

2015 Free Flu Shot Clinic Report: *Analyzing the “WHY”*

Mother & Child Health Coalition
Mid America Immunization Coalition



Betsy Dee
Immunization Program
Supervisor: Regina Weir
December 10, 2015

Table of Contents

1. Research Purpose.....	Page 3
2. Jack Reardon Civic Center.....	Page 8
3. Kansas City Kansas Community College.....	Page 12
4. Research Medical Center Walgreens.....	Page 19
5. St. Mark.....	Page 23
6. Residential Status and Marketing Reach	Page 26
6. Thematic Discussion.....	Page 27
7. Conclusion.....	Page 30

Research Purpose

This report provides a detailed analysis of the Mother and Child Health Coalition's Mid America Immunization Coalition (MAIC) free flu clinics this 2015 Fall. A service provided annually to the uninsured or underinsured in the Kansas City Metropolitan Area, the Mother and Child Health Coalition/MAIC partners with Walgreens Pharmacists on both sides of the state line to coordinate free flu shots. These services are funded by the U.S. Department of Health and Human Services, Region VII. Free flu shots are made available for those 7 years of age or older in Kansas and 12 years of age or older in Missouri.

In addition to providing immunizations to those with little or no insurance and little resources to get a flu vaccination, an objective of the flu clinics this Fall was to gather data from those who partake in the free services. There is not an abundance of information, specifically in the KC area, to answer why people do not receive their flu shots. To help address this issue, a survey was developed to ask: "What prevents people from obtaining the flu shot?" Hopefully, the data obtained from these surveys will be valuable to MAIC clinics, as well as valuable to those like Walgreens who hold many flu clinics throughout the year.

There were several criteria for the survey. First, the survey needed to be short. Those that want to receive a free flu vaccination are already required to fill out a consent form. By adding more paperwork, there was a concern that flu recipients would be deterred from taking the necessary time and consideration needed for valuable data collection. Therefore, only basic questions that most anyone could answer were selected. Thus, the survey itself ended up being a total of six questions.

The survey included questions about basic demographic information: age, race, gender, and location by state. These specific questions captured data about the groups of people that are currently coming to the free flu clinics. By understanding which groups of people are reached with current tactics, it becomes clear those groups that are not being vaccinated. In the following report, this demographic information is analyzed through a comparison of the community/county within which the free flu clinic venue is held. Using the *United States Census Bureau State and County QuickFacts*, this report compares the data collected in the surveys and census data collected for the county in its entirety.

The first four questions in the survey collect information about the flu clinic participants. The fifth question is: “What keeps people you know from getting the flu shot?” This question was designed to gather information about those whose voices cannot be measured at a flu clinic: those who do not get vaccinated or do not have the means to be vaccinated. While the demographic information is not providing accurate demographic information about those who are not there getting their flu shot, the participant responses are still telling of the population that are not vaccinated. This is the case since people typically hang out in groups of similar-minds.

All survey questions were carefully worded to ensure that an individual with a third grade education level and above could process what was being asked. MAIC also provided an “other” option for each of the questions to accommodate for those that may identify as something other than the offered options or had an alternative explanation to question five. This resulted in the survey itself being the size of half a sheet of paper. The size made it easy to clip onto the consent form and thus, was distributed with every Walgreens consent form that participants filled out. In addition to drawing these individuals’ attention to the

surveys, its anonymity was also mentioned. Each survey was to be placed into a box upon completion.

The survey was successfully distributed at five of the seven clinics held by MAIC. While the intention was to distribute the survey at all of the free flu shot clinics, two of the clinics posed unforeseeable obstacles. One clinic was a Vietnamese Health Fair, where most everyone only spoke Vietnamese. The other Walgreens clinic on Wornall Road proved logistically impossible to efficiently distribute. The five free flu clinics that did have surveys successfully administered include: Jack Reardon Civic Center, Kansas City Kansas Community College (2 clinics), Research Medical Center Walgreens, and St. Mark Child and Family Development Center.

Because this is the first survey created and administered by MAIC at the free flu clinics, there are a few limitations that must be acknowledged. For instance, the survey itself only required checking or circling. Due to the hope of incentivizing people to fill it out by its short nature, the questions were not open-ended. Also, the survey itself was voluntary. Ideally, everyone who attended the free flu clinics would have filled out the survey. However, a handful of people at each clinic refused to fill out the survey. Lastly, some clinics were more successful than expected and the number of participants exceeded the number of surveys available. In those clinics, the full amount of potential data could not be gathered.

The survey presented to the free flu shot participants is displayed on page 7. Please note that the second survey shown (and administered to participants) had a change in question number five. The answers for this question were re-ordered at random in order to test whether that affected the way participants answered the question. Also, the surveys

provided at the Jack Reardon Civic Center only contained five questions. This survey is not provided, however it is the same format as the first survey. After the Jack Reardon clinic, a sixth question was added: "How'd you hear about this?" Question six was added in hopes that the data could enhance marketing efforts for free flu clinic to the same or similar communities.

FLU SURVEYS ADMINISTERED AT CLINICS

HELP us create a healthier community! YOUR VOICE COUNTS!

Please circle, or fill in, the information that applies to you:

1. Age:	2. Race:	3. Gender:
Under 20	Asian	Female
20-29	Black/African American	Male
30-39	Hispanic	_____
40-49	Native American	
50-59	White/Caucasian	4. Residential State:
59+	_____	Kansas
		Missouri

5. Please check any or all that apply:
 What keeps people you know from getting the flu shot?

<ul style="list-style-type: none"> ▪ Cost ▪ Transportation ▪ No free time ▪ No flu shot clinics close to home/work ▪ Little knowledge about how to get a flu shot ▪ Uncertainty about flu shot effectiveness ▪ Religious beliefs ▪ Cultural beliefs Other: _____	6. How'd you hear about this?
	Flyer
	Radio
	Television
	Online
	Word of mouth

Above is the original survey provided, without any question alterations.

HELP us create a healthier community! YOUR VOICE COUNTS!

Please circle, or fill in, the information that applies to you:

1. Age:	2. Race:	3. Gender:
Under 20	Asian	Female
20-29	Black/African American	Male
30-39	Hispanic	_____
40-49	Native American	
40-49	White/Caucasian	
50-59	_____	4. Residential State:
59+		Kansas
		Missouri

5. Please check any or all that apply:
 What keeps people you know from getting the flu shot?

<ul style="list-style-type: none"> ▪ Transportation ▪ Religious beliefs ▪ Cultural beliefs ▪ No flu shot clinics close to home/work ▪ Little knowledge about how to get a flu shot ▪ Cost ▪ Uncertainty about flu shot effectiveness ▪ No free time Other: _____	6. How'd you hear about this?
	Flyer
	Radio
	Television
	Online
	Word of mouth

Above is the survey with question 5 answer options rearranged.

