

NURSE WINTER VACCINATION PROGRAM QI

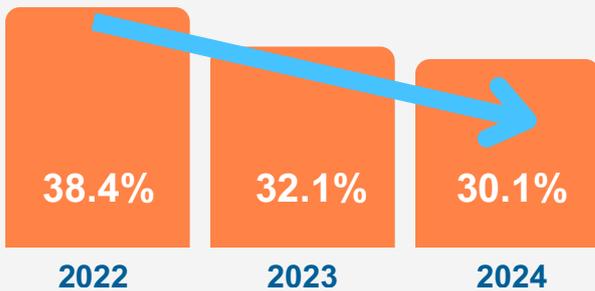
AIM

To improve the uptake of recommended seasonal vaccinations among vulnerable populations in general practices, particularly influenza, COVID-19 boosters and pneumococcal vaccines.

15 general practices participated **between April and September 2025**, in line with the Queensland Government's Free Flu Vaccination Program.

PROBLEM

Percentage of Australian population who received the influenza vaccine:



Declining immunisation rates are concerning, with the 2024 flu season the worst since 2019.



↑ Community awareness through the Winter Wellness marketing campaign

- 600 cinema ads
- 190 radio ads
- 1.3M impressions
- 7K clicks
- 28 articles across our health professional and consumer facing newsletters, namely **GP and Practice News** and **Your Local Primary Health Network News**

RESULTS

Winter Wellness Report:

- downloaded **173 times**; **12.4 downloads** per participating practice

QI Activity:

- ↑** uptake of influenza immunisations by 30.6%
- ↓** in **vulnerable patients** due for influenza immunisation
- 6 out of 14 practices** recorded a **↓** in the number of vulnerable patients due for all three immunisations (influenza, COVID-19 and pneumococcal)

Vulnerable patients due for influenza immunisation (as % of active patients)

