

Targeted Vaccinations: Client or Family Incentives

Task Force Finding

Intervention Definition

Client or family incentives involve motivating clients with rewards (e.g., money or discount coupons for retail stores) or the threat of penalties (e.g., being excluded from participating in a program). A review of the available scientific evidence identified one qualifying study of the effectiveness of client incentives when implemented alone in improving targeted vaccine coverage. The single study evaluated the effectiveness of monetary incentives in increasing hepatitis B vaccination of high-risk clients (injection drug users). Clients who were offered incentives demonstrated a large and significant increase in vaccination rates. No qualifying studies of the use of client incentives in improving vaccination coverage for influenza or pneumococcal polysaccharide vaccines were identified.

Task Force Finding (June 2002)

The Task Force finds insufficient evidence to determine the effectiveness of client or family incentives when implemented alone in improving influenza, pneumococcal polysaccharide, or hepatitis B vaccination coverage in high-risk adults because only the one study, with fair quality of execution, was identified.

Publications

Task Force for Community Preventive Services. Recommendations to improve targeted vaccination coverage among high-risk adults. *Am J Prev Med* 2005;28(5S);231-7.

Ndiaye SM, Hopkins DP, Smith SJ, et al. Methods for conducting systematic reviews of targeted vaccination strategies for The Guide to Community Preventive Services. *Am J Prev Med* 2005;28(5S);238-47.

Ndiaye SM, Hopkins DP, Shefer AM, et al. Interventions to improve influenza, pneumococcal polysaccharide, and hepatitis B vaccination coverage among high-risk adults: a systematic review. *Am J Prev Med* 2005;28(5S);248-79.

Task Force on Community Preventive Services. Vaccine preventable diseases. In: Zaza S, Briss PA, Harris KW, eds. *The Guide to Community Preventive Services: What Works to Promote Health?* Atlanta (GA): Oxford University Press;2005:223-303.

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