



## Social Return on Investment for the Immunisation Coalition



*Social return on investment is a principles-based method for measuring extra-financial value. It measures values that are not traditionally reflected in financial statements and is used to evaluate the impact on stakeholders.*

### **Vision:**

The Immunisation Coalition will improve the protection of all Australians against infectious diseases by advocacy for immunisation.

### **Mission:**

- To create public awareness regarding the importance of immunisation by providing educational materials and communication programs.
- To co-operate with key Australian professional bodies, consumer advocacy groups and the Australian, State and Territory Governments in their educational activities focused on immunisation to bring information to Australian healthcare professionals and the public.
- To work with consumers, health professionals and organisations with an interest in immunisation, ensuring that the information provided to consumers through our website and other communication channels is current, easily understood and scientifically informed.

## Principle Activities:

1. Advocacy
  - a. Advocate for immunisation against vaccine preventable diseases
2. Awareness
  - a. Raise awareness about prevention & treatment to:
    - i. Healthcare Professionals
    - ii. Media
    - iii. General Public
3. Implementation
  - a. Increase the percentage of the population being immunised

### ***The overall objective is to increase the rate and effectiveness of immunisation in Australia***

The Immunisation Coalition undertakes numerous activities and projects each year, with the overall value to Australia in 2019 estimated to be \$28,731,000.

### **An independent voice:**

The Immunisation Coalition is in a unique position where it can work with both industry and government to broker solutions to problems that might otherwise hinder the effective provision of immunisation in Australia. Its independent voice means that media has a trusted source of information to share with the Australian community.

### Influenza vaccination:

The successful activities of the Immunisation Coalition for the year ended 31st October 2019 have increased Australia's vaccination rates with the value of the outcomes estimated to be \$28,000,000:<sup>4b</sup>

- Awareness programs utilising media (TV, print, radio, digital, social)
  - Indirect value of outcomes: \$20,000,000
- Free public vaccination days
  - Direct value of outcomes: \$ 8,000,000<sup>5</sup>
- Total value of outcomes: \$28,000,000<sup>4</sup>

### Education & aids to vaccination:

- Scientific Advisory Committee Meetings: \$ 75,000<sup>6</sup>
- Annual Scientific Meeting (ASM): \$ 150,000<sup>7</sup>
- Adult Immunisation Forum (AIF): \$ 120,000<sup>8</sup>
- Other
  - Digital & Print Publications, Webinars
  - Pneumococcal Disease Vaccination Tool
  - Web-based decision aid \$ 260,000
- Total value \$ 605,000<sup>9</sup>

### Media & KOLs:

- Independent voice & facilitation \$ 30,000<sup>10</sup>

### Board meetings:

- Management and Board meetings – honorary \$ 96,000<sup>11</sup>

**Total overall value to Australia: \$28,731,000**

Total expenditure for the year 31st October 2019 was \$457,264 therefore the value added to the Australian community for every \$1,000 spent by Immunisation Coalition provides a return on expenditure of \$62,832.

**Supporting Calculations and Documentation**

1. Effectiveness of the influenza vaccine
  - a. A US study showed between 5% to 20% of the population contract the flu each year, therefore using an average of say 12.5%
  - b. ABC fact checker found flu vaccinations are 59% effective (this will vary from year to year)
  - c. Therefore, for every 100 people vaccinated 7.4 people will not contract the flu (12.5 X 59%) = 7.4%
2. Cost to business of taking time off work
  - a. Flu infection will result in 0 days to 15 days off work - Say 7.5 days
  - b. The full time average weekly wage in Australia (ABS May 2019) was \$1,695
  - c. Based on the assumption Australian labour productivity is 2 times full time average weekly wage the productivity lost to businesses from an employee being off work with the flu is \$5,085.00 (\$1,695/5 days x 7.5 days X 2). Say \$5,000

3. Australia's Influenza Vaccination Rates

Year	2009	2019
Australia's population	21,690,000	25,203,000
Quantity of flu doses distributed - Govt. & Private	5,750,000	12,500,000
Percentage of the population vaccinated	27%	50%
Average Annual Increase in vaccinations between 2009 & 2019	2%	

- a. Number of additional persons vaccinated for the year ended 31st October 2019 was 504,060 (2% X 25,203,000)
  - b. Effectiveness of the flu vaccination is 7.4%, therefore the number of Australians infected with the flu virus for the year ended 31st October 2019 reduced by 37,300 (504,060 by 7.4%)
4. Value of increases in influenza vaccination uptake
    - a. Based on the projects and other activities undertaken by the Immunisation Coalition throughout the year ended 31st October 2019, it is reasonable to state that the Immunisation Coalition is responsible for 15% of the increase in vaccination rates and therefore 15% in the reduction of the number of Australian's infected. Reduction in the number of Australian's infected with

the flu virus as a result of the activities of Immunisation Coalition is 5,595 (37,300 @ 15%)

