

ENGAGING YOUNG ADULTS IN THE PROMOTION OF FLU VACCINATION

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THE
IMMUNIZATION
PARTNERSHIP

www.immunizeUSA.org

ACKNOWLEDGEMENTS

- Thank you to participating students from Rice University and University of Texas Health Science Center in Houston, and The Immunization Partnership staff for collaborating on this pilot project, with special thanks to Director of Education and Advocacy Nidhi M. Nakra, MPH

BACKGROUND

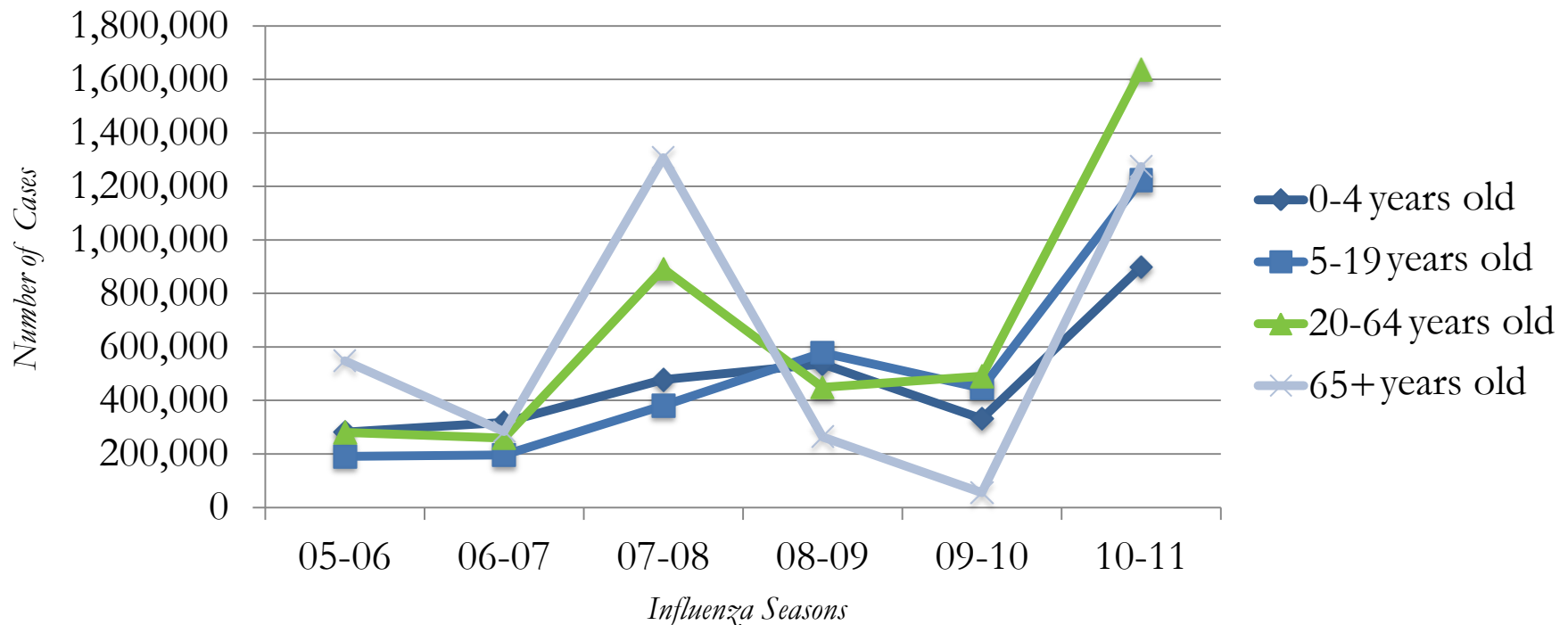
- Influenza by the numbers ...
 - 5-20% of population affected
 - 200,000 hospitalized every year
 - 31.4 million outpatient visits
 - \$10.4 billion a year (direct medical costs)
 - \$16.3 billion annually (lost earnings)

Centers for Disease Control and Prevention, Seasonal Flu: Questions and Answers. <http://www.cdc.gov/flu/about/qa/disease.htm>

Molinari N, Ortega-Sanchez I, Messonnier M, Thompson W, Wortley P, Weintraub E, Bridges C. (2007) The annual impact of seasonal influenza in the US: Measuring disease burden and costs, Vaccine, Vol. 25, No.27, pp. 5086–5096 Accessed: <http://dx.doi.org/10.1016/j.vaccine.2007.03.046>

