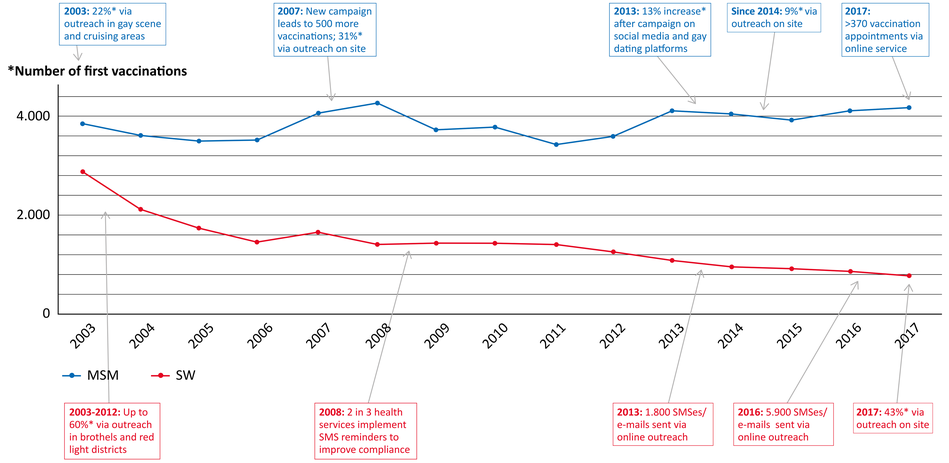
SOAIDS Nederland

Combining online and offline strategies to promote Hepatitis B vaccination: 15 years of lessons learned

From the free Hepatitis B vaccination program for men who have sex with men (MSM) and sex workers (SW) in the Netherlands

Auteurs: K. Vermey, A. Urbanus, T. Stewart, W. Zuilhof & A. Meiberg

Background: Since 2002 clinical consultation hours, outreach on site and online activities (websites with appointment services, online outreach and advertising campaigns) are employed to promote Hepatitis B vaccination coverage and compliance.



Conclusion: Outreach on site is reaching fewer MSM and sex workers. To reduce vaccination costs and improve reach and compliance, more emphasis is placed on combining online promotion strategies that link to offline service delivery.

Qualitative research, cost-effectiveness studies and process evaluations were conducted to improve the program.
More information: Soaaids.nl/HBVLessons

Rijksinstituut voor Volksgezondheid en Milieu
Ministerie van Volksgezondheid, Welzijn en Sport