

Implementation of Michigan's College and University Flu Vaccination Challenge to Raise Young Adult Flu Immunization Rates

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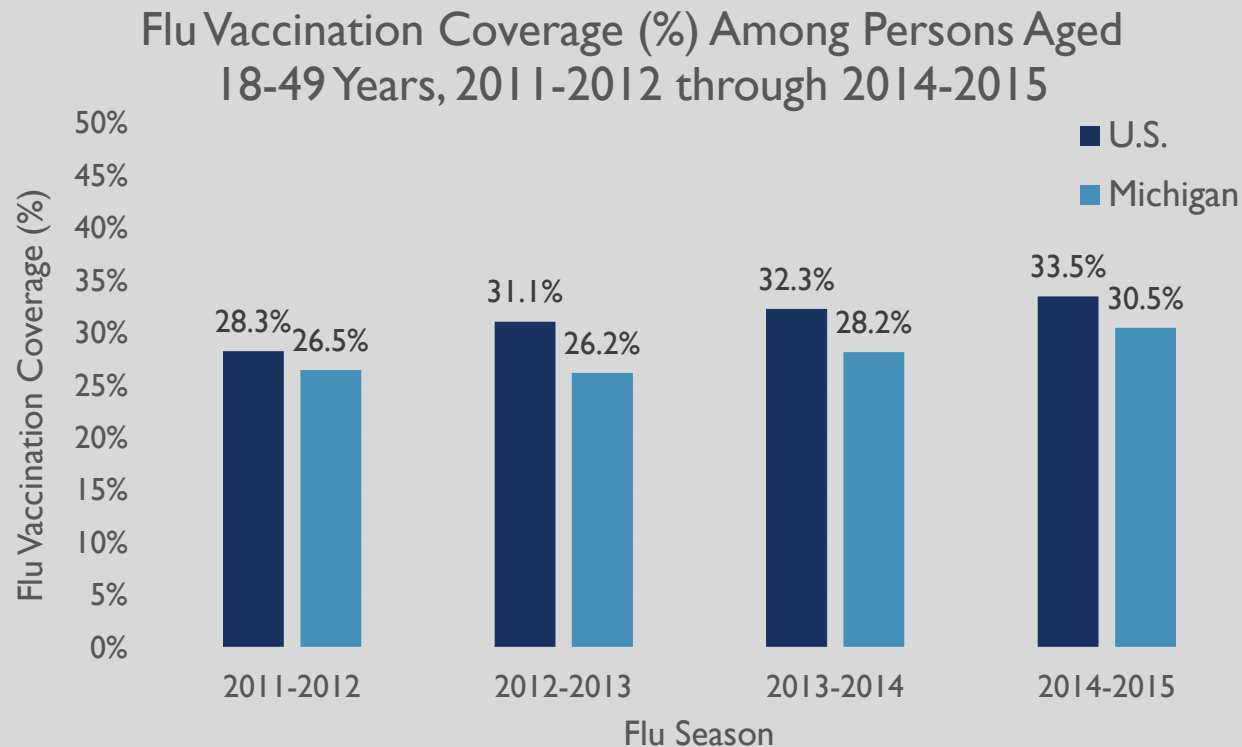
Michigan Department of Health and Human Services, Division of Immunization

National Conference for Immunization Coalitions and Partnerships
May 25, 2016



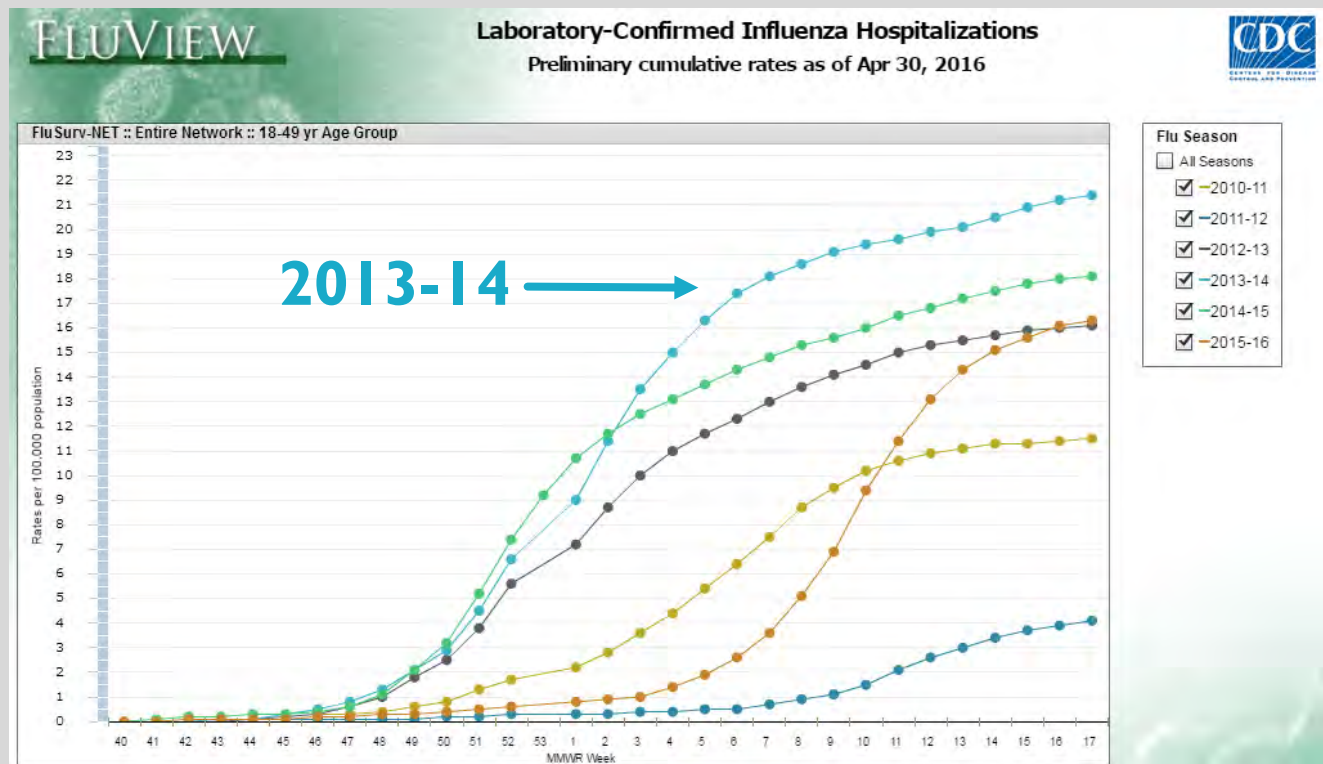
Background

- In Michigan and nationally, influenza immunization rates remain lowest among adults aged 18-49 years