BACKGROUND

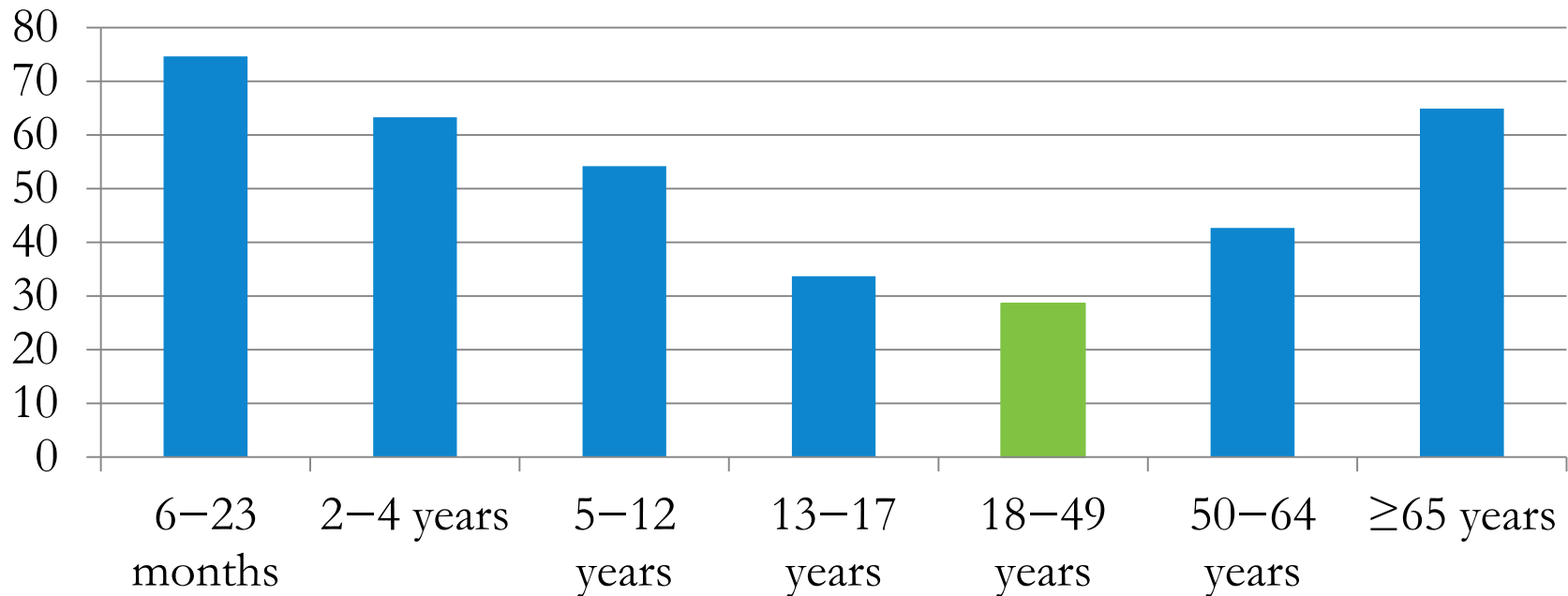
Number of influenza cases averted by vaccination, by age group,
2005/06–2010/11 influenza seasons



Kostova D, Reed C, Finelli L, Cheng P-Y, et al. (2013) *Influenza Illness and Hospitalizations Averted by Influenza Vaccination in the United States, 2005–2011*. PLoS ONE 8(6): e66312. doi:10.1371/journal.pone.0066312

