

Facilitators and barriers of Ontario pharmacists as providers of influenza vaccination: Surveys of pharmacists and patrons of community pharmacies

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- OBJECTIVES:** To understand Ontario pharmacists' and patron perceptions of barriers and enablers to influenza vaccination in the community pharmacy setting.
- METHODS:** Community pharmacists, identified through the Ontario College of Pharmacists database, completed an online survey of attitudes related to providing the flu vaccine. Patron attitudes were evaluated via a survey of adult patrons of six community pharmacies in the Greater Toronto Area who had not received flu vaccination from a pharmacist within the past year. This survey was completed on paper, or electronically using an ipad or online.
- RESULTS:** Of all 4239 eligible pharmacists, 780 pharmacists (18.4%) participated in the survey. Pharmacists reported pharmacy workflow and staffing as the highest barriers and interest in improving patient's health, ability to demonstrate new pharmacist's role to public and the desire to increase patient flow to the pharmacy were the highest facilitators. Among the 541 patrons who participated in the second survey (RR 58.1%), key reasons for not going to community pharmacist for the flu vaccine included lack of interest in the vaccination itself, regardless of provider (n=225, 41.6%) and a lack of awareness that pharmacists can provide (n=164, 30.3%). Facilitators of pharmacist-administered vaccination were flexible vaccination hours, short wait time, and private administration rooms.
- CONCLUSIONS:** Logistical and access issues are challenges for pharmacists and important facilitators for pharmacy patrons not yet accessing this service. Beyond continued education around the value of the flu vaccine, improved marketing and targeted approaches might enable pharmacists to reach those not currently engaging with pharmacists as immunizers.