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The communication about and the availability towards vaccinal campaigns against influenza in primary health care in north east Italy: Outcomes and considerations four years later

Filippo de Nicolellis
Friuli Venezia Giulia, Italy

You will be introduced to a four-year project about developing e-communication and other tools in a rural area of Friuli Venezia Giulia, Italy. The Medical Association "CROCE MEDICA" is promoting the use of posters in family doctor's offices as well as of e-mails to communicate the patients dates and procedures for the vaccination against influenza. Furthermore, the association e-mails, its registered doctors, a dispatch about influenza as well as a request for information about the illness seasonal evolution in the various areas of Friuli Venezia Giulia. Doctors have shown resistance in developing e-communication with their patients; moreover, there are still problems with patients' acceptance of vaccination due to the spread all around Italy of theory against any forms of vaccine. However, there has been an increase in the percentage of vaccinated people in the investigated area in the last years. I believe all efforts aiming at improving the communication with patients and explaining how to obtain the vaccination against influenza are useful in any case.

Biography

Filippo de Nicolellis has Graduated at Rome University "La Sapienza" in 1986, where he specialized in infectious diseases in 1990. From 1995 to 2000 he has worked as a family doctor in Doberdò del Lago/Doberdob (Gorizia) and since 2000 in Fiumicello, Udine, in Friuli Venezia Giulia, in the north-east of Italy. Since 2000, he has been the President of the Medical Association "Croce Medica", which deals with the organization of Health Services and Permanent Training and particularly with Primary Health Care and Emergency.

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