BACKGROUND

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

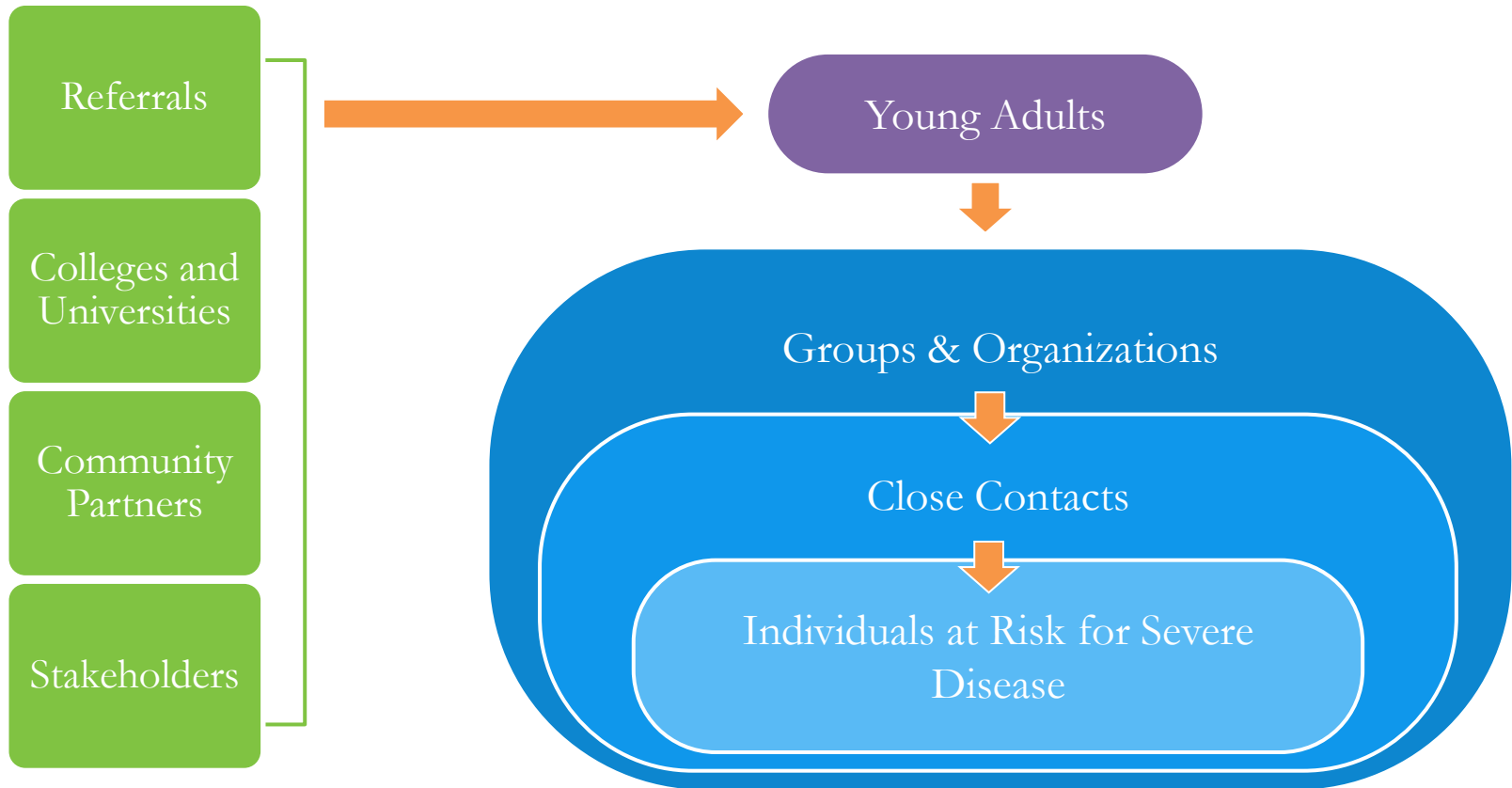


Centers for Disease Control and Prevention, Flu Vaccination Coverage, United States, 2011-12 Influenza Season

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.