Background

- 2013-2014 flu season particularly severe among young adults
 - Predominantly influenza A(H1N1), first season since 2009 pandemic



JANUARY 03, 2014

Media Contact: Kara Gavin ☎ 734-764-2220

Severe flu in young healthy people prompts U-M Health System to issue vaccine reminder and restrict visitors

Over a dozen flu patients now in U-M ICUs, with many others hospitalized

MDCH Concerned about Severe Flu Activity: Urges Individuals to Get Vaccinated

Contact: Angela Minicuci 517-241-2112

For Immediate Release: January 8, 2014

Detroit Free Press

Health officials warn college students to be wary of H1N1 flu strain

Three people in their 20s die from flu outbreak in Oakland County

Rochester Hills mom speaks out about daughter, 23, who died from flu

The Michigan Daily

Hesitant to get vaccine, youth still vulnerable



Press Release

CDC Reports Flu Hit Younger People Particularly Hard This Season

Background

- Several young adults in Michigan died from flu during 2013-2014 season
- Conversations with community partners demonstrated college health centers could improve vaccination efforts, change focus from treatment to prevention
- Needed targeted initiative to increase flu immunization rates among young adults

Why get a flu vaccine?

Ask the McCormick family of Michigan.



Even healthy, young adults can get the flu, and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Ashley's story

Ashley McCormick was a 23-year-old nanny. She came home from work on December 20, 2013, with a runny nose, sore throat, and headache. The next day she had a high fever and went to urgent care. Her positive flu result came too late for Ashley to be treated. She started to feel better, but on Christmas her fever was 103.8 degrees. The next day she went to the emergency room with pneumonia. Ashley had H1N1 flu and quickly became very sick. On December 27, Ashley died from the flu. Ashley's life may have been saved if she had been vaccinated.

The Idea

- American Red Cross Blood Battle
 - Friendly competition between rival schools was enough to get students to participate, even if giving blood wasn't routine health behavior

Ohio State vs. Michigan Blood Battle since 1982

Are you a Buckeye or a Wolverine?

Whether you bleed scarlet and gray or maize and blue, you can show your colors by donating blood during the annual Ohio State-Michigan Blood Battle with the American Red Cross each November.

Since 1982 students and fans of the two schools have battled to take top honors in giving blood. The Blood Battle has grown into one of the largest blood competitions in the country with more than 2,500 donations given on each campus alone.



Background and Pilot Year

- GOAL : To increase flu immunization rates among college-aged young adults in Michigan
- 2013-2014 Flu Season
 - Focused on education, partnership building with college/university health centers
 - Created and distributed flu vaccination toolkit targeting this demographic
- Spring 2014
 - Brainstormed
 - Held planning webinar with schools to gauge interest
 - Reached out to pharmaceutical representatives for collaboration/assistance
 - Shared concept with immunization partners (e.g. local health departments, Flu Advisory Board)
 - Designed enrollment form for schools (target: health centers), opened enrollment

Implementation Timeline 2014-2015

- Summer 2014
 - Held 2 webinars with schools: partnership building and best practices (champions: Vanderbilt University, University of Minnesota)
 - Updated college/university flu vaccination toolkit
 - Distributed joint letters to schools' medical, nursing, pharmacy, and public health schools, residence halls, and communications offices
 - Connected schools with key partners (e.g. local health departments)
- September 2014 – kicked off Challenge with press release

MDCH Kicks Off New Flu Vaccination Challenge for College-Age Adults

Contact: Angela Minicuci (517) 241-2112

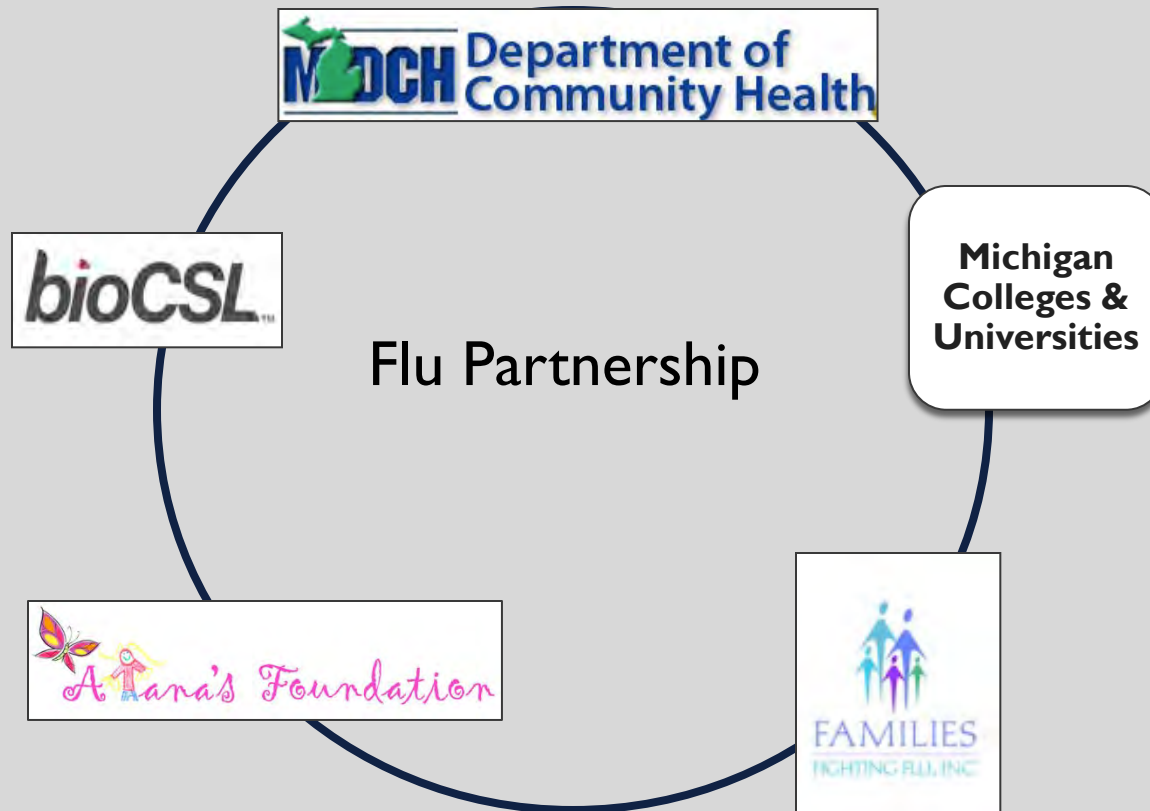
For Immediate Release: September 4, 2014

