



Ontario Society of Senior Citizens Organizations

La Société des Organisations des Citoyens Aînés de l'Ontario

INFLUENZA EDUCATIONAL PROJECT REPORT 2023-2024

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Project funded by

April 02, 2024

sanofi



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This project was funded by Sanofi for the Influenza Educational Project and surveys.

The views expressed in this report are those of individuals who participated in the project and do not necessarily reflect the views of Sanofi for Seniors Survey or individuals of the Ontario Society of Senior Citizens' Organizations.



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Team Members, Presenters and Volunteers

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Collection Tool:

Survey Monkey

Learning Project Funder:

Sanofi: Sanofi has strong foundations in Canada going back over a century and operates world-leading R&D and biomanufacturing facilities in Toronto.

Volunteers:

Students from SDATT (Seneca Digital Access Training Team)

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- Lakshmi Chethanath
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- Maitri Patel



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Influenza Survey Project

Overview and Background

"The Influenza Survey is a project, supported by Sanofi. It aimed to assess and address vaccination trends and behaviors among seniors in Ontario. OSSCO decided to collect information on influenza vaccines and to educate people on influenza vaccines. The survey sought to decode decisions guiding flu vaccine choices, to gauge awareness by surveying seniors different flu vaccine types and evaluate the impact of educational initiatives on vaccination uptake. Seniors were engaged to understand their vaccination journey, concerns, and preferences. This was done by targeted outreach and education programs as influenza. By investigating pre- and post-season data, the project aimed to enhance vaccine confidence, simplify vaccination journeys, and empower seniors through tailored vaccine education."

The influenza survey project comprised 3 main components:

1. **Pre-Survey at OSSCO Senior Conference:** Data collection for the pre-survey took place during the OSSCO Senior Conference and Lifestyles and learning 2023 events in November. Attendees provided insights into their



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flu vaccination behaviour's. Additionally, an online survey was conducted to reach a wider audience.

2. **Post-Survey via Email and Phone Calls:** Following the November pre-survey, a post-survey was distributed electronically to the same participants via email. For those without email access, phone interviews were conducted. This approach ensured continuity in data collection.
3. **Data Analysis and Evaluation:** The collected data from both surveys were analysed to identify trends in flu vaccination attitudes among seniors. By comparing pre and post-survey responses, researchers evaluated changes over time and recommended strategies to improve vaccination rates.

The project began in November 2023 and was planned to finish by the end of March 2024. The surveys were conducted in-person at an event of OSSCO event and via emails and phone calls.

This report summarizes the completion of conduction of surveys and the analysis process of the influenza survey project to gauge changes in behavior as a result of education and awareness campaigns.



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Seniors' roles in the project

Seniors played a central role in shaping the Influenza Survey outcomes they offer their valuable insights and experiences to ensure relevance and effectiveness. While there wasn't a formal committee, seniors actively participated in various stages of the survey process, contributing to its conception and execution. Their input was instrumental in tailoring the survey to address pertinent issues and concerns related to influenza vaccination among older adults.

Survey Methodology:

- 1. Pre-Survey Data Collection:** The survey's first phase focused on gathering comprehensive data from seniors on their influenza vaccination behaviors, preferences, and perceptions. Surveys were distributed at OSSCO events, including conferences and community gatherings, and made available online to maximize accessibility. Seniors were encouraged to participate through targeted outreach efforts aimed at highlighting the survey's significance in shaping influenza vaccination strategies.



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2. **Post-Survey Follow-Up:** Following the initial data collection, a post-survey phase was initiated to track any changes in seniors' vaccination behaviors and attitudes over time. Participants who completed the pre-survey were contacted through email and phone calls to complete the post-survey questionnaire. This follow-up approach enabled the intern to capture longitudinal insights and assess the effectiveness of any interventions or educational initiatives implemented between the two survey periods.
3. **Data Analysis and Reporting:** The collected data underwent thorough analysis to identify emerging trends, patterns, and insights regarding influenza vaccination among seniors. Quantitative analysis techniques were employed to quantify shifts in vaccination rates, preferences for vaccine types, and factors influencing vaccination decisions. Qualitative feedback provided nuanced context and depth to the survey findings. The culmination of this analysis resulted in a comprehensive report, highlighting significant findings, implications for public health policy, and actionable recommendations for enhancing influenza vaccination outreach efforts targeted at seniors.



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Number of Surveys Collected and Learning Project participants:

No.	Survey Component	Number of Participants
1	Pre-Survey	120
2	Post-Survey	80
	Total	200

This table outlines the number of participants for both the pre-survey and post-survey components of the Influenza Survey. A clear overview of the survey's reach and participation across the two phases is presented, facilitating analysis and comparison of findings between the pre- and post-survey data.

Post-Survey Outreach: In the post-survey phase of the Influenza Survey, outreach was made to seniors. They provided 97 email addresses and 52 contact numbers to OSSCO. Among these, 9 email addresses were invalid. Another 9 contact numbers were not in service. Additionally, 4 attempts to reach participants via phone calls went unanswered. These figures represent the outcomes of the survey's communication efforts during the post-survey phase.