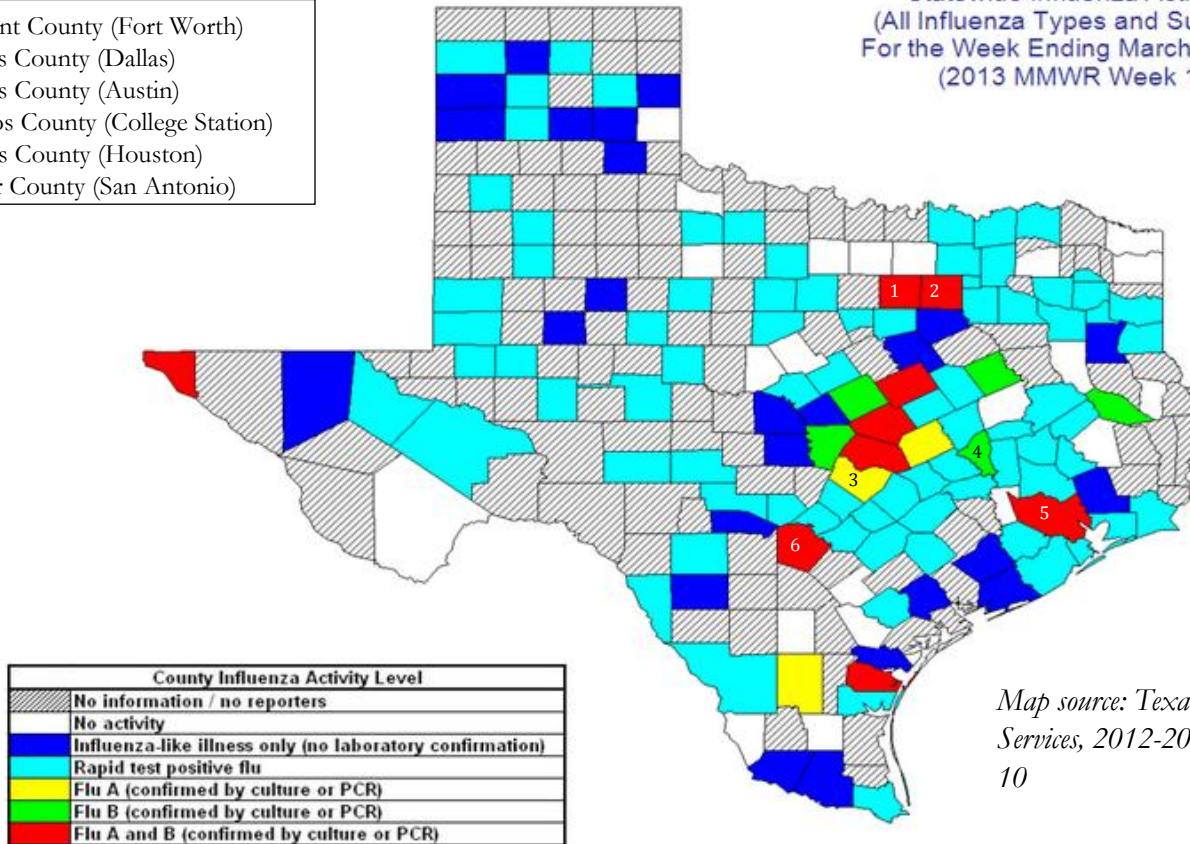
TARGET POPULATION



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 Activity^{1,2}
(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