LANSING, Mich. – The Michigan Department of Community Health (MDCH) is partnering with colleges and universities, as well as community partners, across the state to increase flu vaccinations among young adults. Each year, several healthy, young adults in Michigan die from the flu. Influenza vaccination is the single best way to prevent influenza infection.

According to data from the Michigan Care Improvement Registry (MCIR), only 10.1 percent of individuals aged 18-24 years were vaccinated against flu during the 2013-14 flu season. College students have unique risk factors that make them more susceptible to getting sick, such as close contact in dormitories and classrooms.

Collaboration: bioCSL, KYNE, Families Fighting Flu, Alana's Foundation

Amplify flu educational efforts through partner collaboration using communications/marketing, community engagement, grassroots outreach, social media engagement and media outreach



Collaboration: bioCSL, KYNE, Families Fighting Flu, Alana's Foundation

Partner	Role
MDCH	• Drive public health goal among partner colleges and with clinics • Measure and assess • Provide public health spokespeople • Provide final approval on all materials as public health authority
Families Fighting Flu and Alana's Foundation	• Provide expertise and guidance regarding flu advocacy • Activate advocates in Michigan and nationally • Serve as media spokespeople, identify additional spokespeople • Provide materials for adaptation
Michigan Colleges and Universities	• Help MDCH navigate infrastructure at schools • Identify channels for reaching students • Roll out communications tools • Help identify community partners for vaccinations (if needed)
bioCSL	• Conduct social media listening to generate audience insights • Support partners in the development and roll out of communications campaign, including toolkits for college partners



2014-2015 Flu Challenge Specifics

- Created student self-report survey
 - Self-report currently gold standard in national immunization surveys
 - Asked students' school, age in years, and month of flu vaccination
- Used self-report survey data and schools' undergraduate student population to determine flu coverage (%), overall winners
 - Divided schools into Small (<10,000 undergraduates), Medium (10,000-25,000), and Large (25,000+) for fair competition
- Main Challenge with winners based on self-reported survey data ran September 2014 – December 2014
- Analyzed schools' Michigan Care Improvement Registry (MCIR) data for July 2014 – March 2015
- January 2015 – March 2015: best “late season” vaccination initiative

2014-2015 Flu Challenge Specifics

- 14 schools enrolled in 2014-2015 from 11 counties
 - 7 Small: Albion College, Aquinas College, Calvin College, Hope College, Kalamazoo College, Northwestern MI College, Southwestern MI College
 - 5 Medium: Central MI University, Eastern MI University, Grand Valley State University, Oakland University, Wayne State University
 - 2 Large: Michigan State University, University of Michigan
- Enrolled schools had total 184,148 undergraduate students
- Leader updates sent biweekly to enrolled schools
- Total 7 webinars with schools from planning to evaluation, 3 newsletters

2014-2015 Flu Challenge Materials

RULES AND REGULATIONS

2014-15 College/University Flu Vaccination Challenge: Rules and Regulations
August 2014

Challenge Overview

The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The institution with the highest flu vaccination coverage level percent (based on undergraduate student population) will be presented with an award from the Michigan Department of Community Health (MDCH).

Student Self-Reported Vaccination Survey

The survey link for students to report their vaccination status is www.surveymonkey.com/s/flubattle. Students will be asked to report school name, month of vaccination, and age. There is no identifying information and multiple responses are permitted per computer (there will be no limit to responses per IP address) as it is recognized that students often use communal computers. Because no identifying information will be collected, MDCH will be utilizing the "honor system".

Beyond collecting data, one of the purposes of the self-reported vaccination survey is to raise awareness of flu vaccine among students and to get students talking about flu vaccine. Therefore, college health centers are not permitted to take data into the survey for the students. Student health centers should encourage all students vaccinated at their facility to take the challenge and can offer a computer on-site to take the survey. However, health center staff should not be filling out the survey for students.

The survey link will remain live through the first week of December. Flu vaccines given during August, September, and the first week of December will be counted. All three questions on the survey (school name, month of vaccination, age) must be answered in order to be counted.

Michigan Care Improvement Registry (MCIR)

Enrolled colleges and universities are required to enter all flu vaccine doses administered by the health center into the MCIR. In Michigan, providers are required to report all immunizations administered to every child December 31, 1993 and less than 20 years of age. While state law doesn't require documentation for individuals age 21 and older, by agreeing to participate in this challenge, your health center is required to enter all flu vaccine administered to students, regardless of age, into MCIR for the 2014-15 school year. Reporting of all vaccine administered is an immunization best practice. Data obtained from MCIR will be used to determine additional award winners (see Determining Award Winners).