Jack Reardon Civic Center Clinic

The first MAIC flu clinic scheduled for the 2015 Fall was at the Jack Reardon Civic Center. Jack Reardon Civic Center is located at 520 Minnesota Avenue in Kansas City, Kansas. Also referred to as “Jack Reardon,” this center is located in the expansive Wyandotte County, Kansas. According to the United States Census Bureau’s QuickFacts, which will be used to describe each county discussed in this report, the demographics of Wyandotte, Kansas are diverse. The community’s age range spans from young adulthood to early retirement years, and family structures among this area include a mix of nuclear families, extended families, and single households (QuickFacts). The gender ratio of Wyandotte, Kansas is roughly 1:1 females to males (QuickFacts). According to the census data, Wyandotte’s race summary breaks down in the following percentages:

White: 66.9%
Black or African American: 24.8%
Hispanic or Latino: 27.3%
American Indian: 1.3%
Asian: 3.7%

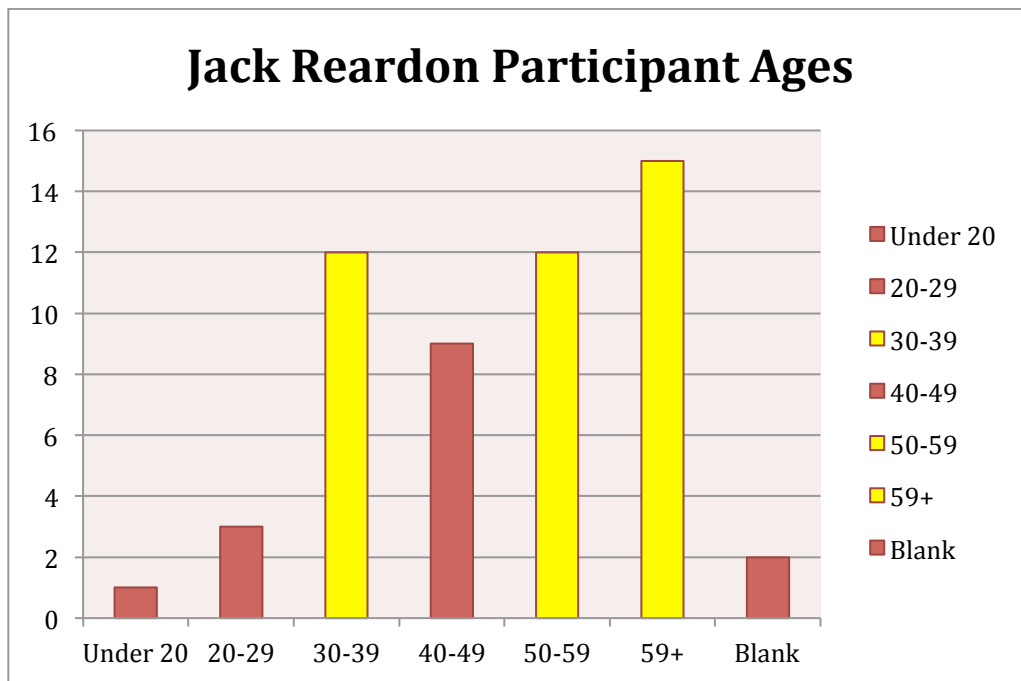
First, it is important to point out that in the US Census Bureau’s QuickFacts, there are more race categories than those listed above. For this flu clinic discussion, and subsequently all flu clinic discussions in this report, the above race categories have been selected to be consistent with the race categories collected on the distributed flu survey. This provides a more coherent comparison between census data and the flu survey data..

Secondly, it is important to note a limitation created by using the Census Bureau QuickFacts for this comparison. While these county statistics are representative in the Jack Reardon discussion—the neighborhoods immediately around Jack Reardon Civic Center appear to consist of predominantly Hispanic, Black or African American, and White, a trend

consistent in the Census Bureau’s collection—the Census Bureau collection is restricted in its accuracy. Because this census data must include the *entire* county, any variance from the average demographic traits is not measured. This means that any community with a higher density of specific demographics will not be represented in the census data. This discrepancy points to the importance of focusing on the specific community, which surrounds each clinic, as well in this report.

On September 24th, beginning at 9:00 am and concluding at noon, Walgreens administered approximately 75 flu shots. Each of the 75 participants was provided a voluntary flu survey; 54 participants completed and successfully turned in their survey. The data from these 54 surveys were used in the following analysis of the population obtaining a free flu shot at Jack Reardon.

Table 1.0 (Highlighted are the 3 largest values)



At first glance, Jack Reardon participants represented every age category provided on the survey. This is consistent with the Wyandotte, Kansas census data. Looking more closely, approximately half, or precisely 49.98%, of participants were fifty years of age or older (the two oldest brackets). Furthermore, the age bracket with the third most participants was those 30-39 years old. The reduced representation for the brackets of Under 20 and 20-29 was expected—this clinic was held during school hours and approximately 78 percent of Wyandotte County, Kansas residents obtain their high school diploma (QuickFacts). Lastly, as shown below in Table 1.1, the gender ratio for Jack Reardon Participants was 2:1 female to male.

Table 1.1 (Highlighted is the largest value)

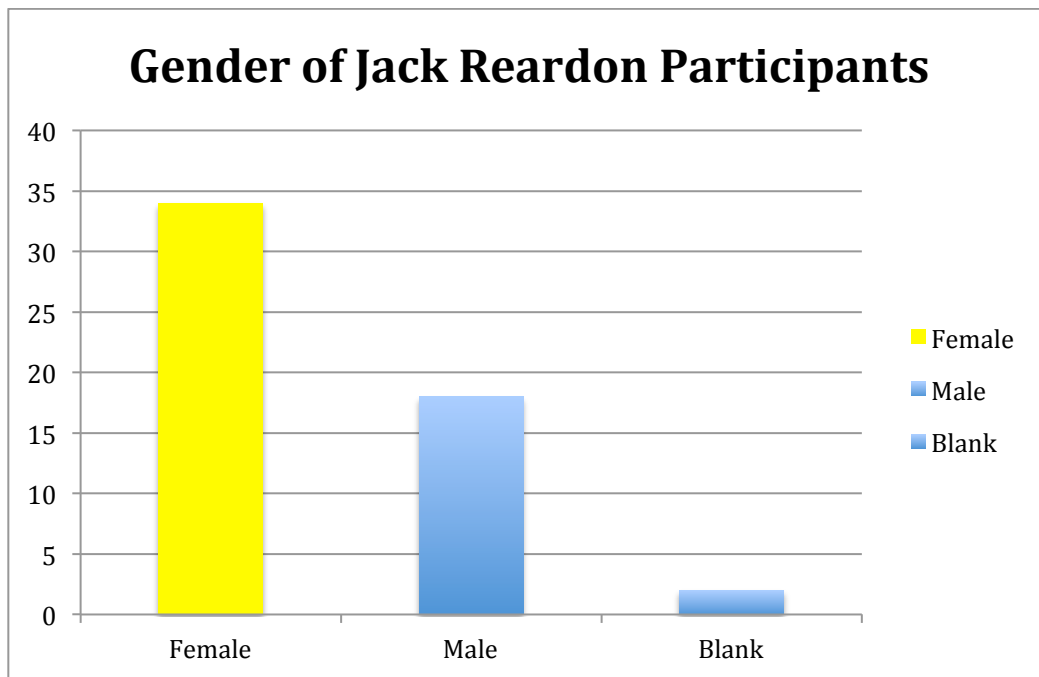
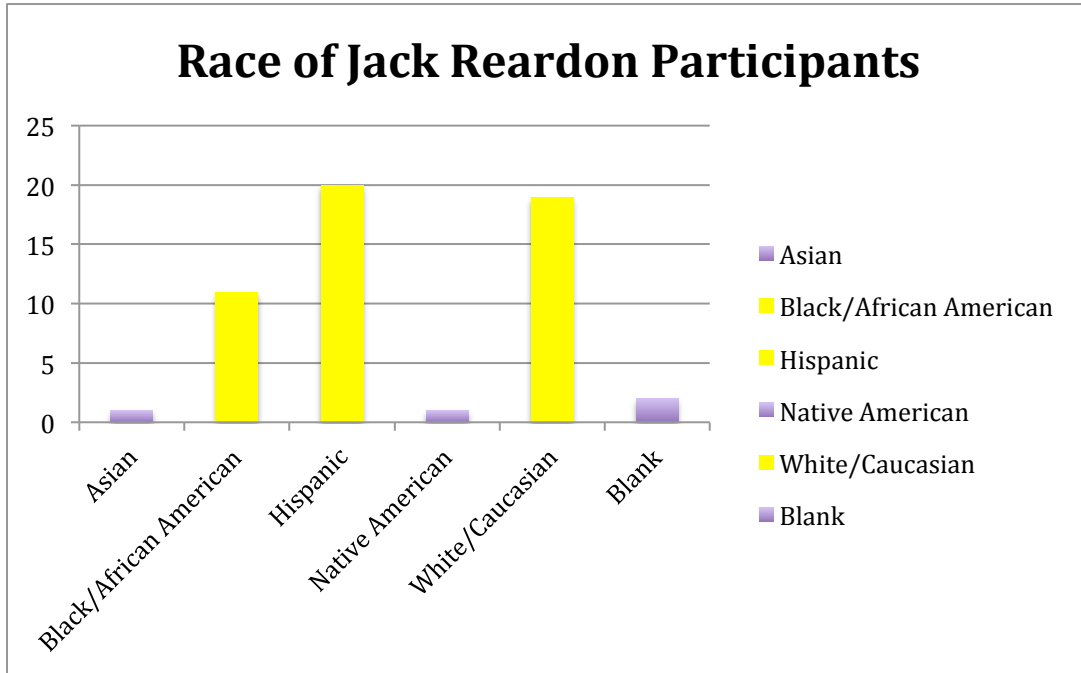