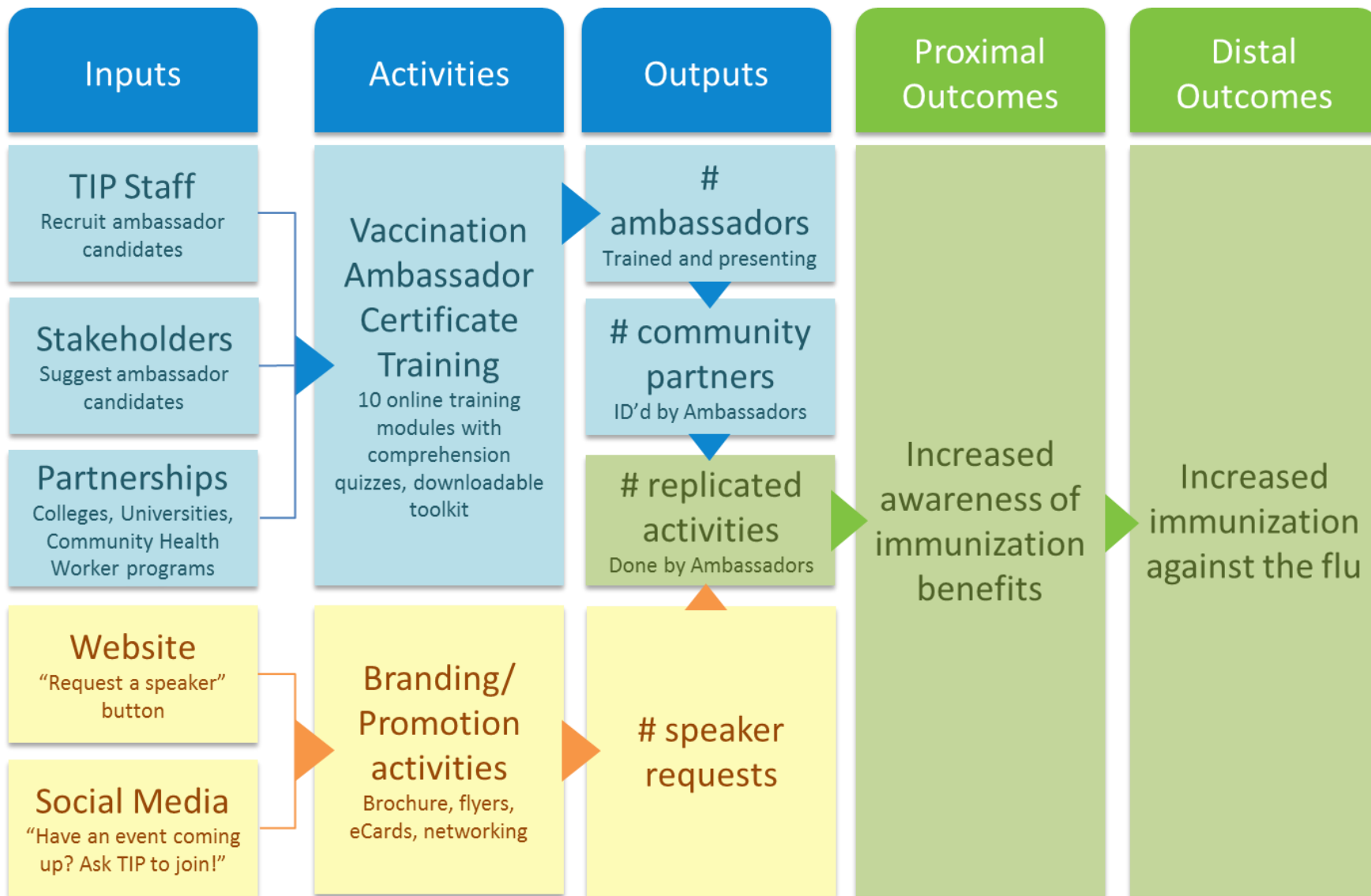


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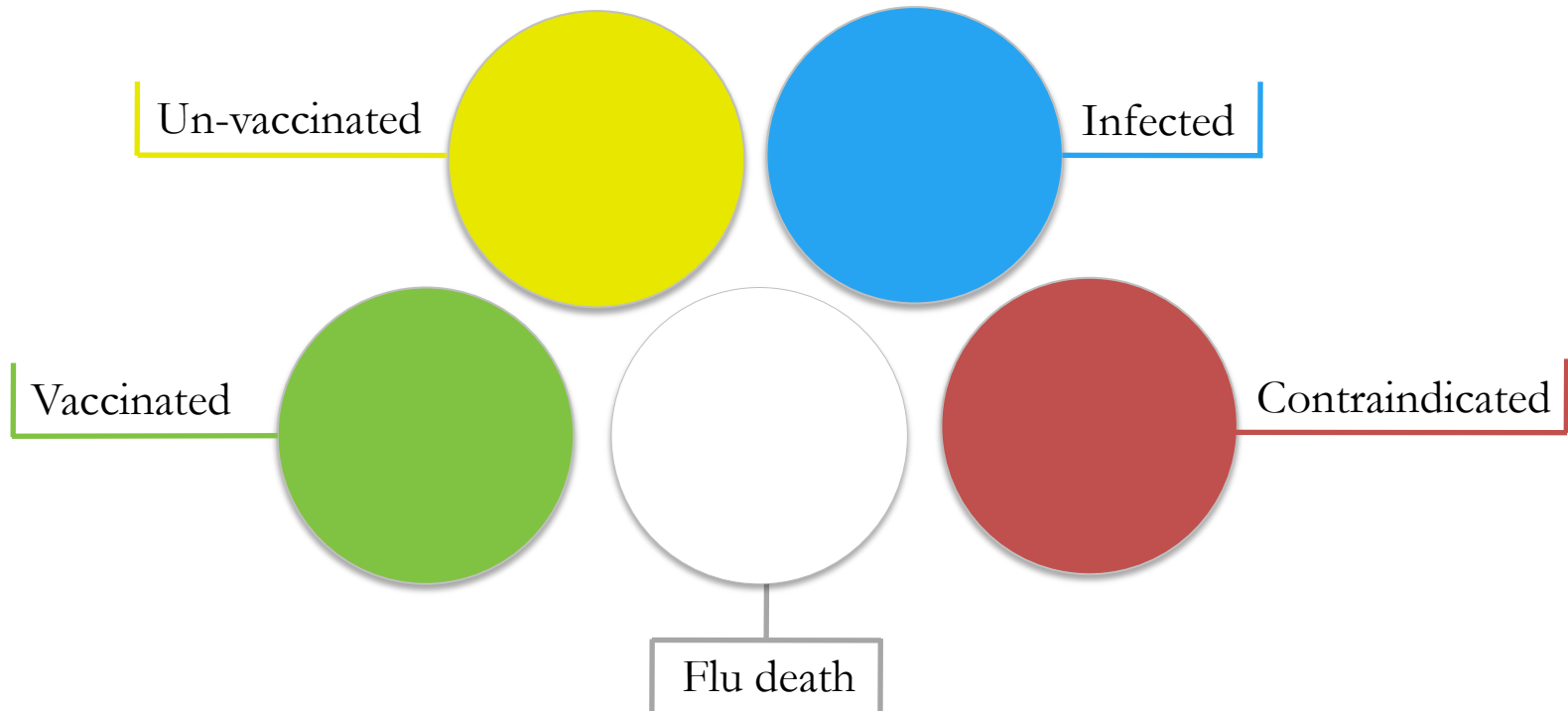
www.immunizeUSA.org