Determining Award Winners

Enrolled institutions will be categorized into small, medium, and large institutions based on undergraduate student size. For this challenge, MDCH considers small institutions as those with 10,000 or less students, medium as those with 10,001 to 25,000 students, and large institutions as those with 25,001 or more students. MDCH will divide the undergraduate student population into three categories: those obtaining a Bachelor's degree, those obtaining a Master's degree, and those obtaining a Doctorate degree. The overall challenge winners will be determined by student self-reported vaccination survey (see above), MCIR data, and the percentage of flu vaccination coverage (number of students who received a flu vaccine divided by the undergraduate student population) will win the challenge. Overall award winners will be announced in late March or early April.

Awards will also be given to health centers with the largest number of flu vaccine doses administered and the most improvement in the number of doses administered as compared to MCIR data from the previous year. MCIR award winners will be announced in late March or early April.

A late-season innovative champion award will be given to an institution from March 1 to all enrolled institutions in January-March, 2015. MDCH will distribute an online nomination form to be expected to self-nominate using the form. The award winner will be determined based on nominations received and voted upon by MDCH and All Michigan. There will also be MCIR late-season awards given for the largest number of flu doses administered for 2015 and entered into MCIR.

For the most up-to-date announcements visit www.michigan.gov/flu and click on "Flu Gallery" and "2014-15 Flu Vaccination Challenge."

College and University Flu Vaccination Toolkit

ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. You are in a unique position to help spread the word about this important vaccine to college-age students, and MDCH would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

According to data from the Michigan Care Improvement Registry (MCIR), coverage levels among individuals 18-24 years of age are very low – only 10.1% during the 2013-14 flu season.

College/university students are at a unique risk of contracting the flu due to lifestyle factors. Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu especially easy to spread at college. Further, lack of sleep, not eating healthy, and not exercising regularly can weaken the immune system, making these young adults more vulnerable to the flu.

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDCH would like to challenge you to ramp up your flu vaccination efforts this season!

Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtney Londo, Adolescent and Adult Immunization Coordinator, at londoc@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at devitas@michigan.gov.

ARE YOU PART OF THE CHALLENGE?

Join us in a friendly competition this fall. MDCH is teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in the 2014-15 Flu Vaccination Challenge, your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDCH will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Find out more at www.michigan.gov/flu (click on "flu gallery").

*Reporting of which immunizations administered into MCIR is a strongly recommended best practice. All flu immunization coverage levels may be under-reported in MCIR due to lack of reporting.

CAMPUS FLU VACCINATION BATTLE

How does your school stack up? We know when you got your flu vaccine to help your school win the battle!

www.surveymonkey.com/s/flubattle
Survey should take less than 1 minute!
Visit the link above or scan the code on your smartphone.



College • Aquinas College • Calvin College • Eastern MI University • Hope College • Kalamazoo College • Michigan State University • Northern Michigan University • Oakland University • Saginaw Valley State University • Western Michigan University • Wayne State University

MICHIGAN.GOV/FLU

IN THIS KIT:

- Strategies to increase rates... 2-4
- Personal story, Niko Yatsich... 2-4
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- News release templates... 8-9
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- Posters and flyers... Attached

FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinic's dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtney Londo at londoc@michigan.gov



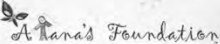
Outcomes from Collaboration: bioCSL, KYNE, Families Fighting Flu, Alana's Foundation

**I'M DOING IT FOR
MY SISTER.**
TAKE THE CHALLENGE TODAY.

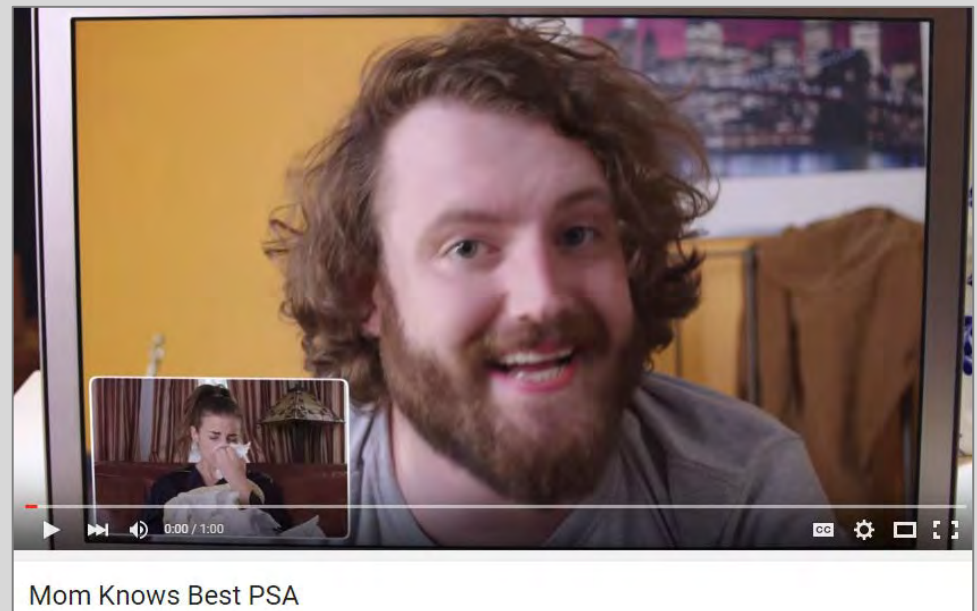
I lost my sister to the flu.
Alana was healthy one day, and gone the next!

No one is invincible against this dangerous disease, but we can protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated. Take the Michigan Department of Community Health's Flu Vaccination Challenge and see how your school stacks up to other Michigan campuses.