Survey Component	Total Emails	Invalid Emails	Total Contact Numbers	Invalid Contact Numbers	Not Answered
Post-Survey	97	9	52	9	4



Feedback from survey participants:

The Influenza Survey garnered positive feedback from participants, reflecting the effectiveness of the outreach efforts and the relevance of the information provided. Among the participants surveyed, a total of 120 feedback forms were collected, representing a significant portion of the surveyed population.

The findings from the feedback indicated a high level of satisfaction and engagement:

- 89% of respondents found the survey content informative and relevant to their understanding of influenza vaccination trends.
- 84% of participants reported an increased awareness of the importance of influenza vaccination after participating in the survey.
- 78% of respondents expressed satisfaction with the survey format and ease of participation, indicating a user-friendly and accessible approach to data collection.

The positive responses from participants underscore the value of the Influenza Survey to get insights and promote awareness of influenza vaccinations among seniors.



Findings from the Influenza Survey:

- 73.23% of respondents were aged 65 and above, while 26.77% were in the 18-65 age group.
- Female respondents constituted the majority at 80.77%, followed by males at 18.46%.
- 68.99% claimed to have regular contact with 3 or more persons aged 65 and above.
- High awareness with 87.50% acknowledging the potential to be flu carriers.
- 75.61% stated that this information wouldn't affect their decision to take or not take the flu shot.
- 63.49% planned to get the flu shot, while 8.73% were definite non-participants.
- Majority preferred October (34.04%) and November (52.13%) for flu shot administration.
- Pharmacies were the top choice at 63.44%, followed by doctor's offices at 27.96%.
- High-Dose Quadrivalent (45.45%), Adjuvanted Trivalent (6.36%), and Quadrivalent Inactivated (7.27%) were recognized types.
- Common reasons for not being vaccinated included reluctance due to vaccine safety concerns (25%) and the belief in nutrition over drugs (16.67%).
- 43.53% identified High-Dose Quadrivalent as the suitable flu shot for persons aged 65+.
- 44.17% reported no fatigue when it comes to vaccines, while 20.83% experienced moderate fatigue.



1. Pre-Influenza Survey:

- **Participation:** A total of 120 seniors participated in the pre-influenza survey, indicating a strong interest in understanding and contributing to flu vaccination trends.
- **Vaccine Preferences:** The survey revealed diverse preferences regarding flu vaccine types and administration methods among seniors, highlighting the importance of offering a range of options to accommodate individual preferences.
- **Awareness Levels:** Seniors demonstrated varying levels of awareness regarding flu transmission risks and the potential impact of vaccination on flu prevention. This underscores the need for continued targeted education campaigns to improve awareness and understanding among seniors.
- **Vaccine Decision-Making:** The survey indicated that factors such as vaccine safety concerns and beliefs in natural immunity influenced seniors' decisions regarding flu vaccination. Understanding these factors is essential for developing effective interventions to address barriers to vaccination.
- **Preferred Administration Sites:** Pharmacies emerged as the preferred



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avenue for flu vaccination among seniors, followed by doctor's offices.

This preference reflects the importance of accessibility and convenience in vaccination uptake.

- **Knowledge Gaps:** While seniors demonstrated awareness of various flu vaccine types, there were greater knowledge gaps regarding the most suitable options for different age groups. Bridging these gaps through targeted education initiatives is crucial for promoting informed vaccine decision-making.
- **Intention to Participate:** A majority of respondents expressed their intention to participate in flu vaccination programs. This indicated a positive trend in vaccine acceptance among seniors. However, a significant minority remained hesitant, highlighting the need for tailored interventions to address vaccine hesitancy.

Overall, the pre-influenza survey provided valuable insights into the vaccination behaviors, preferences, and challenges faced by seniors in Ontario. These findings will inform the development of targeted strategies aimed at improving flu vaccine uptake and confidence among seniors, ultimately contributing to better public health outcomes.

Promotion:



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To facilitate broad participation, outreach efforts were primarily focused on engaging potential participants in person and via email, with the survey being conducted through the SurveyMonkey App.

At OSSCO's Senior events in November 2023, event attendees were informed about the survey. Efforts were made to encourage their participation.

Informational materials about the survey were distributed during the event.

A targeted email campaign was conducted to reach out to potential participants.

This campaign provided them with details about the survey and invited them to participate. Personalized email invitations were sent to individuals, organizations, community centers, senior groups, and other relevant stakeholders about this learning project.

These outreach efforts were instrumental in encouraging participation in the survey, with a total of 120 participants registering by November 5, 2023.

Survey Layout:

We designed the survey for use on Survey Monkey by stating the purpose followed by 13 questions among which the first question was thanking them for doing the survey showing gratitude and taking their contact information. The typical amount of time spent in it was 3 minutes.



