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Improving in the elderly the communication and availability towards vaccinal campaigns against influenza: A local project in primary health care in North East Italy

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I will introduce a three-year project focused on developing e-communication and other tools in a rural area of Friuli Venezia Giulia, Italy. The Medical Association "Croce Medica" is making all efforts in Primary Health Care to increase the rate of people vaccinated against influenza. The association 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 are dispatched by its registered doctors about influenza as well as a request for information about the illness seasonal evolution in the various areas of Friuli Venezia Giulia. As a matter of fact, there has been an increase in the percentage of vaccinated people in the investigated area in the last year, compared to the average data in the territory of Bassa Friulana. 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, and they have probably been crucial to achieve a better result than the ASS 5 average one.

Biography

Filippo de Nicoellis graduated at Rome University "La Sapienza" in 1986, where he specialized in Infectious Diseases in 1990. From 1995 to 2000, he 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 also 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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