ENGAGING YOUNG ADULTS IN THE PROMOTION OF FLU VACCINATION

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BACKGROUND

• Influenza by the numbers …
  – 5-20% of population affected
  – 200,000 hospitalized every year
  – 31.4 million outpatient visits
  – $10.4 billion a year (direct medical costs)
  – $16.3 billion annually (lost earnings)


BACKGROUND

Number of influenza cases averted by vaccination, by age group, 2005/06–2010/11 influenza seasons

BACKGROUND

Influenza Vaccination Coverage by Age Group – United States, 2011-12 Season

Centers for Disease Control and Prevention, Flu Vaccination Coverage, United States, 2011-12 Influenza Season
VACflu OBJECTIVES

• **Goal** | To develop a core group of immunization advocates in Texas aged 18-49 who are committed to increasing flu vaccination rates.

• **Objective 1** | By April 2014, recruit 5 candidates in targeted areas around Texas for the Vaccination Ambassadors Certificate Program.

• **Objective 2** | By July 2014, train 5 Vaccination Ambassadors to conduct the Community Immunity activity.

• **Objective 3** | By December, 2014, identify and educate 9 groups or organizations around Texas on the importance of flu vaccination.
TARGET POPULATION

Referrals

Colleges and Universities

Community Partners

Stakeholders

Young Adults

Groups & Organizations

Close Contacts

Individuals at Risk for Severe Disease
TARGET AREAS

1 – Tarrant County (Fort Worth)
2 – Dallas County (Dallas)
3 – Travis County (Austin)
4 – Brazos County (College Station)
5 – Harris County (Houston)
6 – Bexar County (San Antonio)

Statewide Influenza Activity¹,²
(All Influenza Types and Subtypes)
For the Week Ending March 9, 2013³
(2013 MMWR Week 10)

Map source: Texas Department of State Health Services, 2012-2013 DSHS Flu Report Week 10

County Influenza Activity Level
- No information / no reporters
- No activity
- Influenza-like illness only (no laboratory confirmation)
- Rapid test positive flu
- Flu A (confirmed by culture or PCR)
- Flu B (confirmed by culture or PCR)
- Flu A and B (confirmed by culture or PCR)
METHODS

• How do we engage young people?
  – Online
  – Institutional Settings
  – Mutually Beneficial Relationship (resume booster)
  – Defined, finite objectives
  – Limited Time Commitment
  – Flexible implementation
COMMUNITY IMMUNITY

Un-vaccinated

Vaccinated

Infected

Contraindicated

Flu death
CERTIFICATION REQUIREMENTS

• Complete 10 training modules
• Achieve 80% or higher on all quizzes and final exam
• Conduct the Community Immunity activity to 3 groups in the community
• Submit self-evaluations after each presentation
• Ensure community organization representatives submit evaluations following the presentations
VACflu TRAINING MODULES

1. An overview of program history, learning objectives and requirements (15 min)
2. Preparing, presenting and evaluating the Community Immunity activity (20 min)
3. Effective presentation skills (30 min)
4. Identifying community organizations (25 min)
5. Flu vaccine recommendations and common misconceptions (30 min)
6. Basic information regarding the flu (20 min)
7. How vaccines work (20 min)
8. Vaccine safety (30 min)
9. How to respond to anti-vaccine sentiments or protestors (30 min)
10. Science literacy: How to determine the quality of a study (20 min)

= 4 hours
ONLINE TRAINING MODULES

VACFLU TRAINING COURSE

Training Modules

+ Before starting the training modules
+ Module 1: An overview of program history, learning objectives and requirements
+ Module 2: Preparing, presenting and evaluating the Community Immunity

Application
If you have not yet applied for the VACflu course, please do so by filling out the form at the link below.

Apply
ONLINE TRAINING MODULES

Module 5 | Flu vaccine recommendations and common misconceptions

By the end of this module, participants will be able to:

- Respond correctly to questions regarding the flu vaccine.
- Address concerns and common misconceptions regarding the flu vaccine.

DOWNLOAD WORKBOOK PAGES FOR MODULE 5

Herd Immunity
If individual does not successfully complete the indicated steps within a given timeline, they will be removed from the program and asked to reapply.
## MONITORING & EVALUATION

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<th>Timing</th>
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<td>Baseline Survey</td>
<td>Prior to beginning the training modules</td>
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<tr>
<td>Post-module Quizzes</td>
<td>After each of the 10 modules</td>
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<td>Follow-up Surveys</td>
<td>At 0 and 6 months after completing training modules</td>
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<td>6 months after receiving certificate</td>
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<td>Post-presentation Self-Assessments</td>
<td>One after each of the 3 presentations (submitted by Ambassador)</td>
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<td>Post-presentation Quality Assurance Evaluations</td>
<td>One after each of the 3 presentations (submitted by contact)</td>
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<td>Exercise Participant Evaluations</td>
<td>(Optional) Submitted by those receiving the Community Immunity exercise</td>
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PRELIMINARY RESULTS

Successes

• Enthusiasm on the part of students and university faculty
• Training modules completed quickly
• High scores on assessments and quizzes
• Very low cost to implement

Challenges

• Delay in website development postponed pilot launch
• Recruitment period overlapped with Spring Break and finals
• Class sizes too small to accommodate the activity
NEXT STEPS

• Recruit participants at the beginning of the school year
• Adapt activity for smaller groups
• Repeatedly follow-up with potential participants
• Encourage students to submit personal timelines and follow up to ensure they are meeting their milestone dates
CONTACT INFORMATION

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