Table 1.2 (Highlighted are the 3 largest values)



The race categories, within which Jack Reardon participants identified, are displayed in Table 1.2. The three race categories that the majority of Jack Reardon participants identified with include Hispanic, White, and Black or African American: 37% identified as Hispanic, 35% identified as White, and 20% identified as Black or African American. This is consistent with the diversity of the surrounding neighborhoods of Jack Reardon. Additionally, it also matches the overall demographic census data of Wyandotte County, Kansas.

In addition to the demographic data collected in the survey, the purpose of the survey is found in question five: “What keeps people you know from getting the flu shot?” This section of the survey allowed for participants to mark as many possibilities or as few possibilities as pertained to their knowledge regarding why people they know do not receive their flu vaccination. Because all participants were instructed to select as many options as relevant to them, this information could not be marked as a percentage. Thus,

the three most marked scenarios are as follows: out of the 54 participants who returned their survey, 26 marked “Cost” as a barrier, 24 marked “Uncertainty about flu shot effectiveness” as a barrier, and 13 marked that “Little knowledge about how to get a flu shot” posed as a barrier.

Also provided in this question was the “Other” option to write out a reason that prevents people from getting their flu shot. At the Jack Reardon flu clinic, multiple people utilized this option. Participants listed these reasons as other barriers to receiving the flu shot:

- Clinics are not usually open after work hours, from 5-9 pm
- People don’t think that they need the flu shot
- Fear of needles
- People think that the flu shot makes them sick
- People are undereducated about the flu

In summary, the participants at the Jack Reardon flu clinic represented the older age population of Wyandotte County, and these same participants were representative of the race category percentages collected by the census data. Additionally, the percentages of participants in each race category aligned with the diverse immediate neighborhoods around the facility. However, the Wyandotte County gender ratio of 1:1 females to males was not consistent with Jack Reardon clinic’s, which had more women participating in the flu clinic than men.

Kansas City Kansas Community College (KCKCC)- Clinic 1

The second free flu shot clinic provided by MAIC in the 2015 Fall, was at the Kansas City Kansas Community College (KCKCC), located at 7250 State Avenue in Kansas City, Kansas. KCKCC primarily accepts students from Wyandotte County; however, there is a small proportion of students also living in Leavenworth County. To reiterate from the Jack

Reardon discussion, the Wyandotte County's census data, the gender ratio is 1:1 females to males (QuickFacts). This gender ratio is similar to KCKCC campus, where 58% identify as female and 40% identify as male (FastFacts). Not surprising, because it is a community college campus, KCKCC campus consists of majority part-time students, with the average age of 29 years old (FastFacts). The age range of the community around KCKCC campus, however, is much larger as it consists of family households and working professionals. Again, Wyandotte County's population breaks down in the following percentages according to race:

White: 66.9%
Black or African American: 24.8%
Hispanic or Latino: 27.3%
American Indian: 1.3%
Asian: 3.7%

The racial makeup of KCKCC campus is very similar with that of Wyandotte County demographics (listed above): 47% of the student body are white, 24% of Black or African American, and 17% are Hispanic (FastFacts). However, while the county and community college are both majority white, there is a higher proportion of Hispanic and Black or African Americans on the KCKCC campus.

Between 11:00 am and 2:00 pm, on Tuesday, October 6th, Walgreens administered approximately 275 flu shots. Due to the unanticipated number of individuals participating in the clinic not everyone who received a flu shot also received a survey. Based on the numbers from last year's clinic at KCKCC, only 150 surveys were produced. Consequently, only 124 participants of the 275 approximately that received their flu shot successfully completed the survey.

Table 2.0 (Highlighted are the 3 largest values)

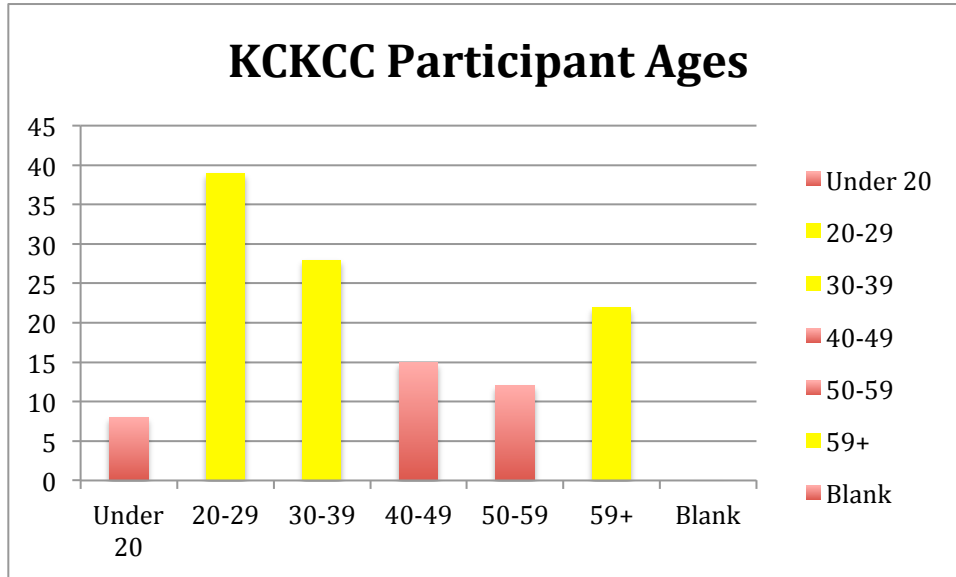
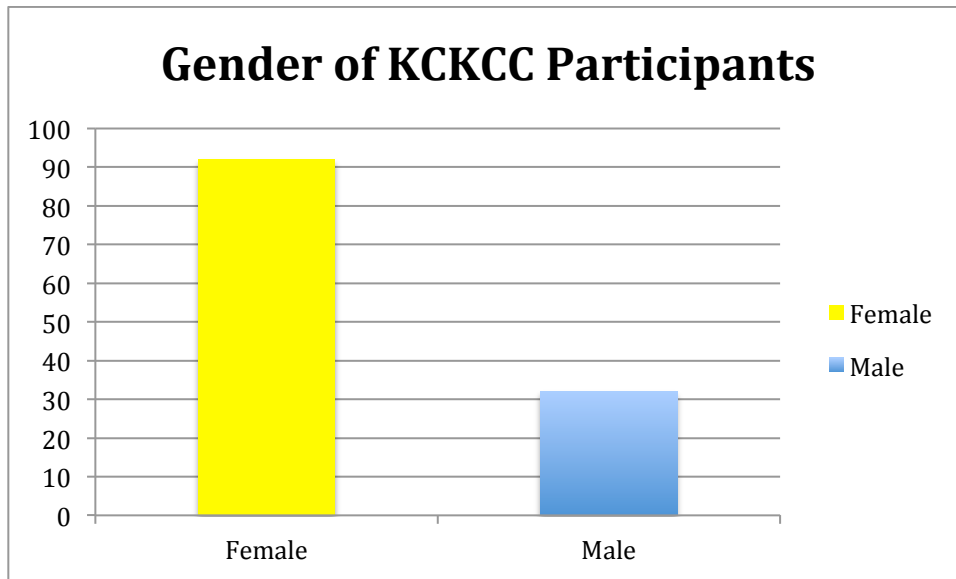