Findings from the Post-Influenza Survey:

- The majority of respondents, 85.14%, were aged 65 and above, with only 14.86% falling in the 18-65 age group.
- Female respondents comprised the majority at 82.89%, while males accounted for 17.11% of the participants.
- 67.53% of respondents claimed to have regular contact with 3 or more persons aged 65 and above.
- High awareness of influenza through survey persisted with 90.67% acknowledging the potential to be flu carriers.
- 90.67% responded that this information did not affect their decision to take or not take the flu shot.
- A significant portion, 77.92%, confirmed receiving the flu vaccine that they wanted, indicating a favourable outcome.
- The preferred months for flu shot administration were consistent with the pre-survey, with 37.10% opting for October and 50% for November.
- Pharmacies remained the preferred avenue for flu shots at 55.74%, followed by doctor's offices at 34.43%.



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- High-Dose Quadrivalent (48.48%) and Quadrivalent Inactivated (1.52%) were recognized types of flu shots, with 51.52% unsure of the type they received.
- Reasons for not getting the flu shot included vaccine safety concerns (38.46%) and fatigue from vaccination processes (30.77%).
- High-Dose Quadrivalent was identified as the most suitable flu shot for persons aged 65+ by 53.97% of respondents.
- When it comes to vaccine fatigue, 48.68% reported no fatigue, while 21.05% experienced moderate fatigue.



2. Post- Influenza Survey:

The post-survey for Component of the OSSCO Influenza Season Survey focused on assessing participants' behaviors and experiences related to flu vaccination during the flu season. This component specifically targeted aspects related to flu shot uptake, preferences, and awareness of flu shot types.

Key Highlights from Post-Survey , PhaseTwo:

- 1. Senior Participation:** The post-influenza survey garnered responses from 77 seniors, indicating continued interest and engagement in understanding flu vaccination trends among the senior population.
- 2. Vaccine Uptake:** Results showed that approximately 77.92% of seniors reported receiving a flu shot during the flu season, showcasing a positive trend in vaccine uptake compared to previous years.
- 3. Timing and Location Preferences:** Analysis revealed that the majority of seniors preferred to receive their flu shots in November at pharmacies, reflecting the importance of accessibility and convenience in vaccination uptake.



4. **Type of Flu Shot Received:** The High-Dose Quadrivalent Inactivated Vaccine emerged as the most commonly reported flu shot type among respondents, as by 48.48% of participants selected this type.
5. **Awareness Levels:** Seniors demonstrated a high level of awareness regarding flu transmission risks and the importance of vaccination in flu prevention, suggesting the effectiveness of education campaigns in improving knowledge levels.
6. **Factors Influencing Vaccine Decision-Making:** Insights from the survey indicated that concerns about vaccine safety and beliefs in natural immunity continued to influence seniors' decisions regarding flu vaccination. Addressing these concerns remains essential in promoting vaccine acceptance for the next influenza campaign.
7. **Intent to Participate:** A majority of respondents expressed their intention to participate in future flu vaccination programs, indicating sustained confidence in flu vaccines among seniors. Targeted interventions may be needed to address vaccine hesitancy among a minority of seniors.

The post-influenza survey provided valuable insights into vaccine behaviors, preferences, and challenges among seniors in Ontario, informing targeted strategies to enhance flu vaccine uptake and confidence in this population.



Collection Tool:

The post-influenza survey promotion primarily involved sending personalized email invitations to previous participants and conducting follow-up phone calls. Utilising SurveyMonkey, participants were directed to the survey, ensuring convenience and ease of access. These efforts aimed to encourage active participation and gather valuable insights into flu vaccination trends.

Survey Layout:

Our post-influenza survey, comprised of 12 questions, was designed to gather insights into participants' flu vaccination experiences and preferences. Questions covered various aspects such as awareness of flu transmission risks, vaccine preferences, and decision-making factors. Participants were assured that the survey would take only two minutes to complete, ensuring a quick and efficient process. The final question extended gratitude to participants for their valuable input. It provided an opportunity to share their contact information for future communication.



Conclusion:

The pre-influenza and post-influenza surveys conducted by OSSCO provided valuable insights into the flu vaccination landscape among seniors.

In the pre-influenza survey, we observed a strong interest among seniors in understanding flu vaccination trends, with 120 active participants contributing their perspectives. The survey highlighted diverse preferences regarding flu vaccine types and administration methods, as well as varying levels of awareness regarding flu transmission risks. While seniors expressed intention to participate in vaccination programs, addressing knowledge gaps and vaccine hesitancy remained crucial challenges for upcoming influenza campaigns.

Following the flu season, the post-influenza survey captured participants' vaccination experiences and preferences. With a streamlined layout, the survey ensured quick completion, with participants spending just two minutes on average. Insights from the survey revealed seniors' vaccination decisions and preferences, providing valuable data for future vaccination campaigns and interventions.

Both surveys underscored the importance of tailored strategies to improve flu vaccine uptake and confidence among seniors. By addressing knowledge gaps,



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addressing vaccine hesitancy, and enhancing accessibility to vaccination services, we can strive towards better public health outcomes and enhanced protection against seasonal influenza.