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



CERTIFICATION REQUIREMENTS

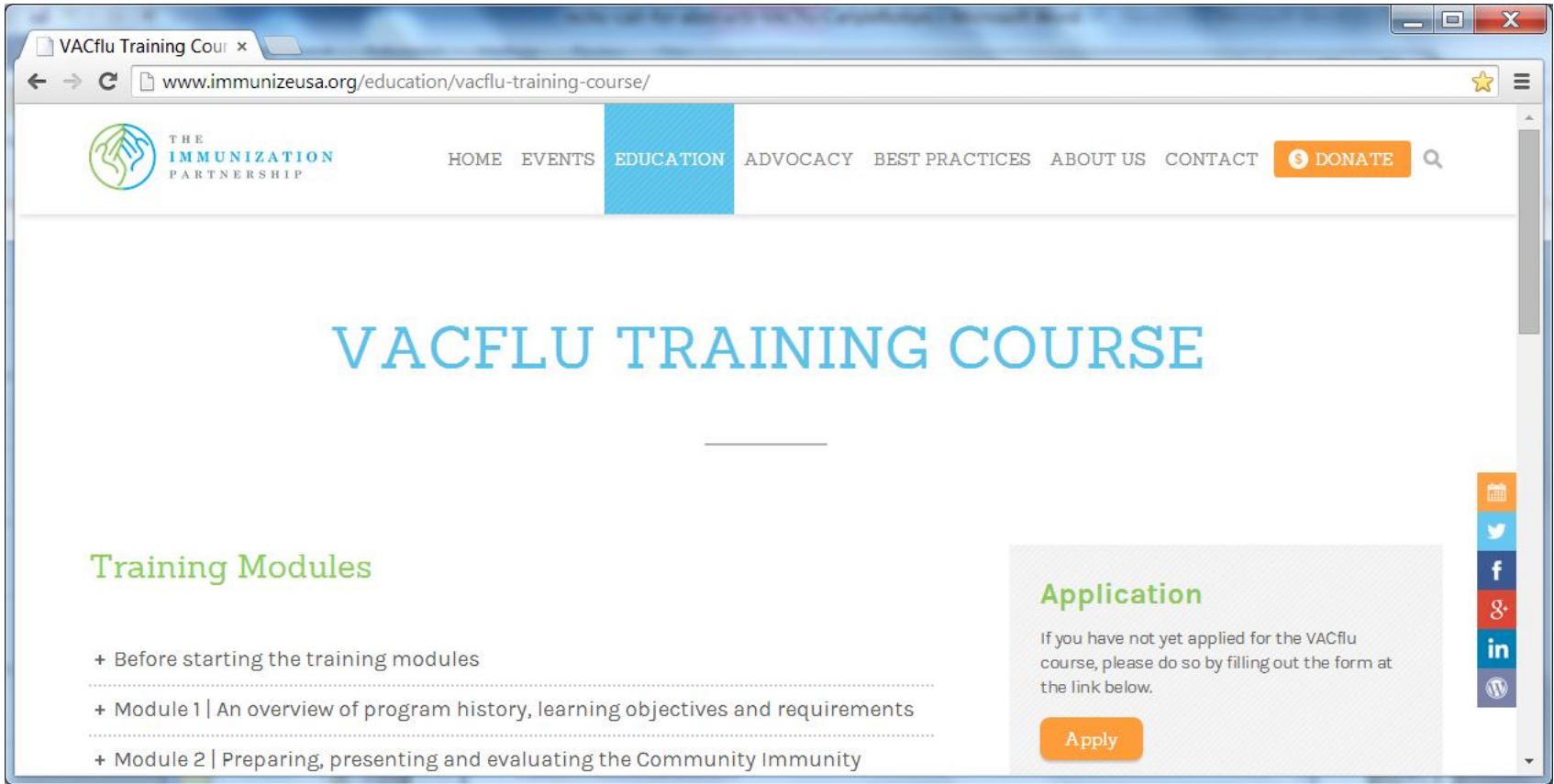
- Complete **10** training modules
- Achieve **80%** or higher on all quizzes and final exam
- Conduct the Community Immunity activity to **3** groups in the community
- Submit self-evaluations after each presentation
- Ensure community organization representatives submit evaluations following the presentations

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



A screenshot of a web browser displaying the VACflu Training Course page. The browser's address bar shows the URL www.immunizeusa.org/education/vacflu-training-course/. The page features a navigation bar with links: HOME, EVENTS, EDUCATION (highlighted in blue), ADVOCACY, BEST PRACTICES, ABOUT US, CONTACT, and a DONATE button. The main heading is "VACFLU TRAINING COURSE". Below this, the "Training Modules" section lists three items: "+ Before starting the training modules", "+ Module 1 | An overview of program history, learning objectives and requirements", and "+ Module 2 | Preparing, presenting and evaluating the Community Immunity". To the right, an "Application" section states: "If you have not yet applied for the VACflu course, please do so by filling out the form at the link below." and includes an "Apply" button. A vertical sidebar on the right contains social media icons for Twitter, Facebook, Google+, LinkedIn, and WordPress.