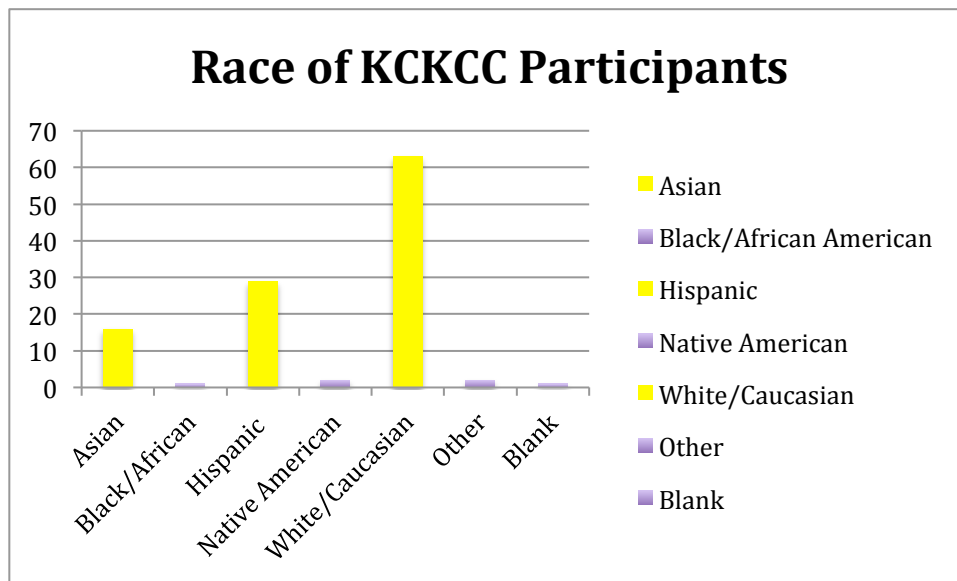
Table 2.1 (Highlighted is the largest value)



Due to the on-campus location of the flu clinic, it is not surprising that more than half of the participants that returned their survey (54%) were between the ages of 20-39 (two age brackets). This data is consistent with the average student age of 29, as presented by KCKCC website. Also, a portion of these young participants may be attributed to the high concentration of nursing students who are required to obtain their flu shot (and proof)

every Fall semester. The trend for nursing to be primarily a female-dominated profession may also explain why 74% of KCKCC participants were women, seen in Table 2.1. Many of the participants however, were older. In fact, 22% of participants were 59 years of age or older. This older percentage may be attributed to the facility’s teaching staff, as well as the close proximity that KCKCC campus has to neighborhoods.

Table 2.2 (Highlighted are the 3 largest values)



*Two participants identified as another race category not listed. They identified as “Arabic.”

Observing the race of KCKCC clinic participants in Table 2.2, 51% of those that submitted the survey identified as White. This is consistent with the demographic data pertaining to KCKCC campus and Wyandotte County. Additionally, the second most identified race category (29%) of the participants was Hispanic. Interestingly, the third most reported racial category was Asian (16%), which does not have a large representation on the KCKCC campus or in Wyandotte County. In fact, Black or African Americans make up the second largest percentage of the student body at KCKCC. This demographic was not significantly present at this KCKCC flu clinic.

With regard to question number five, of the 124 participants who successfully returned their surveys, 73 participants felt it important to mark that “Cost” was a barrier that prevented people from obtaining the flu shot. Additionally, 41 of the 124 participants marked “Uncertainty about flu shot effectiveness” as a barrier to obtaining a flu shot. The third most marked scenario was the “No free time” to get a flu shot, marked by 23 people.

Just as Jack Reardon’s survey results, the “Other” option for question five was utilized. These additional explanations were written as such:

- Fear of needles
- People having no insurance
- People simply not liking shots

In summary, the age brackets most of the KCKCC flu clinic participants selected are the ranges surrounding 29 (the average age of a KCKCC student). The other prominent age bracket encompassed the faculty and parents that received their flu shot. The race category representation was semi-similar to the census data and KCKCC statistics. White and Hispanics percentages were consistent, however the identified Asian population was proportionally more represented at the clinic than in the other statistics. Additionally, the gender ratio was consistent with both data sets. Thus, this first KCKCC flu clinic brought in a more unique portion of the community, and primarily students.

Kansas City Kansas Community College (KCKCC)- Clinic 2

Kansas City Kansas Community College also held the third flu clinic scheduled for this 2015 Fall. This clinic occurred two days after the original KCKCC flu clinic, on Thursday, October 8th, and in the same location. However, this flu clinic was held in the late afternoon: 3:00 to 6:00 pm. As before, the same survey was provided, but with this version, the answer selections for question five were in a different order: “What keeps

people you know from getting the flu shot?” This was done as a control test in order to determine if there was an order bias in the way that participants answered that question.

At the second KCKCC flu clinic, approximately 350 flu shots were administered. Although 200 surveys were supplied at this clinic, the participant total was significantly underestimated. Therefore, out of the surveys provided with the consent form, the data in this discussion come from 140 surveys.

