

Improving Adult Flu Vaccination Rates: Ongoing Efforts in Four States

October 6, 2015


NAICP Quarterly Call

MICHIGAN'S COLLEGE AND UNIVERSITY FLU VACCINATION CHALLENGE

2015-15 Flu
Season

FLU CHALLENGE WEBSITE

[MDHHS Home](#) [Contact MDHHS](#) [Site Map](#) [MI.gov](#)




 **Michigan Department of Health and Human Services**

Putting people first, with the goal of helping all Michiganders lead healthier and more productive lives, no matter their stage in life.


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College & University Flu Vaccination Challenge



How does your university stack up?

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

By participating in this 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. MDHHS will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Ensure your students are in class and ready to learn. Join us to plan a successful vaccination campaign at your institution!


Are you part of the challenge?

Enrolled Schools in 2015-16 Flu Challenge:
Albion College
Alma College
Aquinas College
Calvin College
Eastern Michigan University
Ferris State University
Grand Valley State University
Hope College
Kalamazoo College
Michigan State University
Muskegon Community College
Oakland University
Rochester College
Southwestern Michigan College
University of Michigan
Wayne State University

Campaign Materials
[Flu Challenge Rules and Regulations](#)
[School Logo Campaign Flyer](#)

Enrollment Materials
[Enrollment Link](#)

Webinars
[July 2015 Kick Off Webinar Slides](#)



www.michigan.gov/flu ->

College & University Flu Vaccination Challenge

ENROLLED SCHOOLS

- Small (less than 10,000 students):
 - Albion College, Alma College, Aquinas College, Calvin College, Hope College, Kalamazoo College, Muskegon Community College, Rochester College, Southwestern Michigan College
- Medium (10,001 - 25,000 students):
 - Eastern Michigan University, Ferris State University, Grand Valley State University, Oakland University, Wayne State University, Western Michigan University
- Large (more than 25,000 students):
 - Michigan State University, University of Michigan

17!

ELECTRONIC MATERIALS AVAILABLE

The collage features several Michigan Department of Health and Human Services (MDHHS) materials promoting the 2015-16 College/University Flu Vaccination Challenge. Key items include:

- RULES AND REGULATIONS** and **Challenge Overview** documents, detailing the purpose of the challenge to increase flu vaccination rates among college-aged young adults.
- Student Self-Report Vaccination Survey** information, including a survey link and details about the prize.
- College and University Flu Vaccination Toolkit**, which includes a section on **ARE YOUR STUDENTS PROTECTED?** and a list of materials in the toolkit.
- Why get a flu vaccine?** posters featuring Niko Yaksich and Ashley McCormick, emphasizing the importance of vaccination for healthy young adults.
- FLU AND YOU - KNOW YOUR RISKS** infographic, which outlines various risks and prevention strategies.
- A video frame showing a man speaking, likely a participant or organizer.
- A website snippet for **www.michigan.gov/flu**.

The overall theme is the promotion of flu vaccination among college students and young adults, highlighting the benefits of the challenge and the importance of staying healthy.

Campaign Promo Flyer

- Survey link & QR code →

CAMPUS FLU VACCINATION BATTLE

WHAT

How does your school stack up?
Let us know when you got your flu vaccine
to help your school win the challenge!

HOW

www.surveymonkey.com/r/CFC1516

The survey should take less than 1
minute! Visit the link above or scan
the QR code on your smartphone.



WHO

**Albion College • Alma College •
Aquinas College • Calvin College •
Eastern Michigan University • Ferris State University •
Grand Valley State University • Hope College •
Kalamazoo College • Michigan State University •
Muskegon Community College • Oakland University •
Rochester College • Southwestern Michigan College •
University of Michigan • Wayne State University •
Western Michigan University**

WWW.MICHIGAN.GOV/FLU

 **Albion College**

 **ALMA COLLEGE**

 **AQUINAS
COLLEGE**

 **CALVIN
College**

 **EMU**

 **FERRIS STATE
UNIVERSITY**

 **GRAND VALLEY
STATE UNIVERSITY
FAMILY
HEALTH CENTER**

 **Hope COLLEGE
HEALTH CENTER**

 **K
KALAMAZOO COLLEGE**

 **MICHIGAN STATE
UNIVERSITY**

 **Muskegon Community College**

 **OAKLAND
UNIVERSITY**

 **ROCHESTER
COLLEGE**

 **SOUTHWESTERN
MICHIGAN COLLEGE**

 **M
UNIVERSITY OF
MICHIGAN**

 **WAYNE STATE
UNIVERSITY**

 **W
WESTERN MICHIGAN
UNIVERSITY**

 **MDHHS**
Michigan Department of Health & Human Services
RICK SNYDER, GOVERNOR | NICK LYON, DIRECTOR

Minnesota Influenza Season Activities

National Adult Immunization Coordinators' Partnership (NAICP) Quarterly Call
10/6/15

Presenters:

Jennifer Heath, DNP, MPH, RN & Andrea Ahneman, MA, MPH



Influenza Vaccine Provider Materials

- Easy url: www.mdhflu.com
- [Minnesota Fall Flu Guide](#)
 - PDF, condensed 'everything you need to know' about flu
 - We used to actually mail this!
- [Minnesota Fall Flu Guide Webinar](#)
 - New in 2014-15 season
 - Flu Guide explained
- [Protocol Templates](#)
 - IIV, IIV under 9 and LAIV
 - Guidance for adaptation
- Several other resources
 - Factsheets for specific audiences
 - Algorithms for egg allergy and second doses
 - Excipient table

Public Outreach - Flu Twitter Chat











- During National Influenza Vaccination Week (NIVW)
- Opportunity for public and providers to ask questions about flu and flu vaccine.
- Partnered with Mayo Clinic and Star Tribune to help increase reach.
- Promoted the chat and hashtag (#fluchat) with partners and on the MDH social media channels.
- Drafted “tweetable” responses ahead of time.