Visit your campus health center or find a clinic at flushot.healthmap.org, and join the challenge at www.surveymonkey.com/s/flubattle

AFL14-10-0037 10/2014



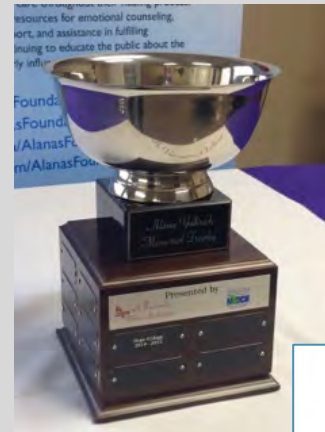
<https://www.youtube.com/watch?v=ltb4RfTrmlc>

Alana's Foundation



- Ongoing partnership with MDHHS since brainstorming Challenge concept
- Provided vaccine assistance grants
 - 3 schools in 2014-2015
 - 6 schools in 2015-2016
- Purchased and sponsor 3 traveling trophies
- Ongoing support and collaboration with all enrolled schools
 - Consulting and brainstorming with students and program organizers on ways to market Challenge to students
- Attend on-site clinics, share Alana's story, brochures, and encourage vaccination to potential recipients

www.alanasfoundation.org



Why get a flu vaccine?
Ask the Yaksich family of Michigan.



This year and every year, make sure you and your loved ones are vaccinated against the flu. It could save a life.

Alana's story

On February 2, 2003, 5½-year-old Alana Yaksich spent the day with her parents and brothers watching movies, eating sandwiches and playing. Even with a low-grade fever from a recent sore throat, Alana enjoyed the afternoon feeling healthy and surrounded by her family. That evening, Alana was rushed to the emergency room when her fever increased to 106 degrees. Within 24 hours of arriving at the local hospital, Alana died of flu-related complications that caused swelling and injury to her brain.

Flu is a serious disease that can be prevented through vaccination. Annually an average of 20,000 young children are hospitalized because of the flu.

In a recent mild flu season, 120 children in the United States died of the flu, of which half were previously healthy, just like Alana.

www.aimtoolkit.org
www.alanasfoundation.org

Concept adapted with permission from Texas Children's Hospital

Why get a flu vaccine? Ask Niko Yaksich of Michigan.



Even healthy people can get the flu and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Niko's story

In 2003, I lost my sister Alana to the flu. She was a perfectly healthy 5-year-old girl, and in the blink of an eye she was gone. The day that she passed away she had woken up with a fever and was feeling a little under the weather, but by the end of the day she was feeling much better and was running around with me. It was as though she had never been sick and was back to normal. She was not back to normal though. As I slept that night, my sister was being rushed to the hospital with a fever of 106 degrees. The doctors said that there was nothing they could do and that the flu had caused swelling to her brain. By the following night I had lost my sister and my family's life would be changed forever.

www.aimtoolkit.org
www.alanasfoundation.org

Concept adapted with permission from Texas Children's Hospital

2014-2015 Flu Challenge Results

- Announced winners during National Influenza Vaccination Week 2014
- Overall winners:
 - Small: Hope College
 - Medium: Wayne State University
 - Large: Michigan State University

Hope College wins MDCH's Flu Vaccination Challenge



Posted Dec. 8, 2014 at 6:25 PM

The Michigan Department of Community Health recently announced Hope College as a winner of the 2014-2015 Flu Vaccination Challenge, a competition between 14 colleges and universities intended to raise vaccination rates among young adults.

Wayne State University and Michigan State University also won their respective categories, which were based on school size. The first annual event determined which school could get the highest flu vaccination rate on their campus, and winner announcements coincided with National Influenza Vaccination Week.

MDCH Announces Flu Vaccination Challenge Winners, Reminds Residents to Immunize

Contact: Jennifer Smith 517-241-2112

For Immediate Release: December 8, 2014

LANSING, Mich. – This year, in an effort to raise vaccination rates among young adults, Michigan Department of Community Health (MDCH) partnered with 14 colleges and universities in the first annual Flu Vaccination Challenge to see which school could get the highest flu vaccination rate on their campus. Today, as part of the National Influenza Vaccination Week, MDCH announced that Hope College, Wayne State University, and Michigan State University are the winners of the 2014-2015 Flu Vaccination Challenge.

"Vaccination is the single best way to prevent against getting the flu," said Nick Lyon, director of the MDCH. "I congratulate the winners of this year's Flu Vaccination Challenge, and applaud all of the colleges and universities that partnered with us to raise awareness and vaccination rates on their campuses."

The announcement comes as influenza activity is increasing in the state, especially in Michigan's Southeast region. MDCH is urging residents not to wait to get their flu vaccine this year.

"Vaccine-preventable diseases like the flu are a very real threat in our communities," said Dr. Matthew Davis, chief medical executive with the MDCH. "It takes about two weeks after vaccination to be protected against the flu, and I encourage all residents to get vaccinated now so they are protected before flu becomes widespread in Michigan."

2014-2015 Flu Challenge Results



Left to right: Bob Swanson (MDHHS), Christie Bellak (Wayne State University), Jennifer Strohmeyer (Michigan State University), Cindy Sabo (Hope College), JoAnna Yaksich (Alana's Foundation), Zachary Yaksich (Alana's Foundation)

Alana's Foundation traveling trophies

2014-2015 Flu Challenge Results



This certificate entitles two members of your health center to free registration for the

2015 Michigan Regional Immunization Conferences

In order to receive your free registration you must complete **BOTH** of these steps:

- 1) Register for the conference online at <http://register2015.mihealth.org/>. Registration starts September 10, 2015. We encourage you to register promptly. This certificate does not guarantee a registration if the conference is full.
- 2) Please email this completed certificate to lockwoodc@michigan.gov with Free College Registration in the subject line or fax this completed certificate to 517-335-9855 Attn: Carlene Lockwood. Once your certificate is accepted, a confirmation email will be sent to each registrant.

