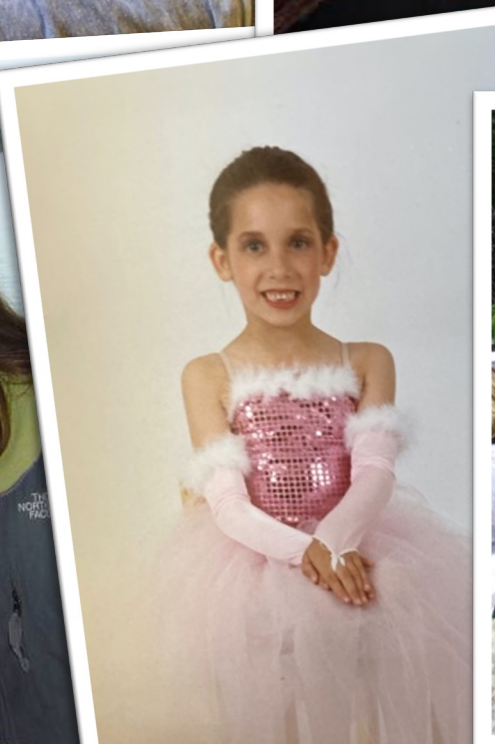
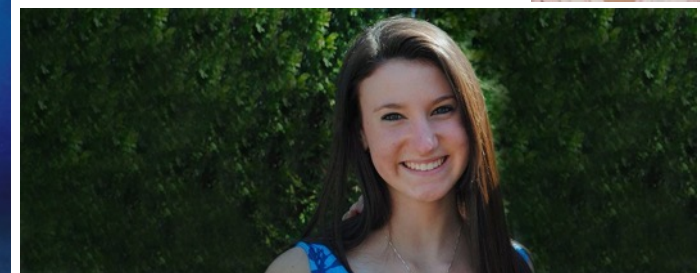
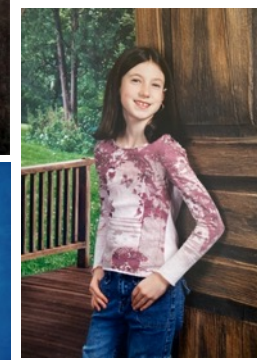
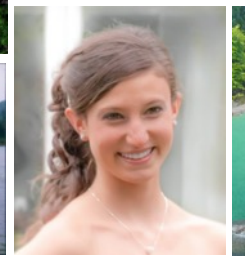
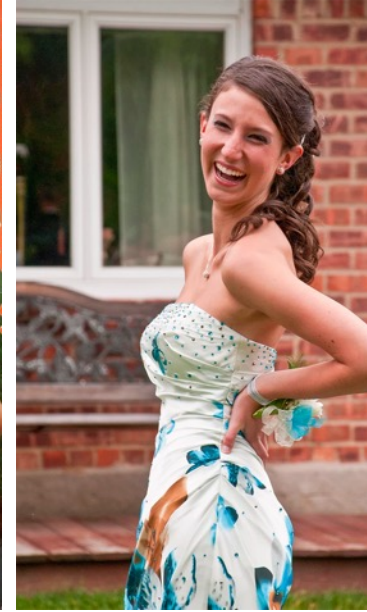


Reaching College Students

A Case Study from the Meningitis B Action Project

Presented by:
Alicia Stillman, MBA, MPH
Patti Wukovits, BSN, RN
Mariana Rodrigues