Table 3.0 (Highlighted are the 3 largest values)

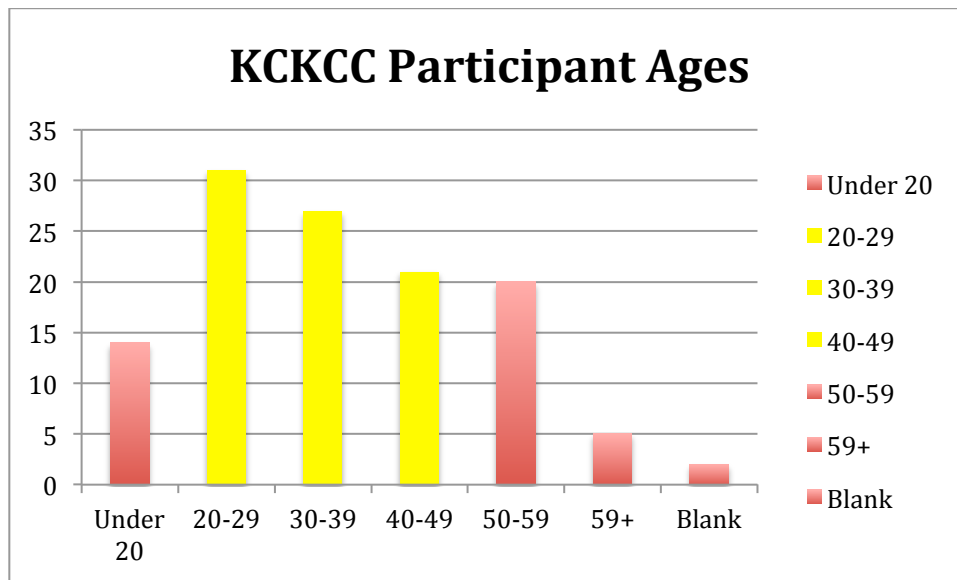
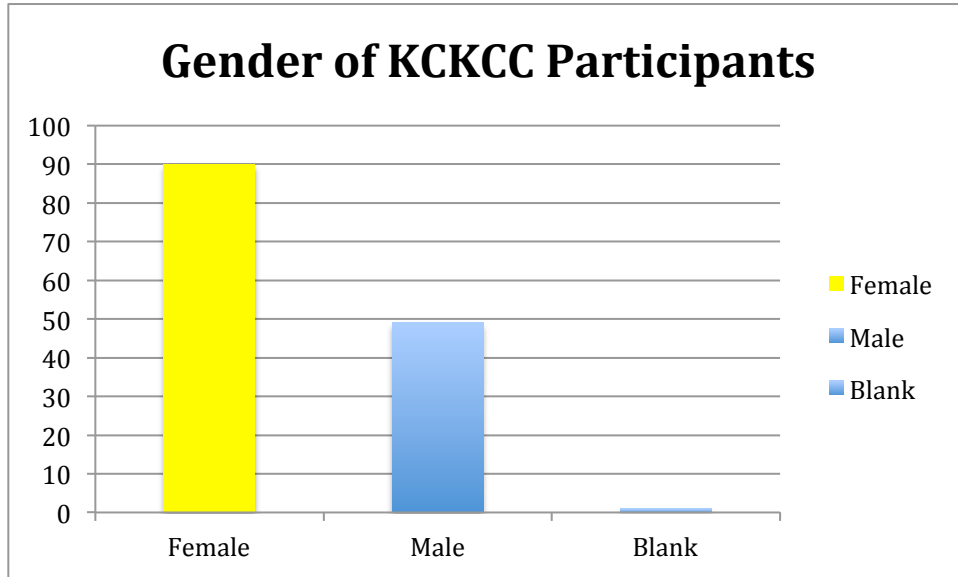
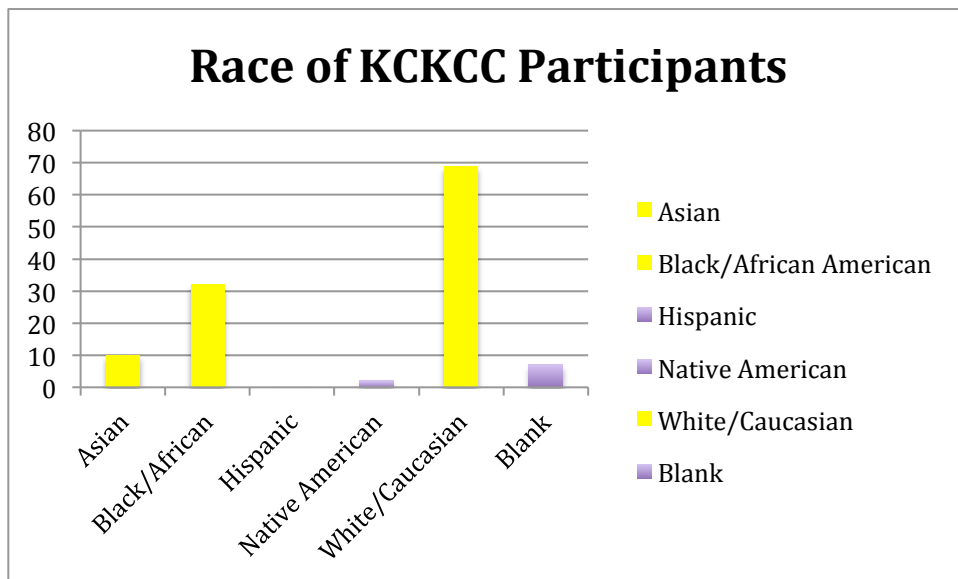


Table 3.1 (Highlighted is the largest value)



Similar to the first KCKCC flu clinic, the majority of participants were between the ages of 20 and 39 years. There was a sharp drop, however, in age representation for those 59+. At this clinic, there was once again a large attendance by KCKCC nursing students, which explains the younger age trend, as well as the gender ratio: 2:1 females to males.

Table 3.2 (Highlighted are the 3 largest values)



As shown in Table 3.2, 50% of the participants who successfully submitted their surveys identified as White. This is a similar percentage to the previous KCKCC flu clinic. However, unlike the first KCKCC flu clinic, whose second largest population identified as Asian, this second KCKCC clinic had 23% identify as Black or African American. The third largest percentage of participants (14%) identified as Hispanic. This trend is consistent with KCKCC FastFacts profile, where the majority of the population was White, followed by Black or African American, and then followed by Hispanic.

Unlike the past two flu clinics at Jack Reardon Civic Center and the Kansas City Kansas Community College, the highest marked answer (with 65 marks) pertaining to barriers that prevent people from obtaining their flu shot was “Uncertainty about flu shot effectiveness.” Close in second was “Cost,” which had been the highest ranking selection in the two previous clinics. Third, with significantly lower marks than the other two, was the barrier: “Little knowledge about how to get a flu shot.” Also, unlike the other two clinics, there were no “other” explanations provided on these surveys to explain what prevents people from getting the flu shot.

In summary, the second KCKCC flu clinic’s population age, gender, and race characteristics were similar to the first KCKCC clinic. Even with the re-ordered answers for question five on the survey, there appeared to be no answer biases. The only clear difference is that the African American representation at this clinic was more consistent with the county census data and KCKCC data than the previous clinic.

Research Medical Center Walgreens Clinic

Located at 2316 East Meyer Boulevard, Kansas City, Missouri is the Research Medical Center (RMC) Walgreens. The Research Medical Center Walgreens is in Jackson

County, Missouri. The community around the RMC is also diverse, and contains a population of mixed socioeconomic households of nuclear families, extended families, and singles. The gender ratio for Jackson County, Missouri is 1:1 females to males (QuickFacts). While the immediate community around the RMC appears to be racially diverse, it is imperative to note that this demographic aspect does not align with the overall Jackson County, Missouri census data. The race percentages are as follows:

- White:** 70.4%
- Black or African American:** 24%
- Hispanic or Latino:** 8.8%
- American Indian:** .6%
- Asian:** 1.8%

The RMC flu clinic was held on Thursday, October 15th, from 2:00 pm to 4:00 pm. During this time frame, Walgreens administered approximately 60 flu shots. From these 60 flu shot participants, a total of 46 surveys were filled out and successfully returned.