Name of First Attendee: _____

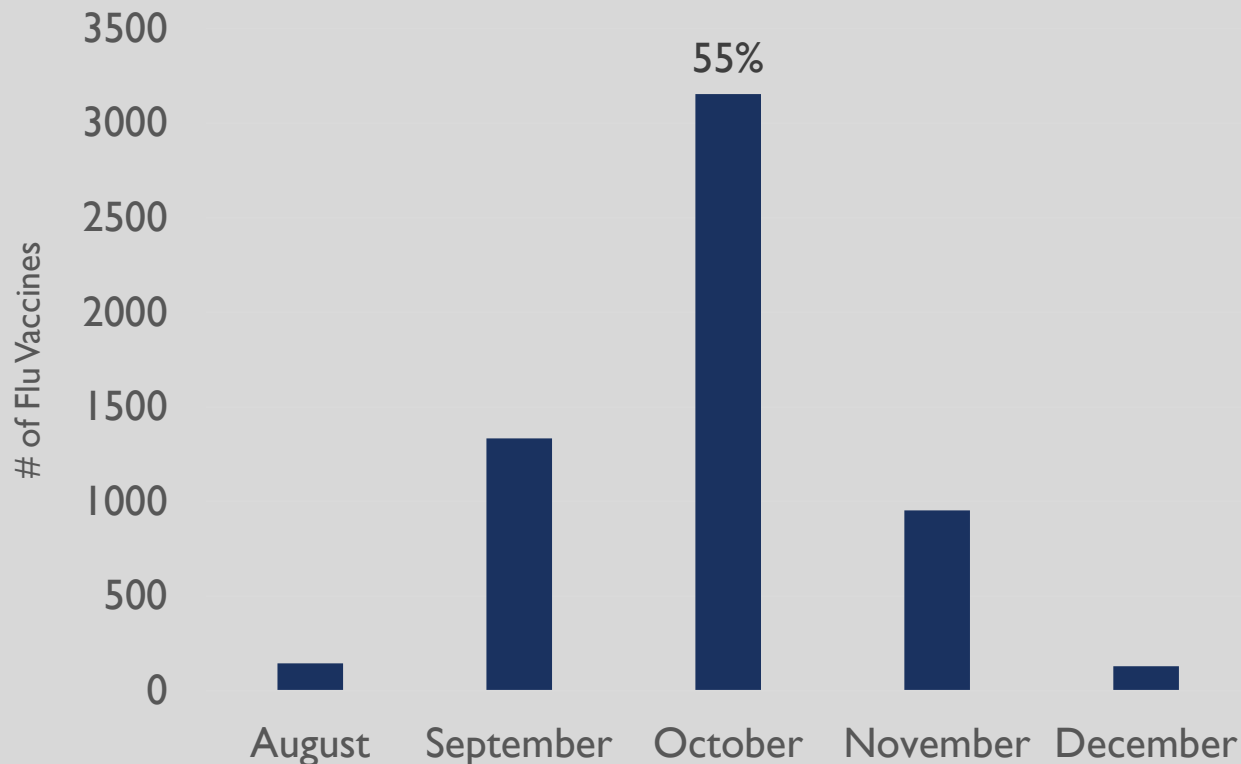
Name of Second Attendee: _____

College/University: _____

This free registration is the result of winning the 2014-15 MDHHS College and University Flu Vaccination Challenge for your college/university's size category. Thank you for participating in the Flu Challenge and for all your hard work immunizing your students against the flu!

2014-2015 Flu Challenge Results

- 5,717 self-reported surveys completed Aug. 25 – Dec. 7, 2014
- Months of self-reported flu vaccination:



2014-2015 Flu Challenge Results

- MCIR data: 12,953 flu vaccines documented in registry by the 14 enrolled health centers July 1 – December 31, 2014
 - A 60% increase from 8,098 doses July 2013 – December 2013
- In total, 13,914 flu vaccines documented in registry by the 14 enrolled health centers July 1, 2014 – March 31, 2015
 - A 33% increase from 10,468 doses July 2013 – March 2014

2014-2015 Flu Challenge Results

- MCIR winners (most doses in MCIR July 2014 – March 2015)
 - Small: Calvin College
 - Medium: Wayne State University
 - Large: University of Michigan
- “Late season” MCIR winner (most doses January 2015 – March 2015)
 - University of Michigan
- Most improved in MCIR from 2013-2014 (pre-challenge) to 2014-2015 (pilot year)
 - Central Michigan University with more than 13,000% increase in flu doses
- Innovative Champion award
 - Wayne State University

Changes from 2014-2015 to 2015-2016

- Based on evaluations from schools enrolled in 2014-2015
 - Challenge aspects schools liked, disliked, areas for improvement
- Majority of schools promoted Flu Challenge through email blasts to students, social media, and on-campus events
- Majority of schools did NOT partner with their local health departments, pharmacies, or other community vaccinators to get students vaccinated

Changes from 2014-2015 to 2015-2016

- No external collaboration with bioCSL → no budget
- Decided to extend the overall Challenge through March 2016
- Decided to keep student self-report survey rather than use MCIR to determine schools' flu coverage
 - Self-report allows students who got vaccinated somewhere other than student health center to be counted, MCIR limits to those vaccinated at health center
 - Added “place of vaccination” to self-report survey

2015-2016 Self-Report Survey

2015-16 College Flu Challenge Student Survey

* 1. School Name

* 2. Yes, I got my flu vaccine in:

* 3. Where did you get your flu vaccine this season?

* 4. How many years old are you?