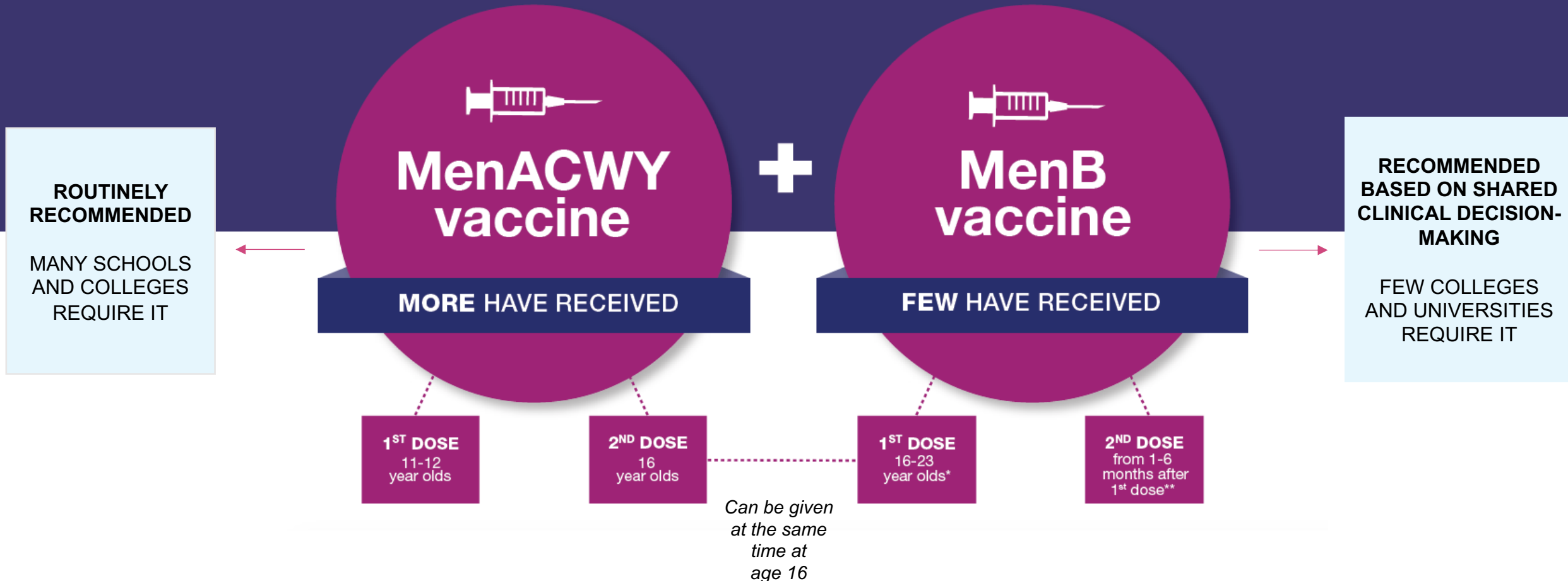




**What Challenges Are We
Working to Overcome?**

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.



* Depending on brand

Education Matters.

Some healthcare providers aren't talking to their patients about the MenB vaccine.

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.

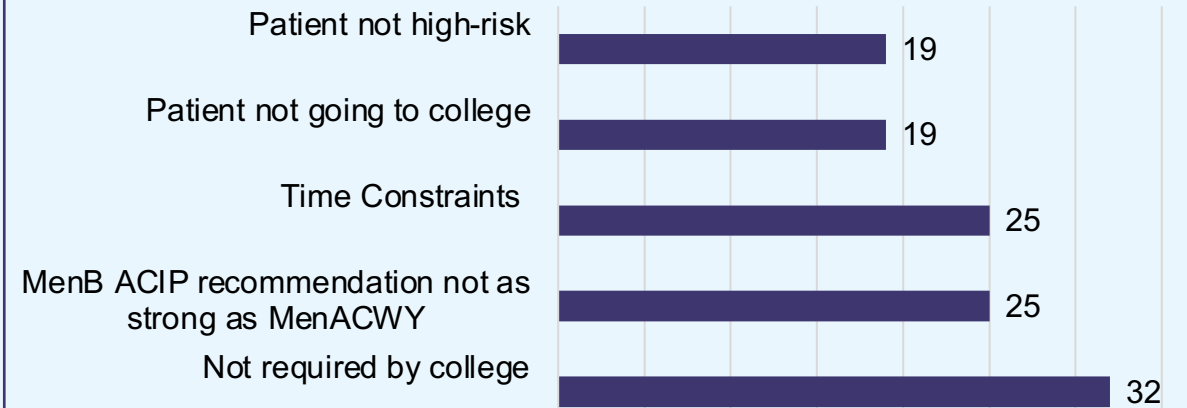
Requirements Matter, too.