Public Outreach - Flu Twitter Chat











The #fluchat Influencers

Top 10 by Mentions

	@robertjmd 160
	@mnhealth 94
	@mayoclinic 92
	@allieshah 80
	@drangelamattke 72
	@mayoclinickids 69
	@startribune 38
	@dailyrx 26
	@voices4vaccines 21
	@kelleyluckstein 11











 Tweet 3

Top 10 by Tweets

	@mayoclinickids 108
	@drangelamattke 64
	@voices4vaccines 55
	@robertjmd 46
	@mnhealth 33
	@kelleyluckstein 22
	@allieshah 21
	@mayoclinic 17
	@healtheo360 10
	@dailyrx 8

 Tweet 3

Top 10 by Impressions

	@mayoclinic 16,632,036
	@mnhealth 233,637
	@voices4vaccines 109,568
	@startribune 102,431
	@sanofi 56,674
	@mayoclinickids 50,204
	@healtheo360 43,640
	@ncoaging 42,239
	@dailyrx 38,912
	@drangelamattke 22,519

 Tweet 3

The Numbers

17,537,408 Impressions

605 Tweets

173 Participants

25 Avg Tweets/Hour

4 Avg Tweets/Participant

 Tweet 0

Share Analytics

 Tweet 0



WA State Flu Perspective

Presenter: Barry Iverson, Flu Health Educator

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER COMMUNITY

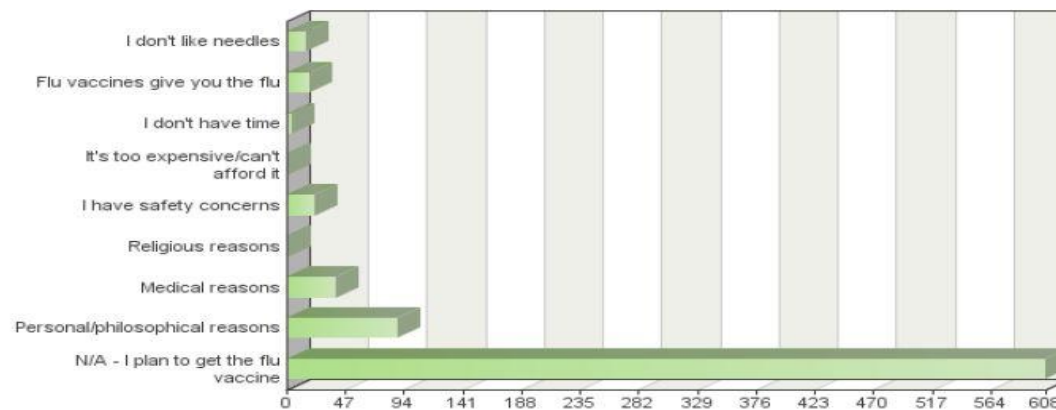


Employee Engagement Poll

- Address internal stakeholder hesitancy concerns
- Shared results, acknowledged concerns
- Education shared through online newsletter
- Announced employee vaccination clinics

Question 5

If you DON'T plan on getting a flu vaccine this year, which ONE answer best describes your reason?



Positive Results

- 25% overall increase in employee vaccination
- Tripled rate of Tdap doses administered
- Free union publicity of “walking the talk”
- New perspective on initiating outreach/education

Ask The Questions First

Pregnant?
this flu season?

Doctors recommend that you get a *flu shot*.
Flu risks increase with pregnancy, so stay healthy this season.



Get vaccinated. Stop the flu.
Call your doctor, nurse or clinic today!

Protect yourself and your baby.
Get your **FLU Vaccine!**

text4baby
Text BABY to 511411

WithinReach
WithinReach Family Health Hotline
1-800-322-2588 (711 TTY relay)
or www.ParentHelp123.org

Washington State Department of **Health**
DOH 348-101 August 2015

¿Embarazada
durante la temporada de la gripe?

El embarazo aumenta su riesgo de
enfermar gravemente a causa de
la gripe. Es por eso que los
médicos recomiendan la
vacuna contra la gripe.

Manténgase sana durante
el embarazo. ¡Vacunese!

Yo me
vacuno.
Protejo a
mi bebé.



¡Llame a su médico, enfermera o clínica hoy!

Para encontrar una clínica de vacunación cercana a usted, llame a:

text4baby
Textea BEBE al 511411

WithinReach
La Línea de Family Health al
1-800-322-2588 (711 TTY)
o visite www.ParentHelp123.org

Para más información hable con su médico,
enfermera o visite: www.doh.wa.gov/gripe

Protejase, proteja a sus seres queridos.
¡Vacúnese Contra La Gripe!

Washington State Department of **Health**
DOH 348-101 August 2015 Spanish