

Effect of age on Ontario community pharmacy patrons' perspective of pharmacists as influenza immunizers

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OBJECTIVES: To examine the effect of age on attitudes regarding pharmacists as immunizers among pharmacy patrons who have not received the flu vaccine from a pharmacist.

METHODS: A survey was administered to a random sampling of adult patrons at six community pharmacies in the Greater Toronto Area who had not received the flu vaccination from a pharmacist within the past year. The impact of age on survey responses was assessed using simple logistic regression to obtain crude odds ratios (ORs). For this analysis, participants were classified as >65 or < 65 years of age.

RESULTS: Of the 1,004 community pharmacy patrons invited to participate, 541 (58.1%) completed the survey. Those under 65 (n=413, 76.3%) were less likely to receive an annual influenza vaccination (OR 0.28; 95%CI 0.19 to 0.42, p<0.01), including from their family doctor (OR 0.27; 95%CI 0.18 to 0.41, p<0.01). They were also less likely to be aware that pharmacists could administer flu vaccine (OR 0.48; 95% CI 0.29 to 0.77, p<0.01). However, younger participants had a non-significant trend to agree to receive their immunization from pharmacists (OR 1.51; 95% CI 0.99 to 2.3, p=0.05), in spite of fewer visits to pharmacies (At least one visit to pharmacy per week OR 0.45; 95%CI 0.30 to 0.67, p<0.01).

CONCLUSIONS: Among those who have not been recently vaccinated by a pharmacist, younger individuals were less likely to receive the flu vaccine and less aware of pharmacists' availability to provide this service. This represents an interesting target group for marketing of this pharmacist's service.