APPENDICES

Appendix A: Pre- survey Analysis

Total participants: 120 People.

Q2. What is your age-group?

26%	Below 49 years old
33%	50 - 64 years old
41%	Above 64 years old

Q3 What is Your gender

Male	18.46%
Female	80.77%
Other	0.00%
Prefer not to disclose	0.77%



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Q4. Do you believe that you have regular contact with a person 65+? Select one.

Yes, 1-2 persons 65+ (Including myself)	17.83%
Yes, 3 or more persons 65+	68.99%
No, I have no regular contact	7.75%
I am not sure	5.43%

Q5. Prior to this survey, were you aware that you can be a flu carrier and infect other people?

Yes	87.50%
No	12.50%

Q6. Would this information change your decision to take a flu shot?

It won't affect my decision to take or not take the flu shot.	75.61%
This info will change my decision to take the flu shot.	24.39%



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Q7. Do you plan to get your flu shot during the upcoming flu season?

Definitely will	63.90%
Probably will	11.90%
Probably will not	3.97%
Definitely will not	8.73%
Not sure	11.90%

Q8. For participants who plan to get their flu shots, answer question 8-10. When would you like to get your flu shot?

October	34.05%
November	52.13%
December	8.51%
January	5.32%
February	0.00%



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Q9. Where would you like to get your flu shot?

Pharmacy	63.44%
Community health center	5.38%
Pop-up/temporary flu clinic	2.15%
Workplace	1.08%
Doctor's office	20.96%



Q10. Identify which of the different types of flu shots that you are aware of?

(Select all that apply)

High-Dose Quadrivalent Inactivated Vaccine	45.45%
Adjuvanted Trivalent Inactivated Vaccine	6.36%
Quadrivalent Inactivated Vaccine	7.27%
I am not sure	52.73%

Q11. For participants who are NOT planning to get flu shots, answer the following 2 questions (11 & 12). Reasons for Not Getting Flu Shot (Select all that apply)

Allergic reactions	16.67%
Fear of needles	12.50%
Lack of transportation	0.00%
Lack of supply	0.00%
Hours to access the vaccine not suitable for me or Limited appointment availability	4.17%
I don't think I need to get vaccinated for the flu	45.83%
I don't think vaccines are safe	16.67%



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I am tired of having to get vaccinated	25.00%
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Q12. Can you identify the type of flu shot which is best suite for persons 65+?

High-Dose Quadrivalent Inactivated Vaccine	45.53%
Adjuvanted Trivalent Inactivated Vaccine	0.00%
Quadrivalent Inactivated Vaccine	1.18%
I am not sure	56.47%

Q13. As we get older, we are encouraged to get additional vaccines i.e. RSV, COVID-19, Pneumonia, etc. Please rate your level of vaccine fatigue. That is the feeling of being tired of the process of getting vaccinated.

Very high Fatigue	12.50%
High Fatigue	8.33%
Moderate Fatigue	20.83%
Low Fatigue	14.17%
I am not fatigued when it comes to vaccines	44.17%



Appendix B:
Post-Influenza Survey Analysis

Total participants: 77 People.

Q1. What is your age-group?

14.86%	18 - 65 years old
85.14%	Above 65 years old

Q2. What is Your gender

Male	17.11%
Female	82.89%
Other	0.00%
Prefer not to disclose	0.00%

Q3. Do you believe that you have regular contact with a person 65+? Select one.

Yes, 1-2 persons 65+ (Including myself)	27.27%
Yes, 3 or more persons 65+	67.53%
No, I have no regular contact	5.19%
I am not sure	0.00%



Q4. Prior to this survey, were you aware that you can be a flu carrier and infect other people?

Yes	90.67%
No	9.33%

Q5. Would this information change your decision to take a flu shot?

It won't affect my decision to take or not take the flu shot.	90.67%
This info will change my decision to take the flu shot.	9.33%

Q6. Did you get your flu shot during this flu season?

Yes. I get the type I wanted	77.92%
Yes. However, I didn't get the type I wanted	2.60%
No. I did not plan to at all	15.58%
I thought about it, but did not yet	3.90%



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Q7. For participants who did get their flu shots, answer following 3 questions

(Questions 7-9). When did you get your flu shot?

October	37.10%
November	50.0%
December	6.45%
January	6.45%
February	0.00%

Q8. Where did you get your flu shot?

Pharmacy	55.47%
Doctor's office	34.43%
Community health center	4.92%
Pop-up/temporary flu clinic	4.92%
Workplace	0.00%



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Q9. Identify which of the different types of flu shots that you are aware of?

(Select all that apply)

High-Dose Quadrivalent Inactivated Vaccine	48.48%
Adjuvanted Trivalent Inactivated Vaccine	1.52%
Quadrivalent Inactivated Vaccine	1.52%
I am not sure	51.52%

Q10. For participants who are did NOT get flu shots or the ones they wanted, answer following 2 questions (10 & 11). Reasons for Not Getting Flu Shot or the one you wanted (Select all that apply):

Allergic reactions	0%
Fear of needles	0%
Lack of transportation	0%
Lack of supply	7.69%
Hours to access the vaccine not suitable for me or Limited appointment availability	0%
I don't think I need to get vaccinated for the flu	61.54%
I don't think vaccines are safe	38.46%



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I am tired of having to get vaccinated	30.77%
Only available with COVID-19 vaccine	0%

Q11. After the 1st survey, can you identify the type of flu shot which is best suite for persons 65+?