Done

2015-2016 Flu Challenge Specifics

- 17 schools enrolled in 2015-2016 from 12 counties
 - 9 Small: Albion College, Alma College, Aquinas College, Calvin College, Hope College, Kalamazoo College, Muskegon Community College, Rochester College, Southwestern MI College
 - 6 Medium: Eastern MI University, Ferris State University, Grand Valley State University, Oakland University, Wayne State University, Western MI University
 - 2 Large: Michigan State University, University of Michigan
- Enrolled schools 198,813 undergraduate students
- Leader updates monthly on social media, sent to schools monthly through December 2015 then weekly January – March 2016
- Total 5 webinars with schools, 3 newsletters

2015-2016 Flu Challenge Results

- Announced winners via press release, social media in April 2016
- Overall winners:
 - Small: Calvin College
 - Medium: Wayne State University
 - Large: Michigan State University

MDHHS announces winners of 2016 College Flu Vaccination Challenge, reminds residents to get immunized

Contact: Jennifer Eisner 517-241-2112

For Immediate Release: April 20, 2016

LANSING, Mich. – In an effort to raise influenza vaccination rates among young adults, the Michigan Department of Health and Human Services (MDHHS) partnered with Alana's Foundation and 17 Michigan colleges and universities in the second annual [Flu Vaccination Challenge](#). The Challenge was first implemented in the 2014-2015 flu season as a friendly competition to see which schools could achieve the highest flu vaccination rates on their campuses.

Today, MDHHS announced that Calvin College, Wayne State University, and Michigan State University are the winners of the 2015-2016 Flu Vaccination Challenge for small, medium, and large-sized schools, respectively. This represents the first win for Calvin College and back-to-back wins from 2014-2015 for Wayne State University and Michigan State University.

"Vaccination is the single best way to prevent the flu," said Nick Lyon, director of MDHHS. "I congratulate the winners of this year's Flu Vaccination Challenge and applaud all of the colleges and universities that partnered with us to raise awareness and vaccination rates on their campuses."

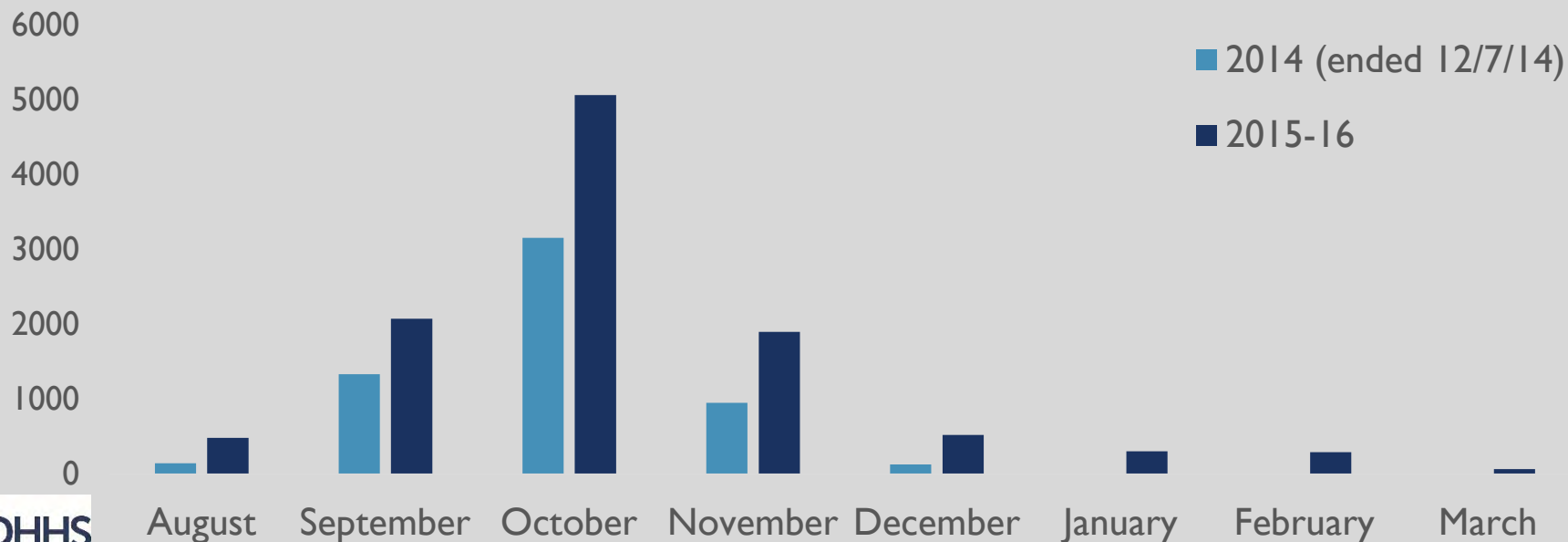
2015-2016 Flu Challenge Results

Left to right: Karen Huyghe (Wayne State University), JoAnna Yaksich (Alana's Foundation), Jennifer Strohmeyer (Michigan State University), Elizabeth Baty (Michigan State University)