VACflu Training Course

VACFLU TRAINING COURSE

Training Modules

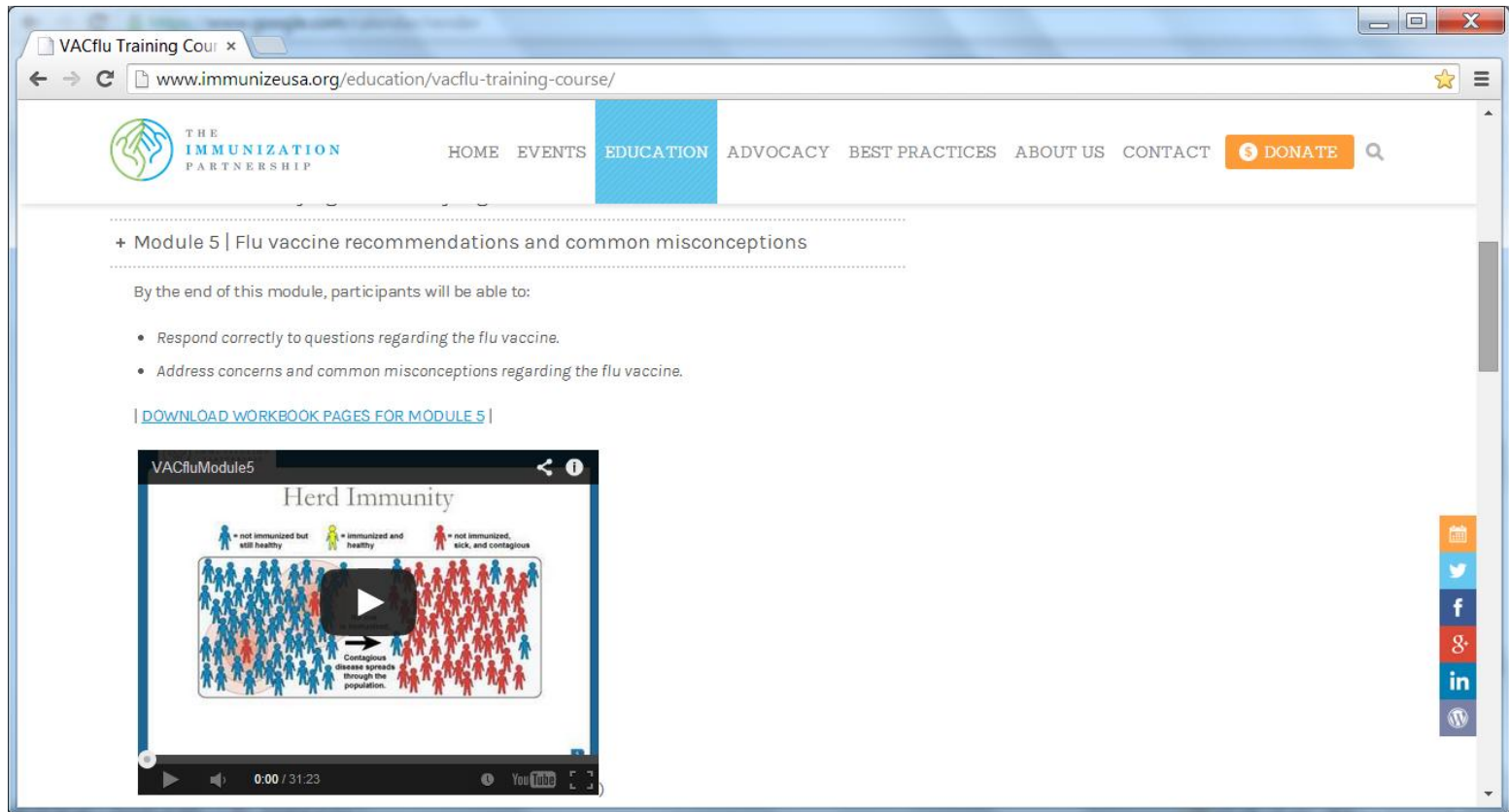
- + Before starting the training modules
- + Module 1 | An overview of program history, learning objectives and requirements
- + Module 2 | Preparing, presenting and evaluating the Community Immunity

Application

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

[Apply](#)