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:

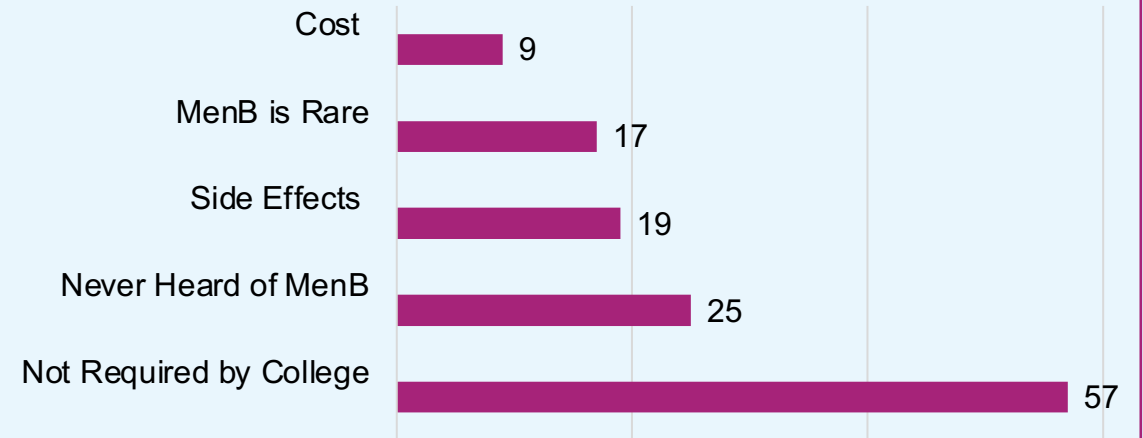
- Healthcare providers did not discuss the MenB vaccine with their 16-23-year-old patients
- Parents declined the MenB vaccine

According to The Meningitis B Action Project 2020 Provider Survey conducted amongst 524 health care providers.

Top 5 Reasons Why Providers Didn't Discuss MenB Vaccine (%)



Top 5 Reasons Why Patients (and/or their parents) Declined MenB Vaccine (%)



EXAMPLE FROM FLORIDA

Inconsistent and
incomplete
meningitis
vaccination
recommendations
across college
campuses

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

FLORIDA STATE UNIVERSITY

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.



UNIVERSITY OF SOUTH FLORIDA

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](#)



UNIVERSITY OF CENTRAL FLORIDA

3. **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.**

UF UNIVERSITY of
FLORIDA

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/vis/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.

FIU

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 vaccine¹



70%

of all meningococcal cases in the US are among 16-23-year-olds are MenB²



100%

of college outbreaks since 2011 are caused by MenB³



Only

2 of 10

17-year-olds have received their first dose of the MenB vaccine⁴



5x

more likely in college students (than non-college students), yet few colleges require the MenB vaccine⁵

Sources:

1. Basta NE, Becker AB, Li Q, Nederhoff D. Parental awareness of Meningococcal B vaccines and willingness to vaccinate their teens. Vaccine. 2019 Jan 21;37(4):670-676

2. Centers for Disease Control and Prevention. Enhanced meningococcal disease surveillance report, 2016. Available at: <https://www.cdc.gov/meningococcal/downloads/NCIRD-EMS-Report.pdf>. Accessed September 19, 2019.

