
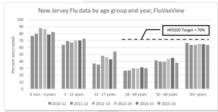


Using Competition to Increase Influenza Vaccination Rates in College Age Students

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Typical rates of influenza vaccination for individuals 18-49 year olds





New Jersey Flu data by age group and year, FluSurvNet
Source: HealthConnect.com 2012 target is 70% (higher for high vaccination and adoption of universal influenza vaccination)
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Influenza cases in College Students:



- ▶ Prevalence can affect 9-49% of campus population.
- ▶ Average recovery takes 8 days
- ▶ Can have a huge impact on academic performance

Foshting, K, Bockler J, Ip E, Fether T, Walton M. 2009-2010 Seasonal Influenza Vaccination Coverage Among College Students from 8 Universities in North Carolina. Journal of American College Health 2012; 60(9):541-7.

Risk assessment:

- ▶ College dorms create a high risk setting for transmission of influenza due to shared living spaces
- ▶ College students often report being sleep deprived
- ▶ College students often report not having a healthy diet
- ▶ Students attend classes in rooms that have a large number of people in a small space
- ▶ Students are really social
- ▶ They may be participating in internships, volunteer activities and other community activities that put them in contact with high risk individuals



The challenge:

- ▶ This is an age group that is not likely to look at themselves as needing a flu shot
- ▶ They may be influenced by family values
- ▶ They will certainly be influenced by peer values
- ▶ They don't like using their free time for things they don't have to do



Introducing the NJ Flu Challenge

- ▶ Found out about the opportunity to participate over the summer
- ▶ Participated in planning via teleconference
- ▶ The department of health provided some helpful resources
- ▶ We had follow up staff meeting to adapt these resources to our setting
- ▶ Also came up with some brainstormed to come up with additional idea's for outreach



NJ College Flu Challenge Goals

We understand the prevailing college student lifestyle. We understand the health behaviors that are challenging. However, we want the vaccination to be an integral part of the college experience. We want to ensure that the vaccine is available throughout their lifetime.

The goal is to ensure that the vaccine is available in a convenient location on your campus and to ensure that you are vaccinated. There are several ways to do this:

Get the flu shot and ensure the shot is available on your campus, or during your visit.

Goal: Increase campus flu awareness and vaccination coverage

Key Themes	Internal Competencies	Vaccine Availability and Accessibility	Media
<ul style="list-style-type: none"> Identity of the flu Transmission of the flu Prevention of the flu 	<ul style="list-style-type: none"> Grant Life Health, Life, Health Program Academic Support Advisory Teams Student Life Residence Halls 	<ul style="list-style-type: none"> Local Clinics Pharmacies, Local Health Departments Insurance Vaccination Immunization Requirements Flu Shot On-Campus Off-Campus 	<ul style="list-style-type: none"> Radio Print Events Signage TV YouTube

Obtained From the NJ College Flu Challenge Kit for the 2017-2018 season

Utilizing the NJ College Health Tool Kit

Myth	Fact
I will get the flu from the vaccine.	The vaccine can't give you the flu. The flu vaccine does not contain live vaccine. If a person experiences the flu after following vaccination, it would be from the cold virus or another illness.
Healthy people don't need to be vaccinated.	Everyone six months and older should be vaccinated. Even healthy people are at risk from getting the flu. They may end up missing class, work, or other obligations. Getting the flu shot can also help prevent people from spreading the virus to others.
I don't need a flu shot every year.	The influenza virus has the ability to change and mutate each year. Vaccines are developed each year to protect you from the viruses that are likely to circulate in the coming year. You need a flu shot each year to make sure that you have the best protection possible against the flu.
I can't get that sick from the flu.	Even among healthy people, the flu can cause serious complications. During the 2013-14 flu season in the U.S., there were an estimated 49 million flu-related illnesses, 12 million medically attentional illnesses, 338,000 influenza-related hospitalizations, and 12,000 deaths.
The flu vaccine does not work.	Getting vaccinated also helps you to protect others from the flu, meaning a protective web of care of the flu will mean that you can support others in the community.
	In the 2013-14 influenza season, an estimated 2.5 million influenza-associated medical visits and 25,000 hospitalizations were prevented by flu vaccination. ¹


Obtained from the NJ College Health Tool Kit for the 2017-2018 Season

www.familiesfightingflu.com

Personal Stories


Powerful personal stories can help to emphasize the importance of annual flu vaccination. People of all ages have been affected by influenza illness and serious complications. Being proactive to protect your family can help to reduce the risk of influenza illness in your home. Click on the links below to learn more about personal stories through both video and written accounts.

The Participants



NEW JERSEY COLLEGE & UNIVERSITY FLU CHALLENGE
October 1, 2017 - October 31, 2017

Influenza vaccination rate for the 2016-2017 flu season vs the 2017-2018 season



- ▶ 2016-2017 academic year:
635 students
- ▶ 2017-2018 academic year:
812 students

up 177 vaccines or 28%

Strategies prior to this year to promote influenza vaccine

- ▶ Offered opportunities for free vaccination at flu clinics
- ▶ We continued to offer in Health Services
- ▶ Have encouraged with signage in common area's of the University Center and dorms



GET YOUR FLU SHOT

This years program:

- ▶ We ran 2 flu shot clinics with students (did this with the help of the college of nursing which enabled our nursing students to get experience of administering vaccines)
- ▶ Also allowed students to receive the flu shot at employee flu shot clinics
- ▶ Continued to offer free flu shots in health services
- ▶ Sent out emails to students to communicate availability
- ▶ Sent out text messages later in the season to communicate continued availability and shared information regarding Tamiflu
- ▶ Used the parents FaceBook page to communicate flu shot availability
- ▶ Tried to appeal to our students to do their part to keep high risk people safe from the flu

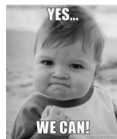


Getting students to complete the survey to win the challenge

- ▶ Set up laptops at a table for students to access the link for survey
- ▶ Survey fatigue, had to provide an incentive
- ▶ Put a giant poster up to show how we were doing in the competition



Using competition to fuel completion of survey



Keeping everyone motivated

- ▶ Updates with our performance posted in exam rooms and common areas
- ▶ Remind students that getting a flu shot could help them avoid missing classes which could affect their grades. Getting the flu could also affect breaks, travel plans and work load
- ▶ Outreach to the doms- teamed up with housing and residence life and the student government association for on site events



Challenges this year:

- ▶ Panic related to increased media coverage of outbreaks
- ▶ Running out of flu shots
- ▶ Not being able to access rapid flu kits
- ▶ Getting students to complete online NJ College Health Flu Survey



Questions....