High-Dose Quadrivalent Inactivated Vaccine	53.97%
Adjuvanted Trivalent Inactivated Vaccine	0.00%
Quadrivalent Inactivated Vaccine	1.59%
I am not sure	44.44%

Q12. As we get older, we are encouraged to get additional vaccines i.e. RSV, COVID-19, Pneumonia, etc. Please rate your level of vaccine fatigue. That is the feeling of being tired of the process of getting vaccinated.

Very high Fatigue	6.58%
High Fatigue	9.21%
Moderate Fatigue	21.05%
Low Fatigue	14.47%
I am not fatigued when it comes to vaccines	48.68%



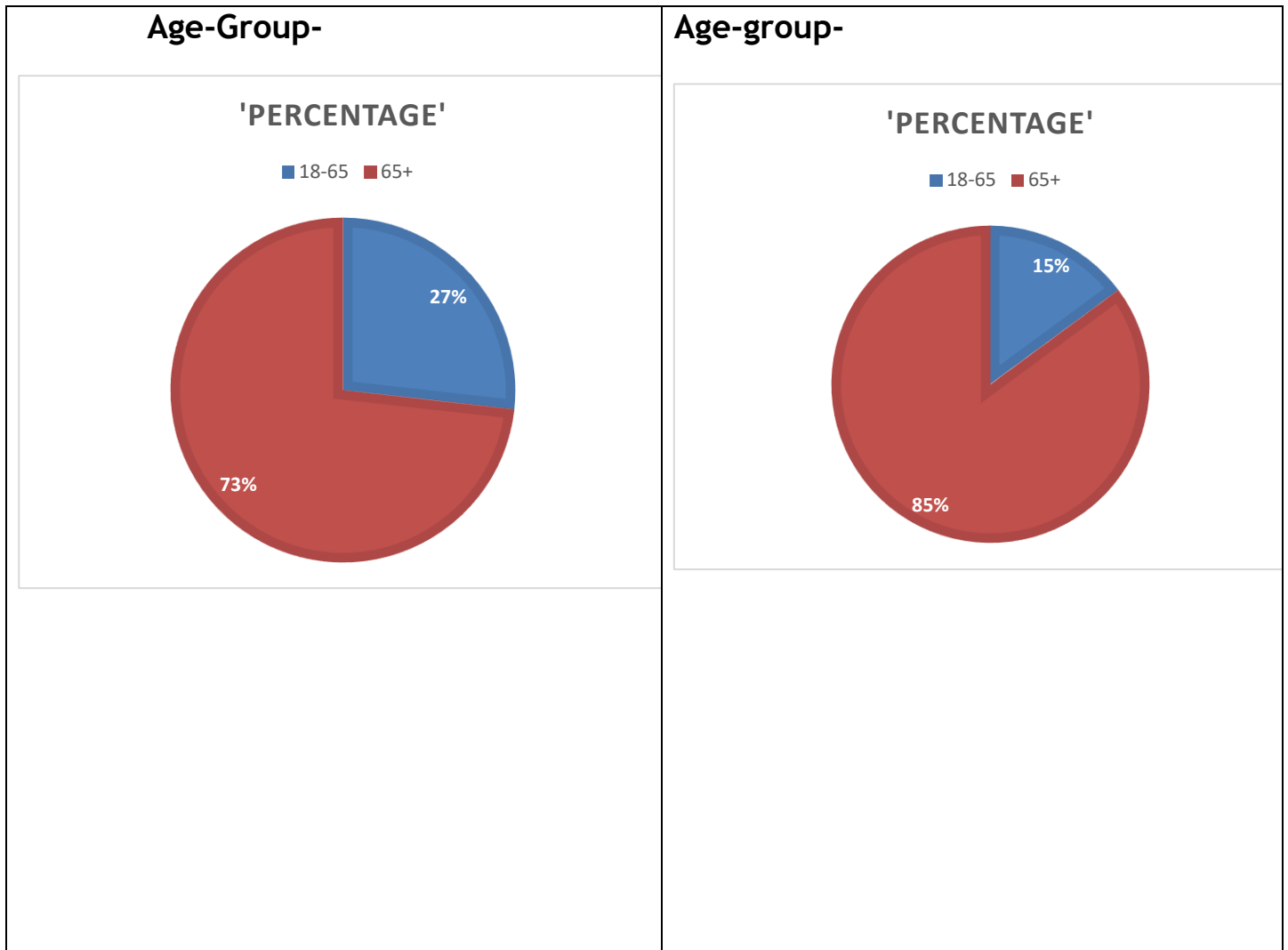
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Appendix C: Comparison of the responses of both surveys by Graphs and Charts.