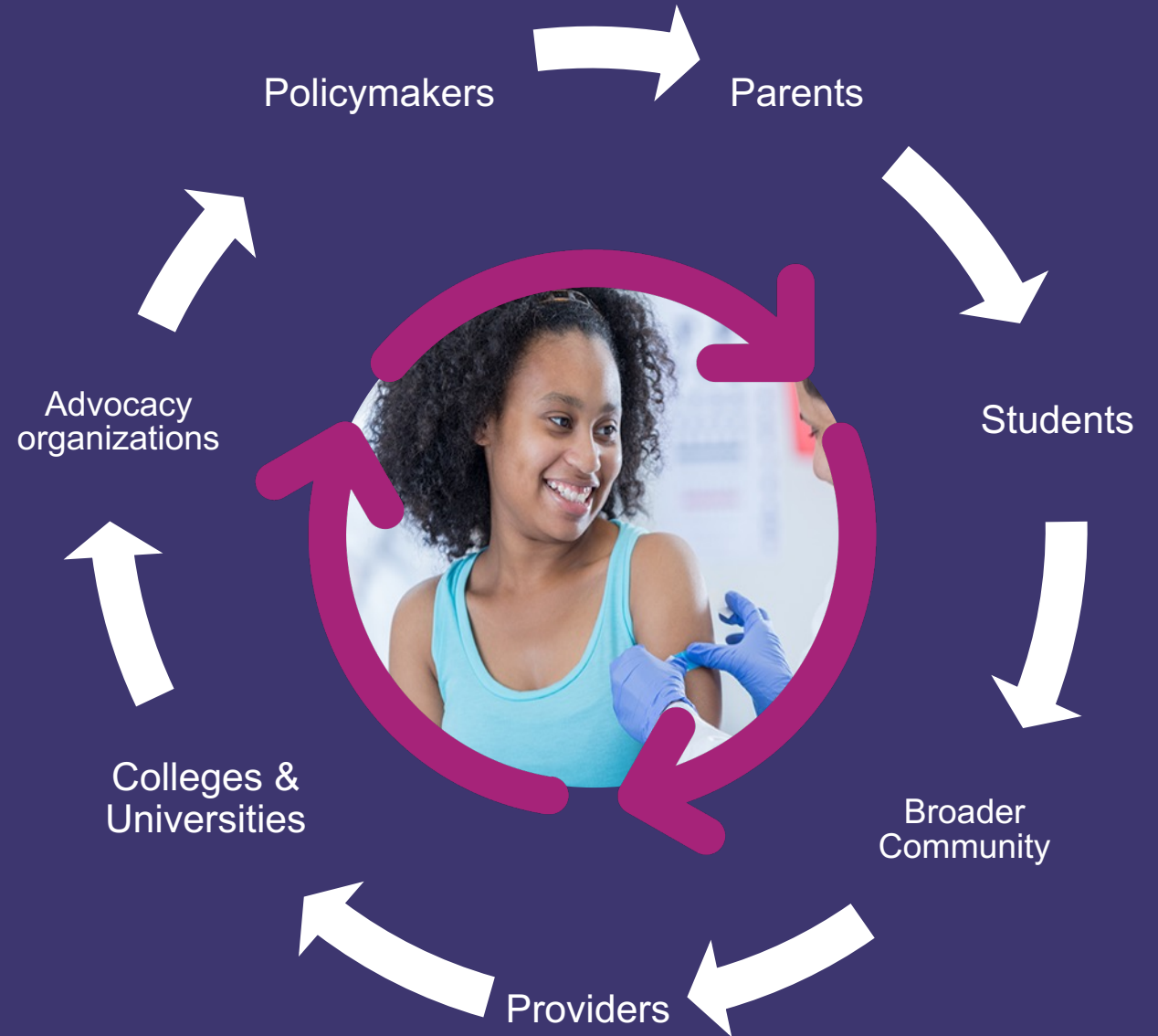
3. Biswas HH, Han GS, Wendorf K, et al. Notes from the Field: Outbreak of Serogroup B Meningococcal Disease at a University — California, 2016. MMWR Morb Mortal Wkly Rep 2016;65:520–521. DOI: <http://dx.doi.org/10.15585/mmwr.mm6520a3>

4. Elam-Evans LD, Yankey D, Singleton JA, et al. National, Regional, State, and Selected Local Area Vaccination Coverage Among Adolescents Aged 13–17 Years — United States, 2019. MMWR Morb Mortal Wkly Rep 2020;69:1109–1116. DOI: <http://dx.doi.org/10.15585/mmwr.mm6933a15>

5. Gary S Marshall Gary S, Amanda F Dempsey, Amit Srivastava, Raul E Isturiz, US College Students Are at Increased Risk for Serogroup B Meningococcal Disease, Journal of the Pediatric Infectious Diseases Society. piz024.

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:



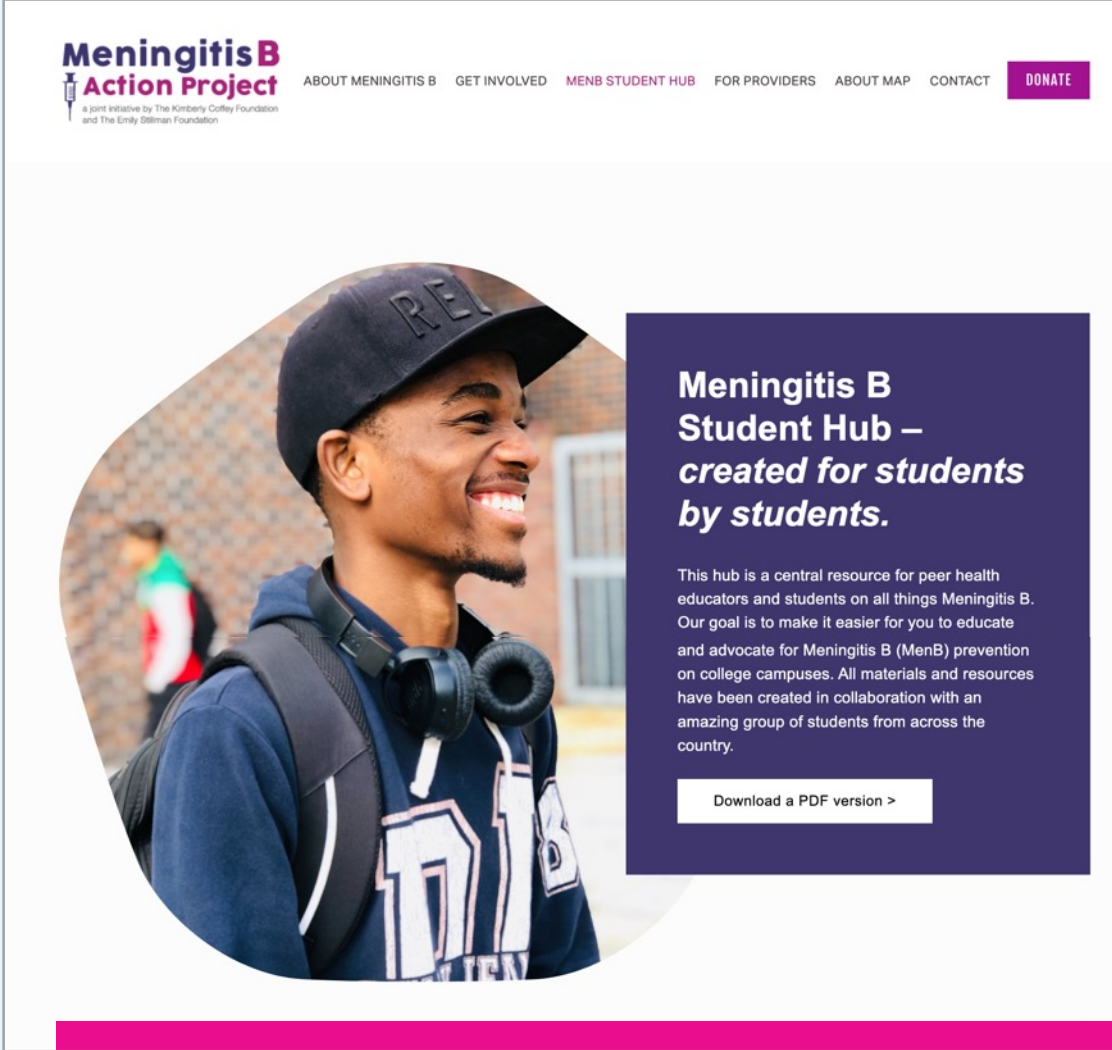
Meningitis B Student Hub

*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*



**Meningitis B
Action Project**
a joint initiative by The Kimberly Colley Foundation
and The Emily Stillman Foundation

ABOUT MENINGITIS B GET INVOLVED **MENB STUDENT HUB** FOR PROVIDERS ABOUT MAP CONTACT **DONATE**

Meningitis B Student Hub – *created for students by students.*

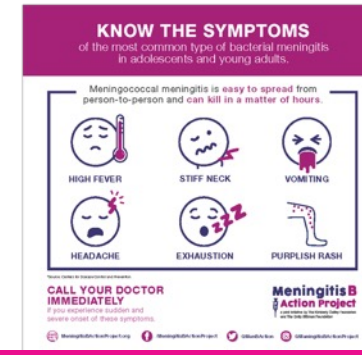
This hub is a central resource for peer health educators and students on all things Meningitis B. Our goal is to make it easier for you to educate and advocate for Meningitis B (MenB) prevention on college campuses. All materials and resources have been created in collaboration with an amazing group of students from across the country.