Table 4.0 (Highlighted are the 3 largest values)

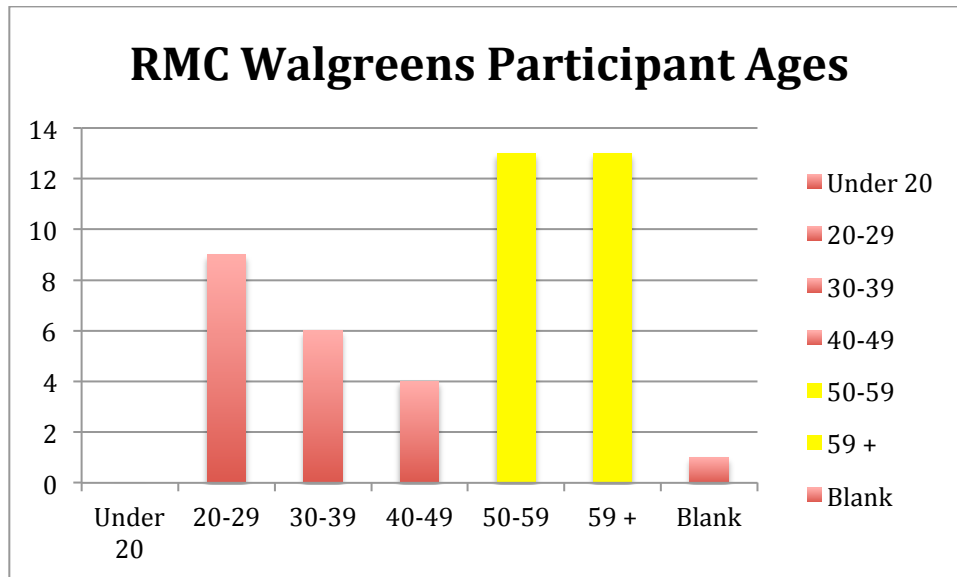
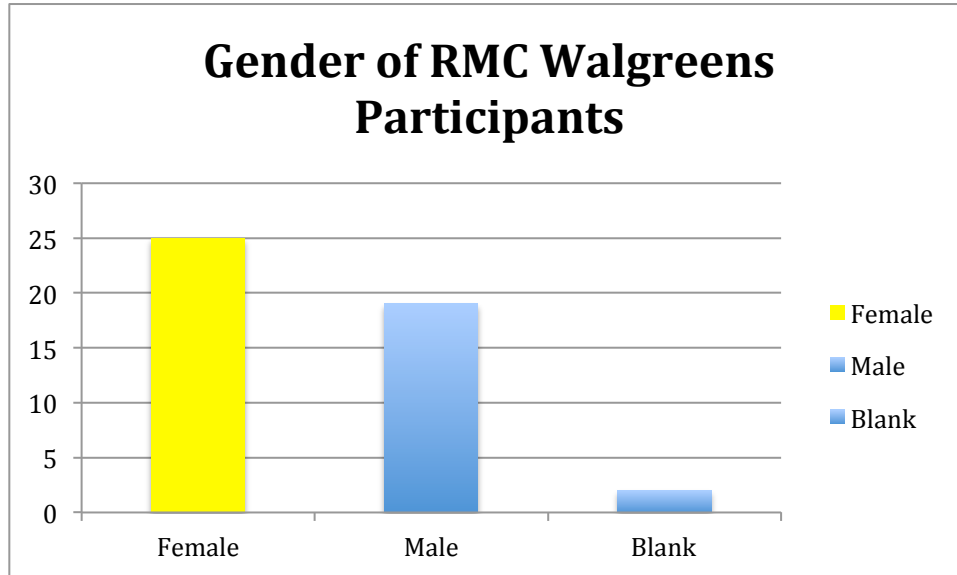
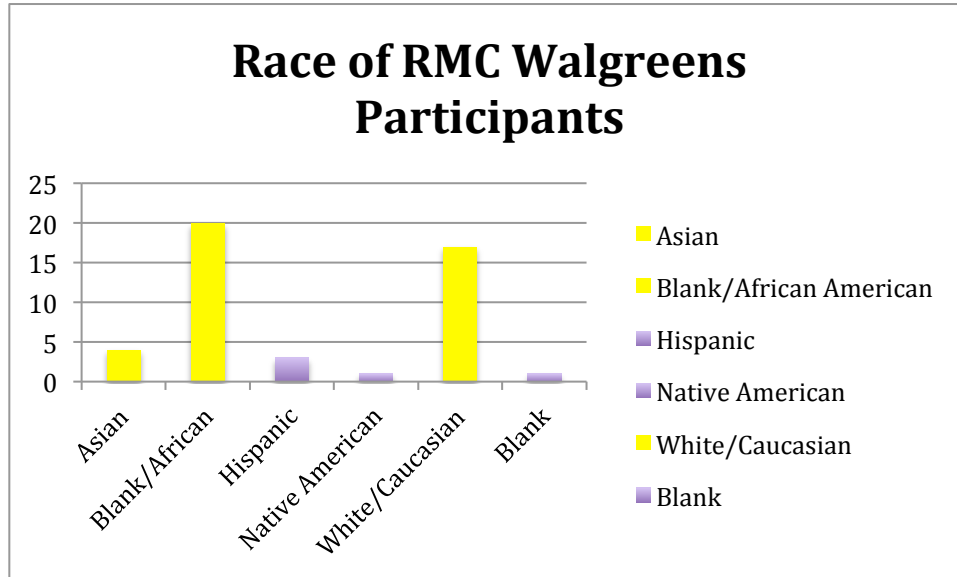


Table 4.1 (Highlighted is the largest value)



As shown in Table 4.0, there were two distinct age groups that most participated in the RMC flu clinic: 50 years of age and older, as well as 20-29 years of age. A possible explanation for the older population that attended this particular flu clinic includes the trend that many people were in the building before and/or after receiving their shot. Because aging individuals require much more medical attention via routine check ups and emergency care, both of which are provided in the medical center, those that obtained a flu shot may fit into this trend. Additionally, as shown in the “How’d you hear about this” survey question, the majority of people said that “Word of Mouth” in the center brought them to the flu clinic. An additional interesting trend is displayed in Table 4.1. The proportion of females to males that participated in the flu clinic is significantly closer than all other flu clinics.

Table 4.2 (Highlighted are the 3 largest values)



As shown in Table 4.2, the percentage of White and Black or African American participants were relatively close in total (n=20 Blacks or African Americans and n=17 Whites). This trend is inconsistent with the census data of Jackson County, Missouri, as the percentage of Blacks or African Americans in Jackson County, Missouri is a third of the percentage of Whites. Also curious to note is the similar representation of those who identify as Asian, and those who identify as Hispanic. According to the census data, the Hispanic population is much more present than the Asian population.

Based on the data provided from question number five, 22 of the 46 individuals felt that “Uncertainty about flu shot effectiveness” was a factor in keeping people from getting a flu shot. The second highest reported barrier was “Cost” of the flu shot, and with a much lower count, but third most marked was the barrier: “Little knowledge about how to get a flu shot.” There were two “other” responses, which included fear of needles and people not getting their flu shot because they did not have insurance.

