

We're happy to have pharmacists give us flu jabs and vaccines, but not our kids

26 March 2014, by Niki Widdowson



(Medical Xpress)—Queenslanders will save time and money in a unique trial by Australian pharmacists delivering flu shots for the first time.

Dr Gary Mortimer, from QUT Business School and pharmacist, Dr Vincent Chan from QUT's School of Clinical Sciences are examining levels of consumer [trust](#) and risk in their dealings with community pharmacies.

"One aspect of our study is identifying whether [consumers](#) would be receptive to pharmacists administering flu shots and vaccinations," Dr Mortimer said.

QUT consumer behaviour expert Dr Gary Mortimer said the trial was launched this week across Queensland.

"This is a great program and will be welcomed by consumers as a recently completed survey of more than 400 Australian shoppers showed they would trust their pharmacist to dispense flu shots and travel vaccinations.

"The results show that almost 60 per cent of respondents indicated they would trust their pharmacist to give them their annual flu jab and

considered it convenient."

Dr Mortimer also asked consumers if they would trust their pharmacist to dispense travel vaccinations also, finding that nearly 55 per cent of respondents said they would.

"However, when it comes to children, it appears consumers are more cautious," Dr Mortimer said.

"The results indicate that only about 40 per cent of mothers would feel comfortable in allowing a pharmacist to give their children a vaccination.

"Fathers, on the other hand, appeared more open to the idea, with 52 per cent advising they would take their kids to see a [pharmacist](#) for a vaccination."

Dr Mortimer said community pharmacies played an important role in the Australian healthcare system.

"There are approximately 5000 community pharmacies in Australia, employing more than 12,000 university-qualified pharmacists and approximately 30,000 trained pharmacy assistants," he said.

Provided by Queensland University of Technology

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