Reaching College Students
A Case Study from the
Meningitis B Action Project

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What Challenges Are We Working to Overcome?
Meningococcal Meningitis Vaccination: It Takes Two!

If a person has not received **BOTH** the MenB and MenACWY vaccines, they are not fully vaccinated against meningococcal meningitis.

**MenACWY vaccine**
- **1ST DOSE**: 11-12 year olds
- **2ND DOSE**: 16 year olds

**MenB vaccine**
- **1ST DOSE**: 16-23 year olds*
- **2ND DOSE**: from 1-6 months after 1st dose**

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* Depending on brand

Source: https://www.cdc.gov/vaccines/vpd/mening/public/index.html
According to a study published in *Pediatrics* in August 2018, among 900 doctors surveyed:

**49% of pediatricians**

**69% of family physicians**

Did not discuss the MenB vaccine during routine visits for 16-18-year-olds.

Requirements Matter, too.

While MenACWY or MenB vaccines are not required in many US schools, colleges and universities, a recent study found a lack of requirement was the most frequent reason why:

- Healthcare providers did not discuss the MenB vaccine with their 16-23-year-old patients
- Parents declined the MenB vaccine

According to The Meningitis B Action Project 2020 Provider Survey conducted amongst 524 health care providers.
Inconsistent and incomplete meningitis vaccination recommendations across college campuses

No clear breakdown of two types of meningitis vaccines (MenACWY and MenB)

The following immunizations while not required for attendance at FSU are strongly encouraged for all students.

- Meningococcal Meningitis – Proof of one immunization is sufficient. The CDC recommends a second immunization if the first was administered before the student was 15 years of age.

4. Meningitis Immunity (Recommended):
- Submit proof of Meningitis vaccination administered after 16th birthday or
- Waive this recommended vaccine through your student OASIS account or MyBullsPath (for Tip Sheet: click here) or on the USF Medical History form.
- For important information on Meningitis from the CDC click click here

5. Meningococcal meningitis vaccines: The Advisory Committee on Immunization Practices (ACIP) currently recommends these vaccines for persons 16-23 years of age. The ACIP also recommends a booster dose of meningococcal vaccine for students who received their primary dose before the age of 16 years. Students wishing to decline the vaccine must first read the information in the box below. Signing the waiver indicates that you understand the possible risk involved in not receiving this vaccine. If you are under the age of 18, a parent or guardian must sign the waiver for you.

MCV4 (MENACTRA/MENVEO) / MENINGOCOCCAL MENINGITIS VACCINE:
Students are required to receive this vaccination OR read the CDC’s Vaccine Information Statement and sign where indicated on the Form to decline. Read the VIS here: https://www.cdc.gov/vaccines/hcp/vi/vis-statements/mening.html. Signing the waiver indicates you understand the possible risk in not receiving this vaccine. If you are under 18 and wish to decline this vaccine, a parent must sign for you.

Immunization
Registration holds
Florida International University requires proof of Immunization for MMR, Hepatitis B, and Meningitis. Immunization holds will prevent you from registering for classes in the coming semester. Students must provide proof of vaccination or waivers (where applicable) to release these holds.
The Impact

80% of parents didn’t know about the Meningitis B vaccine

70% of all meningococcal cases in the US are among 16-23-year-olds are MenB

100% of college outbreaks since 2011 are caused by MenB

2 of 10 17-year-olds have received their first dose of the MenB vaccine

5x more likely in college students (than non-college students), yet few colleges require the MenB vaccine

Sources:
Our Goal: Educate and Mobilize All Stakeholders

Moving from knowledge to action takes a village
How Can We *Really* Reach Students?

**Background**
- Difficulty reaching college health administrators – how can we build demand from the ground up?
- Learned about value of peer-to-peer engagement in sexual and mental health
- Gap: peer health education is not typically focused on vaccine-preventable diseases or infectious diseases beyond STDs

**Our Solution**
- Develop an educational tool to help peer health educators talk to students about meningitis and meningitis vaccination
- Engage students in the development
- Result is *MenB Student Hub*
What We Learned in Developing the Student Hub

Co-create solutions
• Start with an empty slate, don’t impose ideas

Use messages that resonate
• Fear appeals have limited effect
• Adolescents feel invincible!
• Position vaccination as a way to take charge of your health
• Personal stories help
• Use visuals they can see themselves in

Make it easy to go from awareness to action
• Vaccination clinics on campus

MenB Student Hub was built with input from students from:
Meningitis B Student Hub

Built For Students, By Students

Includes:

- Student friendly talking points
- Downloadable, printable educational materials
- Strategies for engaging college leadership
- Tips and inspiration for students

Being used at several colleges across the US, distribution is ongoing, planning vaccination clinics

LET'S TAKE A LOOK!
https://meningitisbactionproject.org/forcolleges
Hub
Materials Available
Download or Order Copies

Curriculum Includes:
• Student friendly talking points
• Downloadable, printable educational materials
• Strategies for engaging college leadership
• Tips and inspiration for students

Poster Series
Brochures
Symptoms Magnets
Infographic
For Providers: Meningococcal Meningitis Vaccination Algorithm

For Healthcare Providers

An easy-to-use and reference resource from the Meningitis B Action Project to educate HCPs on meningitis vaccination recommendations and to facilitate shared clinical decision-making.

Mobile app version in development

Algorithm Includes:

- Overview of CDC recommendations for meningococcal meningitis vaccination
- Easy to follow decision tree for MenACWY and MenB vaccinations
- Additional information on: administration, persons at increased risk, contraindications and precautions
- Strategies for shared clinical decision-making
Thank you!

Contact us for speaking opportunities & materials:
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