PRE- INFLENZA RESULT

POST-INFLUENZA RESULTS

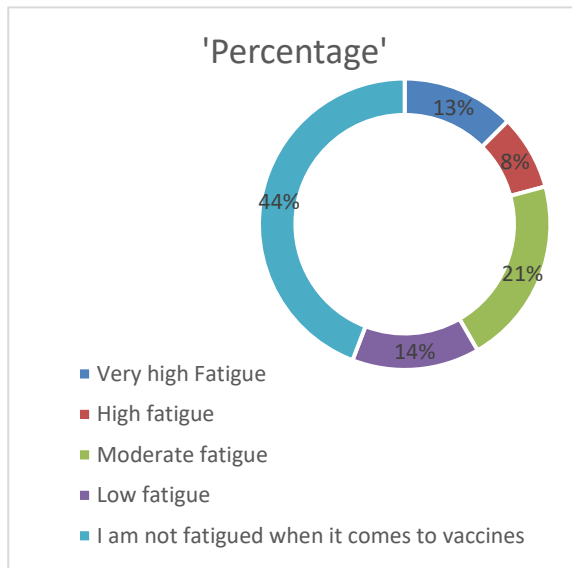




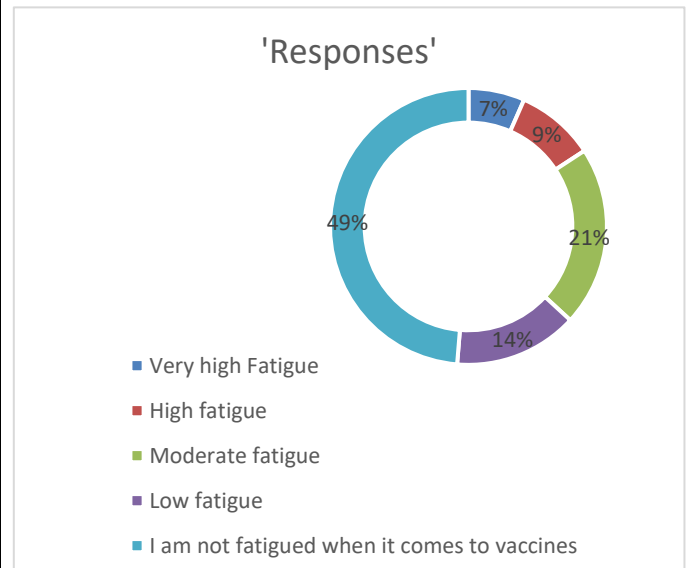
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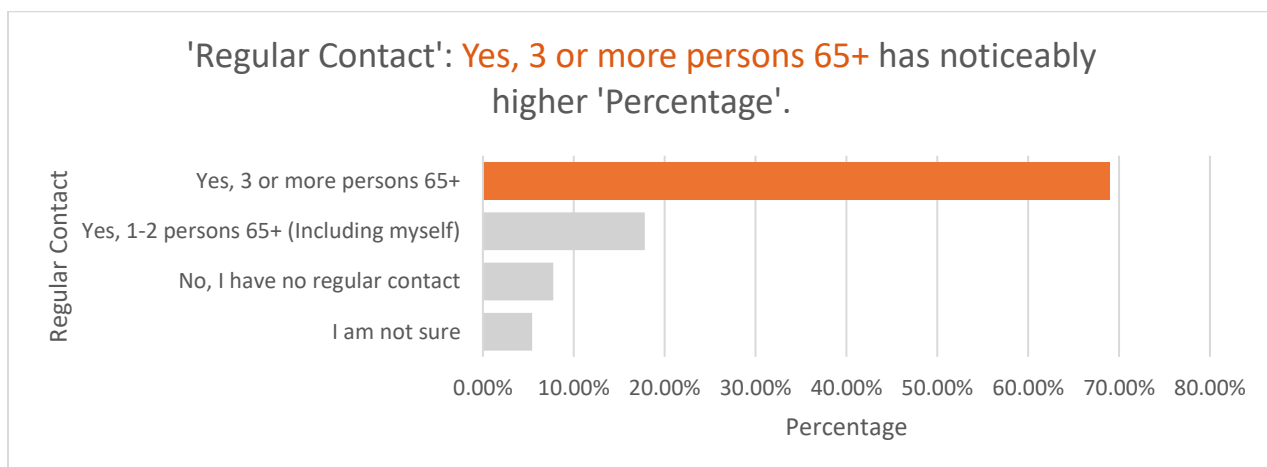
➤ FATIGUE(HOW MUCH YOU GET TIRED) LEVEL-