- b. On the premise that contracting the flu cost the Australian economy \$5,000 per person (see below) the overall value of the outcomes provided by the Immunisation Coalition for the year ended 31st October 2019 is \$27,975,330 (5,595 @ \$5,000). Say \$28,000,000
5. Value of the indirect outcomes from running the 2 Vaccination Days: \$8,000,000
- a. Included in the total \$28,000,000 above
  - b. The vaccination days receive national media attention including TV, Print, digital.
  - c. Eg, a specific story piece on the Channel 7 breakfast show "Sunrise":
    - i. According to the "startsat60" website Sunrise audience size is approximately 250,000.
    - ii. While it is impossible to know definitely how many people are immunised against the flu as a result of the national media coverage, it is possible to make some sort of calculation.
    - iii. As the Sunrise audience is 250,000 and because of other print media etc, and 598,000 engaged Facebook users the indirect effect of the vaccination days is responsible for 30% of the increase in vaccination rates related to the overall activities of the Immunisation Coalition
  - d. Total number of Australian's who were not infected by the flu virus as a result of all the activities carried out by IC: 5,595 @ 30% = 1,679
  - e. Indirect value of the outcome of Australians not infected by the flu virus as a result of the Vaccination Days: 1,679 @ \$5,000 = \$8,395,000
  - f. Say \$8,000,000
6. Scientific Advisory Committee Meetings \$75,000
- a. Immunisation Coalition is one of the peak scientific bodies in Australia for immunisation, and provides a pivotal role in defining, reporting, advising and directing scientific research in immunisation and public health within Australia and liaising with overseas bodies
  - b. It is not possible to value the outcomes of the extremely important scientific and technical role which the organisation provides.
  - c. The value provided is therefore estimated on a cost basis only, being expenses incurred plus the time provided free of charge by research scientists, professors and public health specialists.
  - d. 12 Committee members, hourly rate per member \$500, meeting duration 2.5 hours, 4 meetings pa (12 X \$500 X 2.5 X 4) \$60,000
  - e. Costs to attend and present at overseas meetings & conferences, say \$15,000
  - f. Therefore, value of Scientific Advisory Committee Meetings on a cost recovery basis is \$75,000
7. Annual Scientific Meeting (ASM) \$150,000
- a. DAY 1 Attendees 100 - Scientific - Invitation only

- b. DAY 2 Attendees 150 - Open to all health care professionals with a specific interest in Influenza
  - c. The annual conference is an integral part of the ongoing scientific research, progress, informing and training of HCPs, scientists, and public health officials.
  - d. Attendance to the conference is free of charge due to sponsorship provided by pharmaceutical companies.
  - e. A market price to attend similar conferences is estimated to be \$600 per day
  - f. On a cost recovery basis, the value of the annual 2-day conference is:
    - i. Day 1 100 Attendees at \$600 = \$60,000
    - ii. Day 2 150 Attendees at \$600 = \$90,000
  - g. Value of the ASM is \$150,000
8. Adult Immunisation Forum (AIF) \$120,000
- a. Attendees: 200 immunisation practitioners
  - b. The annual conference is an integral part of the training provided to Australian immunisation professionals.
  - c. Attendance to the conference is free of charge due to sponsorship provided by pharmaceutical companies.
  - d. A market price to attend similar conferences is estimated to be \$600 per day
  - e. 200 Attendees at \$600 = \$120,000
  - f. Value of the Annual conference on a cost recovery basis is \$120,000
9. Education materials & Tools \$260,000
- a. Digital & print publications:
    - i. Influenza
    - ii. Meningococcal Disease
    - iii. Pertussis
    - iv. Pneumococcal Disease
    - v. Zoster
    - vi. Immunisation
    - vii. 10,000 hard copies printed and mailed annually cost \$40,000
  - b. Webinars: 1,000 participants
  - c. Website users: 82,857
  - d. Website Flu Test / Decision Aid: - 30,000 views
    - i. Development cost \$25,000
  - e. Pneumococcal Vaccination Tool:
    - i. Development Cost \$50,000
  - f. 50 expert advice roundtable interviews for TV, radio & print media annually
    - i. Cost recovery basis, say \$25,000
  - g. Google NFP grant \$120,000
  - h. Value of website, print, webinars and decision tools on a cost recovery basis \$260,000
10. Media & KOLs \$30,000
- a. KOLs provide a crucial role in getting information out to the public via the media

- b. An independent voice:
  - i. Allowing for people to go somewhere to get an opinion that is not government, nor constrained by government, while improving the working together of the different sectors.
  - ii. To facilitate government, private and professional bodies to work together, and to provide a forum to share their views to prevent public disagreements that put million-dollar programs at risk.
  - iii. Looking ahead, there is a huge challenge with the roll out of the coronavirus vaccine in the next 1-2 years. If there is a constructive dialogue happening with immunisation providers there will be an efficient program, with little wastage and huge acceptance by the community.
- c. KOLs: 60 hours/year @ \$500/hr= \$30,000

11. Monthly Management and board meetings - honorary

- a. Monthly board meeting for 2 hours with 8 members @ \$500/hr
- b. Value of board meetings on a cost recovery basis \$96,000