2015-2016 Flu Challenge Results

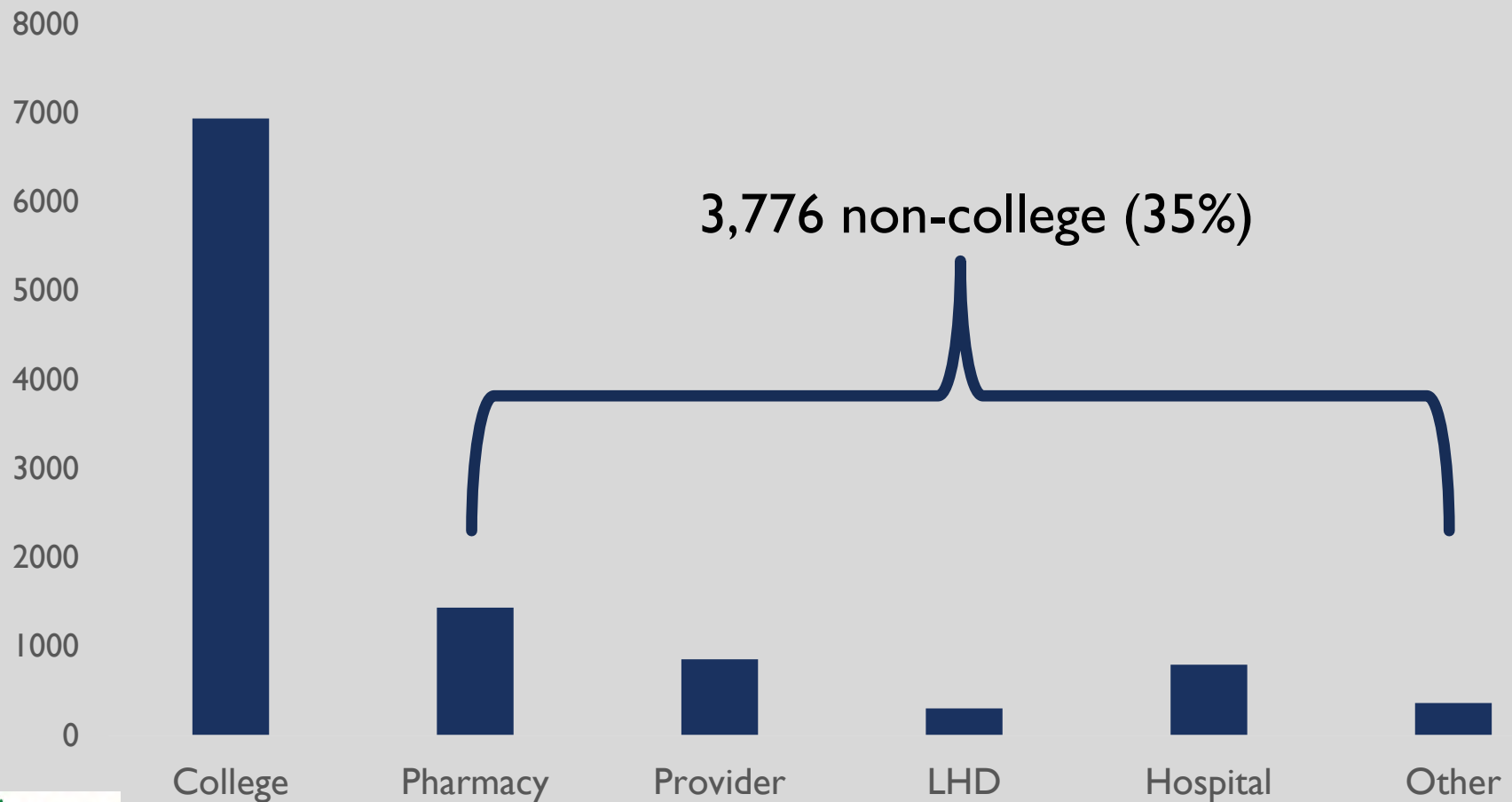
- 8,814 self-reported surveys completed Aug. 26 – Dec. 7, 2015
 - Compared to 5,717 during 2014-2015 Flu Challenge, increase of 54%
- 10,716 surveys completed Aug. 26, 2015 – Mar. 31, 2016
- Months of self-reported flu vaccination:





2015-2016 Flu Challenge Results

Self-reported Flu Vaccines by Location Administered, 2015-2016



2015-2016 Flu Challenge Results

- MCIR data: 13,228 flu vaccines documented in registry by the 17 enrolled health centers July 1, 2015 – March 31, 2016
 - Similar to 13,914 doses July 2014 – March 2015
- MCIR winners (most doses in MCIR July 2015 – March 2016)
 - Small: Calvin College
 - Medium: Wayne State University
 - Large: University of Michigan

2015-2016 Flu Challenge Results

- “Late season” MCIR winner (most doses January 2016 – March 2016)
 - University of Michigan
- Most improved in MCIR from 2014-2015 (pilot year) to 2015-2016 (2nd year)
 - Oakland University, with 34% increase in flu doses
- Innovative Champion award
 - Wayne State University

The screenshot shows a web page from 'THE SOUTH END'. The main headline is 'Perspective: Top 5 myths about the flu - debunked'. Below the headline are social media sharing buttons for Facebook, Twitter, Google+, and Pinterest, along with a 'Share' button. The article is dated 'Monday, February 1, 2016 10:13 am' and is from the 'Campus Health Center'. The article text discusses flu prevention and vaccination, mentioning a poll of Wayne State students. At the bottom, there is a logo for 'A Healthy You' by the Campus Health Center.

THE SOUTH END

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Home ▸ Perspectives

Perspective: Top 5 myths about the flu - debunked

Story Comments

Print Font Size: 0

Recommend 3 Tweet G+ 0 PinIt 0 Share 0

Posted: Monday, February 1, 2016 10:13 am

Campus Health Center | 0 comments

As a student, you have enough to worry about without having to think about getting the flu. Catching the flu can sideline you for days or weeks, and in some cases, can even develop into something more serious.

Most people can avoid the flu altogether in one easy, preventative step— simply by getting vaccinated. However, thousands of students right here on campus do not get vaccinated.

When asked “Will you get a flu shot this year” by the South End in November and December 2015, 50 percent of Wayne State students polled said they would NOT get their flu shot this season. Seven per cent said they might get it, and the remaining 43 percent said they would or already did get the flu shot. According to this poll, half our WSU population is not interested in getting vaccinated and flu shots.

"A Healthy You" is a monthly column by the Campus Health Center.

Lessons Learned

- Need buy-in from health department leadership
 - Chief Medical Executive, Public Information Officer & Communications team
- Collaboration and partnerships are key
 - Advocacy groups, pharmaceuticals
- Need immunization champions at colleges/health centers
- Most health centers seem to take on burden of immunizing their students themselves, do not take advantage of immunization neighborhood
- Peer-to-peer important for targeting this age group
- Despite all the above, barriers for immunizing this age group persist

Acknowledgments

Courtney Londo, MA: londoc1@michigan.gov
Alana's Foundation: info@alanasfoundation.org,
www.alanasfoundation.org

Questions?

Stefanie Cole, RN, MPH

coles4@michigan.gov

517-335-3385 (through June 10), 517-284-4877 (as of June 13)

Flu Challenge Webpage: www.michigan.gov/flu →
“College & University Flu Vaccination Challenge”