➤ FATIGUE(HOW MUCH YOU GET TIRED) LEVEL-



➤ Regular Contact- Pre-influenza results

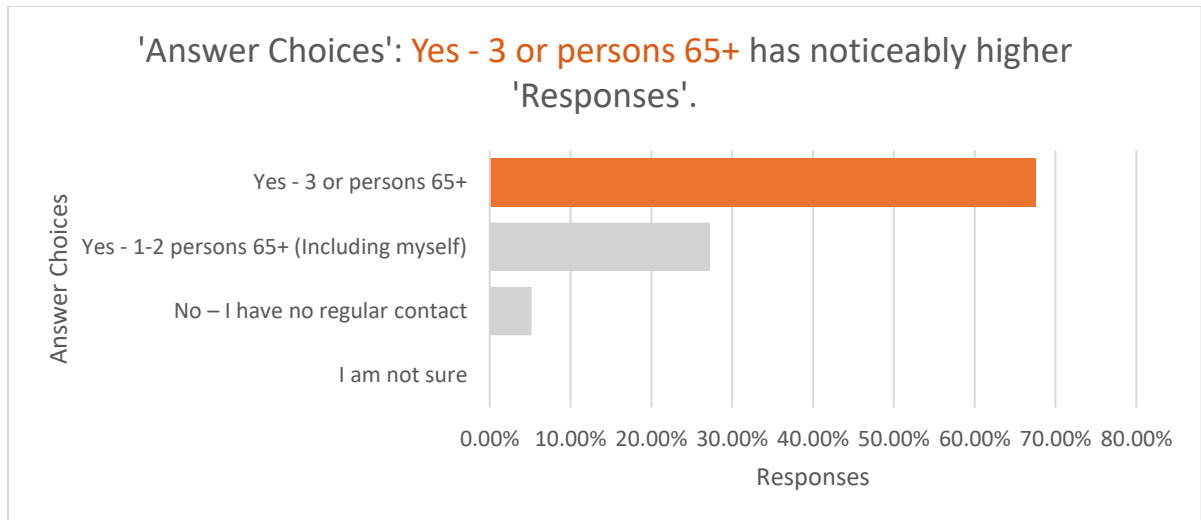


➤ Regular Contact- Post-influenza results

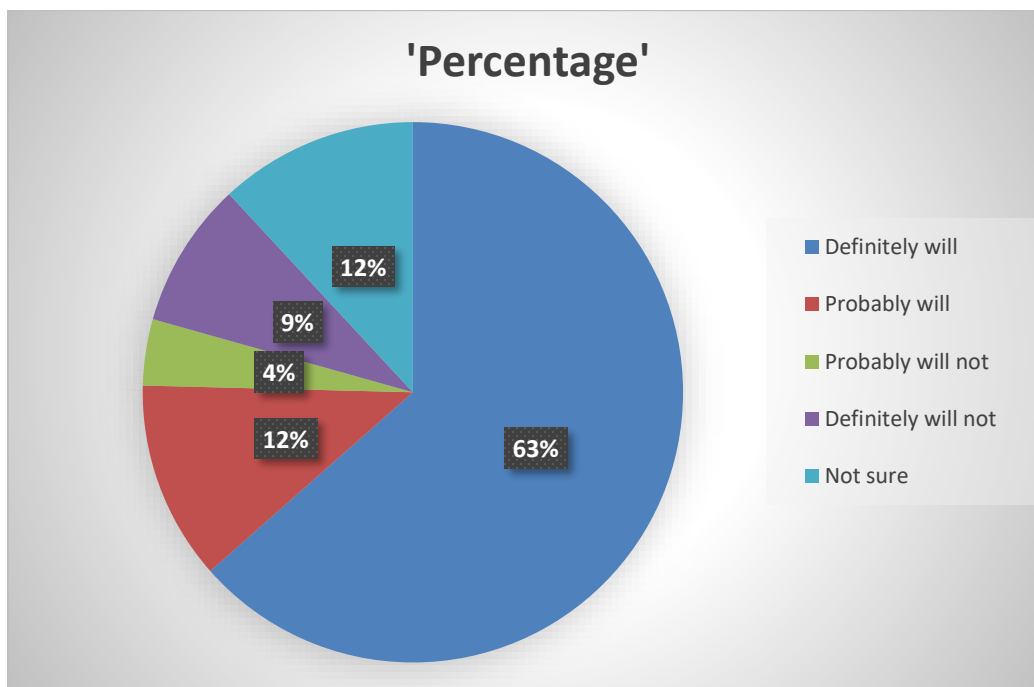


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➤ Plan to Get Flu Shot During Upcoming Season- Pre-influenza results.