In summary, the age distribution of the RMC clinic participants was significantly older than the spread of ages in the surrounding community. Similar to the KCKCC clinics, this may have been caused due to the medical purpose of the building, which attracts and hosts a larger percentage of higher age brackets in need to frequent medical services. Additionally, there was a higher Black or African American representation at the clinic than found in proportion to county statistics. However, the gender ratio was much more proportional to the community's. Overall, the participants that attended the flu clinic were not representative of the county census data.

St. Mark Clinic

The fifth, and final flu clinic held this 2015 Fall, was at the St. Mark Child and Family Development Center. United Inner City Services is the home to St. Mark Child and Family Development Center, also known as "St. Mark," which is located on 2008 East 12th Street, in Kansas City, Missouri. Like the Research Medical Center Walgreens, St. Mark is also in Jackson County, Missouri. The same county and community demographics may be applied here from the Research Medical Center Walgreens discussion (page 19).

Held on Thursday, October 22nd, from 2:00 pm to 5:00 pm, Walgreens administered approximately 75 flu shots to the community. Out of those 75 participants, a total of 68 surveys were completed and successfully returned.

Table 5.0 (Highlighted are the 3 largest values)

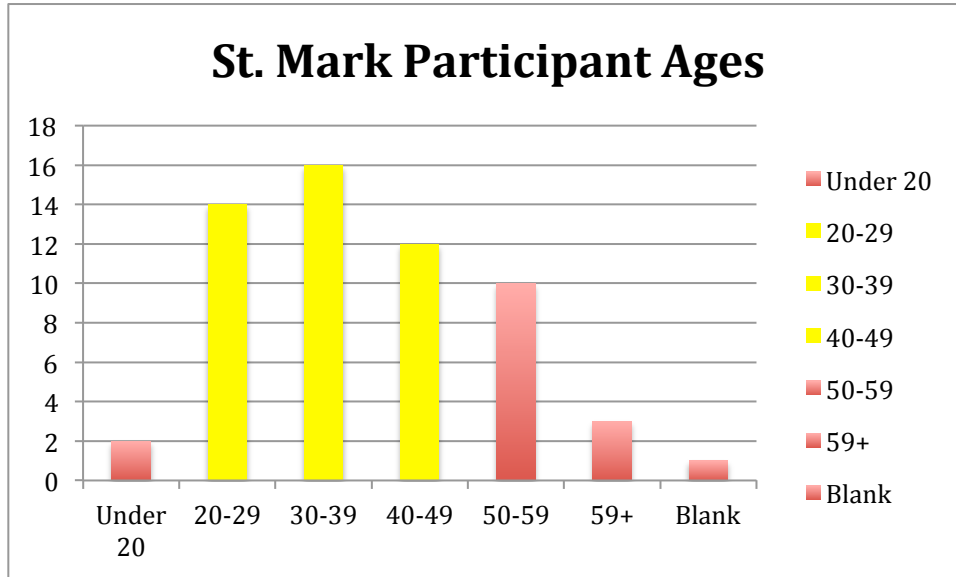
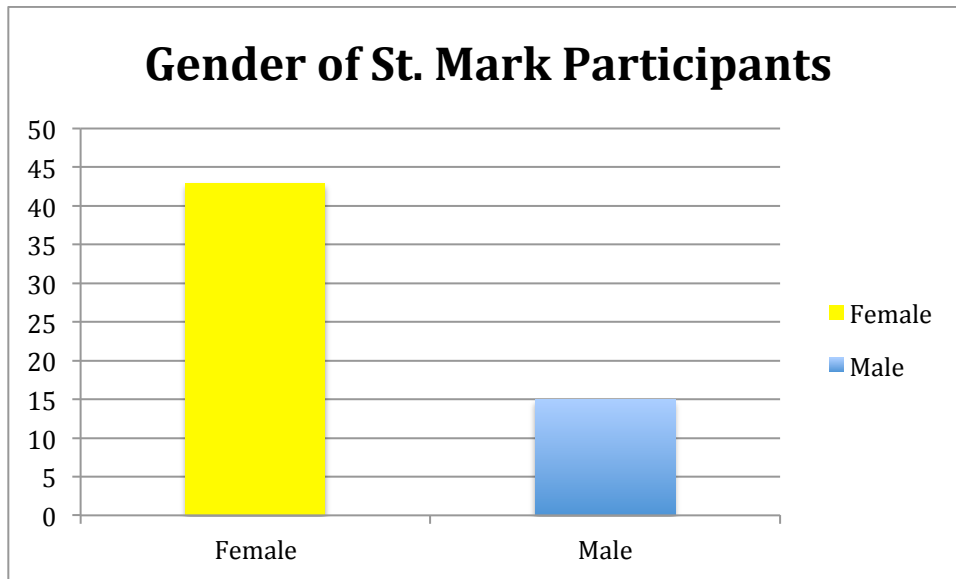


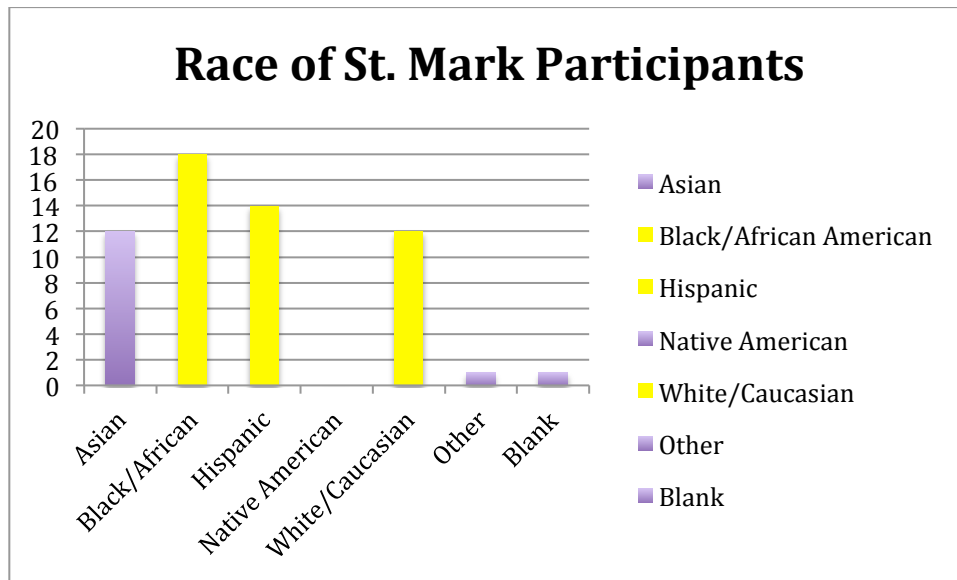
Table 5.1 (Highlighted is the largest value)



As seen in Table 5.0, there was a consistent spread of ages across three age brackets: 20-29, 30-39, and 40-49. The nature of the facility itself was key in providing such strong numbers for each of the listed age brackets—during the time of the clinic, after school and after care pick up took place. Stationed at the facility’s check in, we administered flu shots to guardians who entered the building to pick up a child from St. Mark’s care. Additionally,

many of those who entered the facility were there to pick up their sibling, child, niece/nephew were female. This is demonstrated, and shown in Table 5.1, by the significantly larger portion of female participants.

Table 5.2 (Highlighted are the 3 largest values)



*One participant identified as another race category. They identified as Pacific Island.

At this flu clinic, there was a good spread of racial representation. The census data of Jackson County, Missouri are not consistent with the demographics captured in Table 5.2. The most represented race category was Black or African American at 31%. While in Jackson County, Missouri the Hispanic population does not account for a large portion of the population, 24% of the participants identified as Hispanic. Tied for the third most represented racial identifications were the race categories Asian and White.