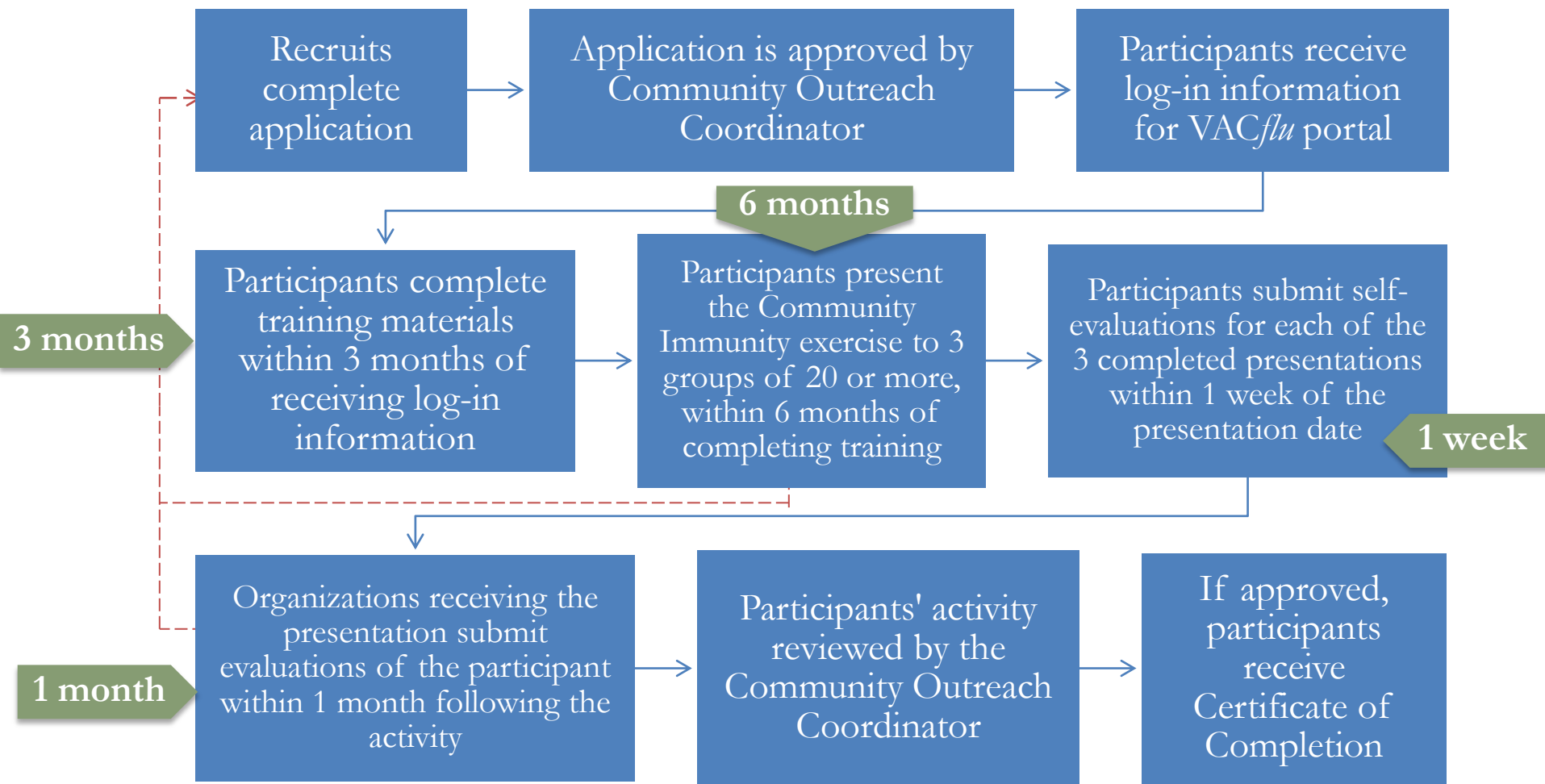
ONLINE TRAINING MODULES



The screenshot displays a web browser window with the address bar showing www.immunizeusa.org/education/vacflu-training-course/. The website header includes the logo for The Immunization Partnership and a navigation menu with links: HOME, EVENTS, EDUCATION (highlighted), ADVOCACY, BEST PRACTICES, ABOUT US, CONTACT, and a DONATE button. Below the header, the page title is "+ Module 5 | Flu vaccine recommendations and common misconceptions". A sub-header states: "By the end of this module, participants will be able to:" followed by two bullet points:

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

Below the list is a link: [| DOWNLOAD WORKBOOK PAGES FOR MODULE 5 |](#). The main content area features a video player titled "VACfluModule5" with the video title "Herd Immunity". The video frame shows a diagram of a population of people represented by blue and red icons. A legend at the top identifies three groups: "not immunized but still healthy" (blue icon), "immunized and healthy" (green icon), and "not immunized, sick, and contagious" (red icon). The diagram shows a large group of blue icons on the left and a smaller group of red icons on the right. An arrow points from the blue group to the red group, with the text "Contagious disease spreads through the population." below it. The video player controls at the bottom show a play button, a progress bar at 0:00 / 31:23, and the YouTube logo.



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

10 months

MONITORING & EVALUATION

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

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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