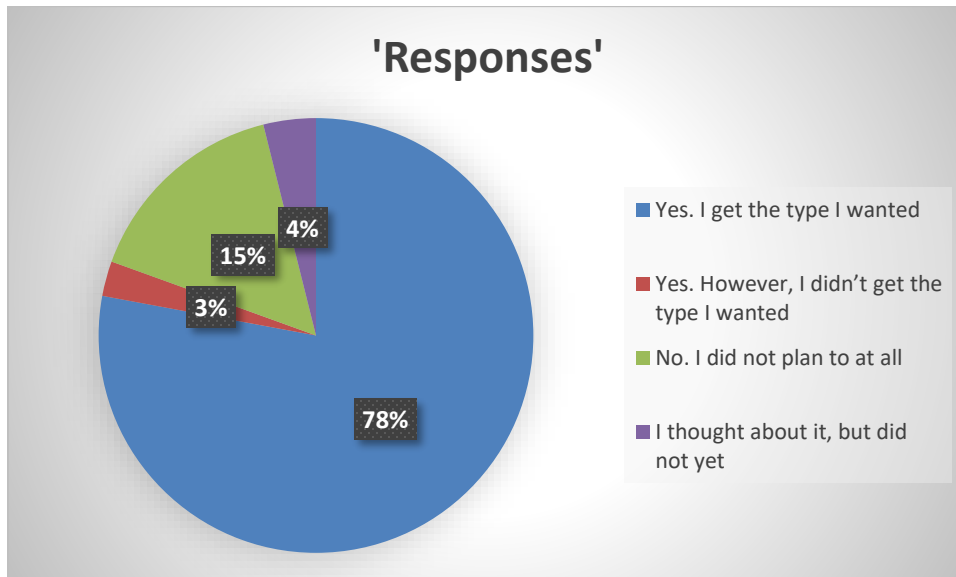




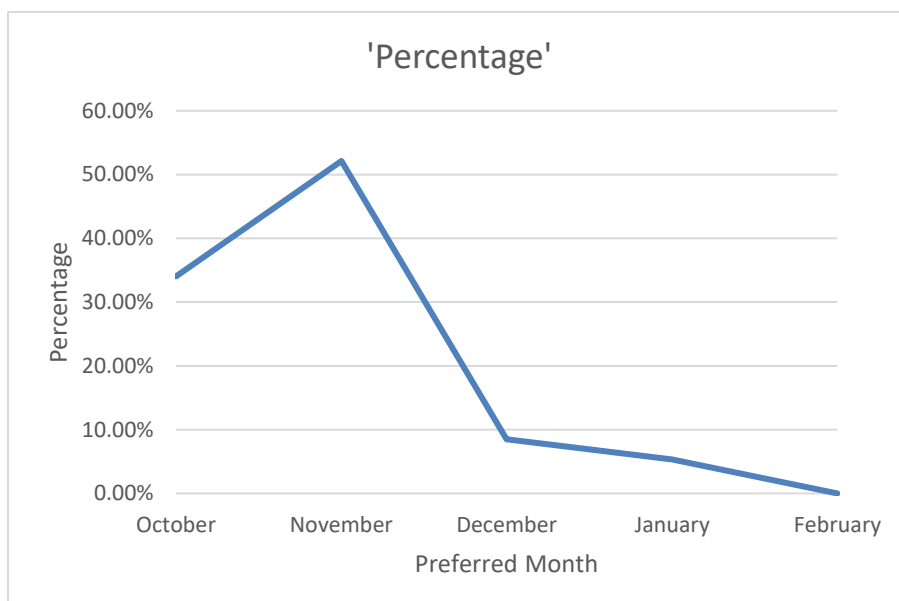
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➤ Did you get your flu shot during this flu season? - Post-influenza results

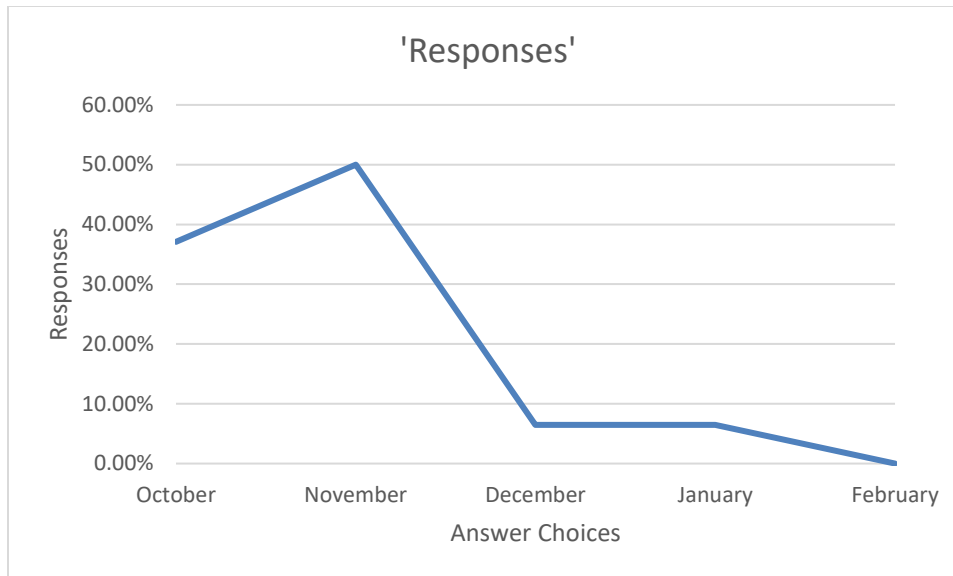


➤ Preferred Month for Flu Shot- Pre-influenza results.





➤ **When did they get the flu shot- Post-influenza results.**





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