With regard to question five, 32 participants of the 68 participants that returned their survey indicated that “Cost” of the flu shot kept people from obtaining it. Additionally, 17 participants of the 68 participants thought that individual’s “Uncertainty about flu shot effectiveness” deterred people from receiving their shot. “Little knowledge about how to

get a flu shot” and “No free time” were also marked as barriers. There were no “Other” suggestions made at this flu clinic.

In summary, St. Mark’s participants were very representative of the surrounding demographics. This clinic produced the most diverse community members, namely race and age, in comparison to the other flu clinics. Only the gender ratio, of 2:1 females to males, was not consistent with the census data.

Residential Status and Marketing Reach

Two aspects of the administered surveys provide data specifically helpful to marketing tactics. By obtaining participant residential status by state, MAIC can use this information to help determine the influence of the current advertisements done for each event. (Although, all of the surveys indicated that the majority of participants at each clinic were from that state). To gain even more intelligence how the flu clinic information reached individuals, all flu clinics after Jack Reardon contained a sixth question. This question asked: “How’d you hear about this?” Presented in a similar format as question five, where the participant could choose multiple options, there were interesting trends in these data.

For instance, “Word of Mouth” was an overwhelmingly popular selection. Although this answer does not inform MAIC about from whom or where each participant experienced this exchange, it points out the impact communication plays in the number of participants that utilize the flu clinics. In addition to “Word of Mouth,” the second most selected answer was “Online.” Because of the television broadcast by Fox4NewsKC, as well as the schedule available on the Mother & Child Health Coalition’s website, MAIC’s flu clinics were easy to search online. All one needed to do was type in some word

combination of “free flu clinics in KC” to find MAIC flu clinics. Thus, these methods of publicity should be repeated for the following flu clinic seasons.

However, for those that do not have access to a computer, another identified method of successful advertisement to repeat was “Flyer.” For communities with close proximity, like college campuses (KCKCC), living facilities, etc., flyers were significantly impactful. Posting flyers in areas where people frequent may provide greater familiarity to the upcoming clinics.

Thematic Discussion

As the 2015 Fall free flu clinics occurred, multiple themes emerged. For example, a consistent trend developed with the answers supplied in question number five: “What keeps people you know from getting the flu shot?” Even with re-ordered answers set to test for order bias, the three most selected options were “Cost,” “Uncertainty about flu shot effectiveness,” and “Little knowledge about how to get a flu shot.” “Cost” was undeniably the most selected barrier to obtaining the flu clinic for individuals within the Kansas City area. The importance of this factor is further supported by the “Other” responses involving lack of health insurance preventing people from getting their flu shot.

While “Cost” was the most selected explanation to the question of why, it is also interesting to note that the least selected options were religious beliefs and cultural beliefs. At least for the populations serviced by the MAIC free flu clinics, this trend demonstrates how media’s portrayal of the dichotomy between religion/culture and vaccinations was not a factor. While certain communities still use their right to obtain religious exemptions for required vaccinations, the results of the surveys suggest that religion and/or culture is not the most prevalent explanation to why people do not receive their flu shot. Instead, the true

barriers appear to be in the structure of the healthcare system: the high prices of vaccinations, the misinformation about the flu (as shown in the “Other” portion of question 5), the complex explanations to the importance of the flu shot, and the lack of prioritization of the flu vaccination in health care services. These are areas of emphasis on which a free flu clinic must focus in order to be successful.

Additionally, there appears to be misunderstanding about what a “free flu clinic” entails. During each of the flu clinics held, many individuals would inquire about how much money the flu shot would cost. These questions occurred despite the word “FREE” appearing on all yard signs and posters advertising the event. Moreover, many individuals inquired about the likelihood they would receive a shot even though they did not have health insurance. These questions may point out an understated barrier: those who do not have health insurance may assume that they automatically are ineligible for such a health service. Another consideration may be that CVS and Walgreens’ flu shot campaigns contribute to the confusion, as both companies host their own flu shot clinics, which are only free to those whose insurance covers the cost.

Additionally, the word usage of “free” for a needed service is difficult to believe. Typically there is a catch to any “free” sale, and in the case of the free flu clinic, the cost is one’s time to fill out information required on the consent form and stand in line. Time is valuable for many of the community members that these flu clinics try to reach: the underinsured, uninsured, and working class members. The survey itself provided insight to the priorities of those in these specific communities. Flu clinic participants marked “No free time” as another aspect that keeps people from receiving their flu shot. Money is a large consideration, and as mentioned before, the cost of the flu shot keeps people from getting

this yearly vaccination. With time nearly as valuable as money, it is perfectly rational that individuals may be deterred from seeking out options like a claimed “free flu clinic,” based on the risk that the health service is in fact not free.

“Time” is such a priority that the flu clinic schedule should be discussed. The 2015 Fall flu clinics were scheduled at various times of the day. While MAIC attempted to schedule the clinics throughout the day, finding the perfect time of day for a flu clinic in each particular community still remains tricky. One surveyor wrote that late night flu clinics are hardly available, but could accommodate those who want a free flu shot and work all day. Evening clinics may be successful in that community; however, late night clinics may not work in other communities. An example of this difference was at the Walgreens on Wornall Road, which offered the hours 4:00 pm to 7:00 pm. This flu clinic, however, produced a very low turnout: approximately 30 showed up for their flu shot. In comparison, the Jack Reardon clinic produced double the participants, but was held in the morning from 9:00 am to noon. This difficulty in accommodating all of the needs of a community, speaks to the urgency in better acquainting the coalition with each community’s needs.

Administering surveys at each flu clinic in the upcoming years is one way to begin this community needs assessment. Surveys, including question five, are a method of data collection that captures the changing barriers of each community. Not only could the coalition see the evolution of obstacles community members face, but also would have a collection of previous years’ data to predict and address such barriers before that flu season. Additionally, surveys can be a tool to assess if the flu clinics are reaching more of the representative population throughout the seasons, and more importantly, the correct

populations. Ultimately, a survey is the stepping-stone to coordinating more successful free flu clinics.

Conclusion

Overall, the flu clinic surveys produced important takeaways for how MAIC can be more successful in future free flu shot clinics. The success of each flu clinic is ultimately dependent upon the coalition's understanding of each community's needs. These needs include the coalition's consideration of the appropriate time to host a flu clinic, targeted advertisement highlighting that clinics are for those underinsured or uninsured, debunking influenza rumors, and using all forms of media to inform the community about free flu clinics near them. Additionally, the success of each flu clinic is dependent on the consistent collection of data. Whether this is through a survey or another method, community needs must be assessed every flu season. The burden of flu shot "Cost" is lessened as free flu shot clinics are offered to those in need. The "Uncertainty about flu shot effectiveness" can be addressed through utilizing the power of "Word of Mouth," as seen in the survey results. And the confusion of where to receive a flu shot is also un-muddled when advertisement is effectively distributed to the surrounding communities. Thus, according to the survey data, the more the coalition focuses on these aspects, the more successful MAIC will be in reaching those most in need.

References Cited

Jackson County, Missouri. <http://quickfacts.census.gov/qfd/states/29/29095.html>

KCKCC FastFacts. <http://www.kckcc.edu/explore-kckcc/kckcc/fast-facts>

Wyandotte County, Kansas. <http://quickfacts.census.gov/qfd/states/20/20209.html>