**Learning Outcome 4: Understand how to apply models of behaviour change in a brief intervention or conversation with an individual around vaccination programmes**

**Case Study 2**

Harry is 82 and has been invited for his usual flu vaccination. He believes in the importance of vaccines generally, but he doesn’t really see the point in the flu jab, as he’s never considered flu to be any worse than a bad cold. He’s had it before and lived to tell the tale, it’s not like you suddenly get a new type of flu coming from nowhere. He has heard of people dying from flu, but they must be much older and more frail than he is – he feels as fit as a fiddle.

His daughter and grandchildren managed to convince him to have his jab a couple of years ago by saying that they were worried about him, but the jab only gave him a headache. They changed the bus route in his village a couple of years ago and the bus stop is too far for him to walk to, so he needs to pay £20 each way for a taxi, which is something that he can’t really afford anyway.