elderly Health Care Voucher Pilot Scheme, i.e. the “eHealth System” to record the vaccination and to arrange for reimbursement to private doctors. Enrolled doctors will display a logo at the clinic entrance and indicate their vaccination charges on a poster inside their clinics. Addresses and telephone numbers of clinics and the fee schedules will

also be posted on the website of CHP.

Non-target groups

Those who do not belong to the target groups may seek vaccination in private clinics at their own cost upon arrival of the second batch of vaccines in January 2010. About 500,000 doses of vaccine would be made available to the private sector at cost (i.e. \$79 per dose) for this purpose.

Summary of vaccination locations

A summary of the vaccination locations for the five target groups is set out below –

Target groups	Vaccination locations
<p>(a) Healthcare workers</p> <ul style="list-style-type: none"> • Staff working in DH, HA, private hospitals, Residential Care Homes and clinics of private doctors enrolled in HSIVSS • Healthcare professionals registered with their respective Boards or Councils and not covered above • Staff of medical, dental or Chinese medicine clinics not covered above 	<ul style="list-style-type: none"> • Workplace • Designated HA General Outpatient Clinics (GOPCs) • Designated HA GOPCs
<p>(b) Persons with chronic illnesses and pregnant women</p> <ul style="list-style-type: none"> • Follow-up in public sector • Follow-up in private sector 	<ul style="list-style-type: none"> • Follow-up clinics of HA or DH. • HSIVSS enrolled doctors. • HA GOPC (for chronic patients) or DH Maternal and Child Health Centres (for pregnant women)

(c) Children between the age of 6 months and less than 6 years	<ul style="list-style-type: none"> • DH Student Health Service Centres • HSIVSS enrolled doctors
(d) Elderly persons aged 65 years or above	<ul style="list-style-type: none"> • HA GOPCs or DH Elderly Health Centres (for members) • HSIVSS enrolled doctors
(e) Pig farmers and pig-slaughtering industry personnel	<ul style="list-style-type: none"> • Designated HA GOPCs

Key implementation dates

<u>Events</u>	<u>Dates</u>
• ceremonial launch of the HSI vaccination programme	17 December 2009
• commencement of vaccination in Hospital Authority (HA) and Department of Health (DH) clinics for target groups	21 December 2009
• commencement of the HSI vaccination subsidy programme to target groups at participating private clinics	28 December 2009
• making available HSI vaccine at cost to private doctors for non-target groups	mid January 2010

Publicity Arrangement

The Government has announced the arrangements of the HSI vaccination programme on 30 November 2009. DH will launch a series of publicity arrangements through dissemination of leaflets, broadcast of TV and radio Announcement of Public Interest, etc. Details about the vaccination programme have also been uploaded onto the website of CHP (www.chp.gov.hk). In addition, DH has set up a hotline (2125 2125) to answer public enquiries. The Government will also brief Chairmen and Vice Chairmen of the District Councils as well as the Elderly Commission on the details of the HSI vaccination programme in December 2009. A basket of publicity measures has been carried out or lined up as per Annex.

Advice Sought

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

Vaccination Office
Centre for Health Protection
December 2009

Human Swine Influenza Vaccination Programme

Publicity for Individual Target Group

Target groups	Strategy
Chronic patients	<ul style="list-style-type: none"> • HA GOPCs: plan to promote the vaccine in their clinics through video broadcast; individual clinics will also design signages to attract clients' attention • Vac Office: send letters to all doctors to explain the importance of vaccination and its arrangement; encourage private doctors to enrol in the Subsidy Scheme and provide vaccination for the eligible clients • CHEU: explore to broadcast sound track/video through Clinics TV network/pharmacy chains; invite pharmacy stores/patients support groups to display posters and disseminate relevant information
Pregnant women	<ul style="list-style-type: none"> • FHS: direct offer HSI to every pregnant woman coming for antenatal visit • Vac Office: include messages for pregnant woman in the letters to doctors • CHEU: consider to promote the vaccination in baby care website (e.g. babykingdom website); line up media interview in the women's /family programme/publication; display posters in places where women frequently patronized, e.g. supermarkets/chain stores
Young children	<ul style="list-style-type: none"> • Vac Office: send letter to KGs/CCCs to enlist their support to disseminate the information to their parents • FHS: provide opportunistic vaccination for eligible visited clients; provide information about the vaccination arrangement to the clients visiting MCHCs • CHEU: distribute information to playgroups; and arrange promotion via baby care website and media programmes/publications (similar to pregnant woman)
Elderly	<ul style="list-style-type: none"> • EHS/Vac Office: arrange vaccination for RCHEs/RCHDs residents and staff via VMO (Around 90,000 clients) • EHS: direct offer vaccination to all EHC members (38,000 clients) • CHEU: provide printed materials to DECCs/NECs to enlist their support to distribute the information to the eligible clients

	<ul style="list-style-type: none"> • EHS: explore with other community partners to encourage/facilitate elders to get vaccination • EHS: line up media interview in elderly programmes/publications
Health care workers	<ul style="list-style-type: none"> • Vac Office: send letter to individual registered health care worker to invite them for vaccination (70,000 copies); the letter for different groups may carry different messages: <ol style="list-style-type: none"> 1. For doctors: invite them for vaccination /encourage them to provide vaccine for their health care staff/ invite them to join the subsidy scheme and/or provide vaccine to eligible groups 2. For CMP/dentist: invite them for vaccination /encourage them to arrange vaccination for their health care staff 3. For others: invite them for vaccination • Vac Office/HA: conduct briefings to private/public hospitals to explain to their staff about the vaccination arrangement and enlist their support to have vaccination • Vac Office: liaise with HKDU/HKMA/other relevant associations to enlist their support
Pig farmers and pig-slaughtering industry personnel	<ul style="list-style-type: none"> • Vac Office: liaise with AFCD/FEHD/other relevant departments to send out individual invitation letter for vaccination • CHEU: include reason why this target groups need vaccination in the information materials