[Download a PDF version >](#)

LET'S TAKE A LOOK!
<https://meningitisbactionproject.org/forcolleges>

Hub Materials Available Download or Order Copies

Brochures

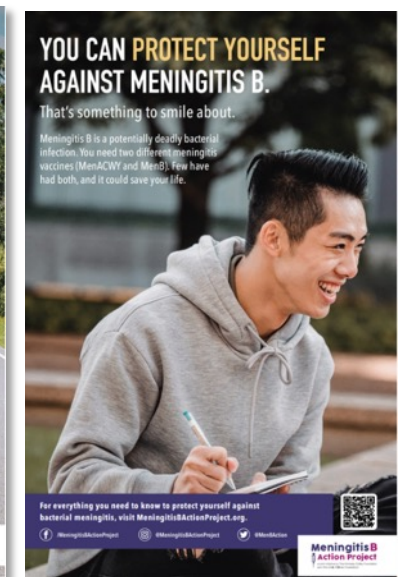
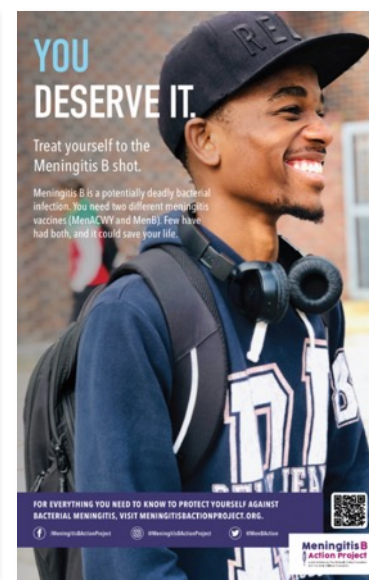
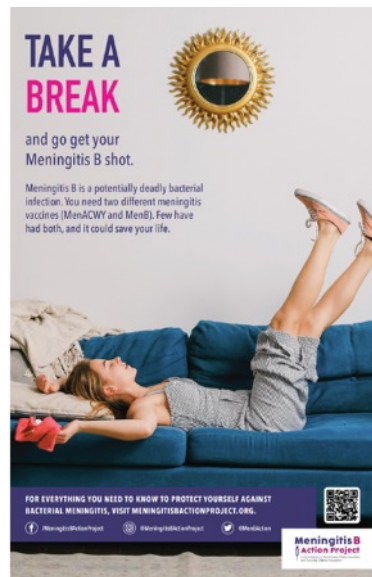


Symptoms Magnets



Infographic

Poster Series

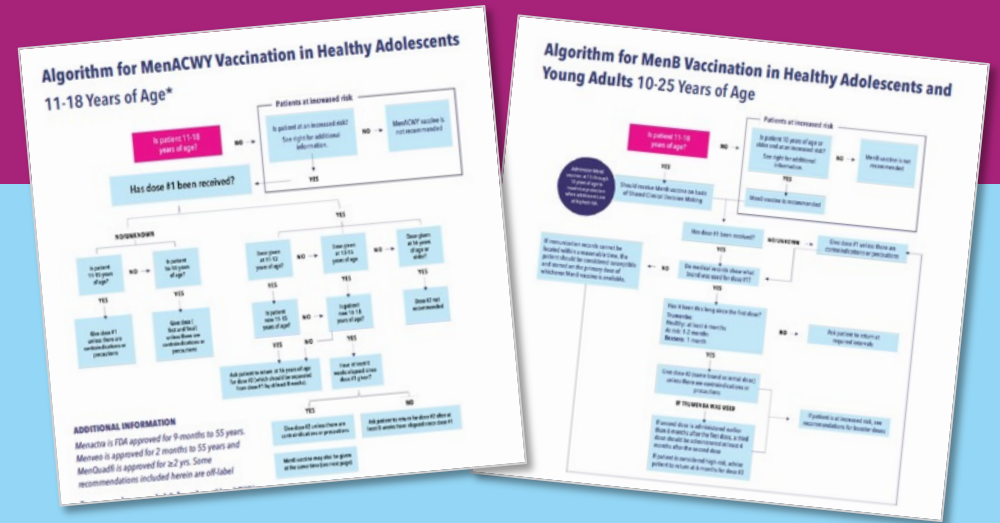


For Providers: Meningococcal Meningitis Vaccination Algorithm

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:**

info@meningitisbactionproject.org

