

# 2015-16 College & University Flu Vaccination Challenge Closing Webinar

Stefanie Cole  
MDHHS

Wednesday,  
April 20, 2016

# OUTLINE

- **2015-16 Flu Challenge Recap**
  - Self-report survey & MCIR data
  - Announce winners
  - Presentations from Small, Medium, & Large winners
  - Next steps
- **2015-16 flu season surveillance summary**
- **Alana's Foundation update**
- **Evaluation discussion of 2015-16 Flu Challenge**

# 2015-16 FLU CHALLENGE RECAP

Self-report survey data

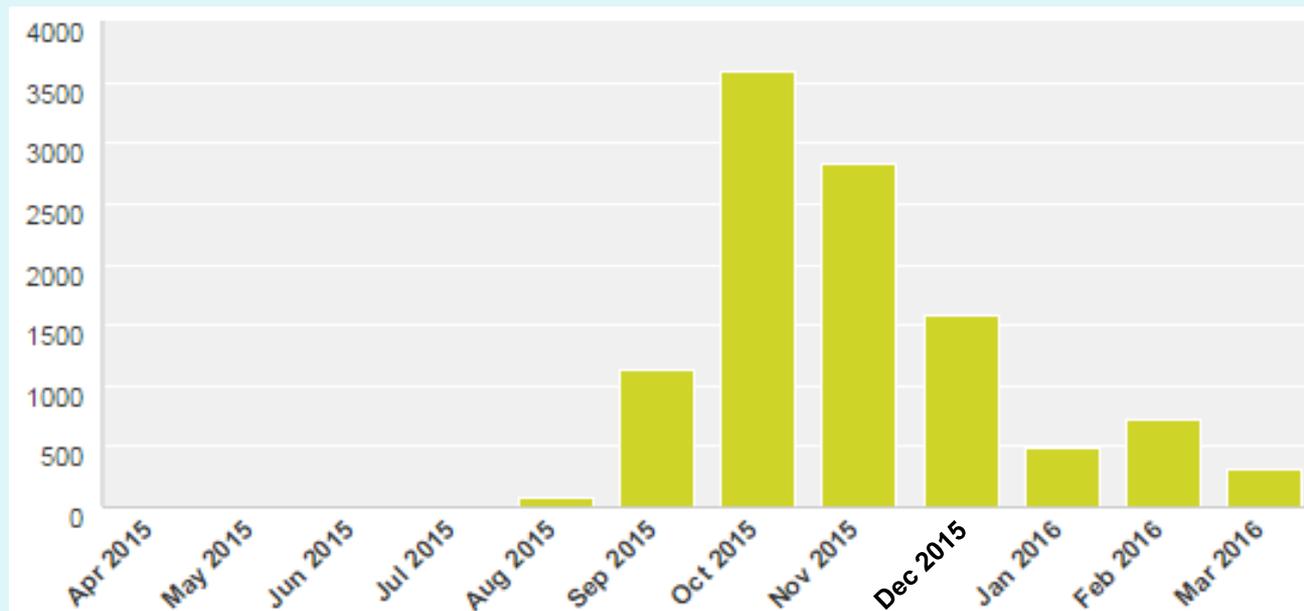
Michigan Care Improvement Registry (MCIR) data

Flu Challenge WINNERS!!!

# SELF-REPORTED FLU VACCINATION SURVEY DATA – SURVEYS COMPLETED

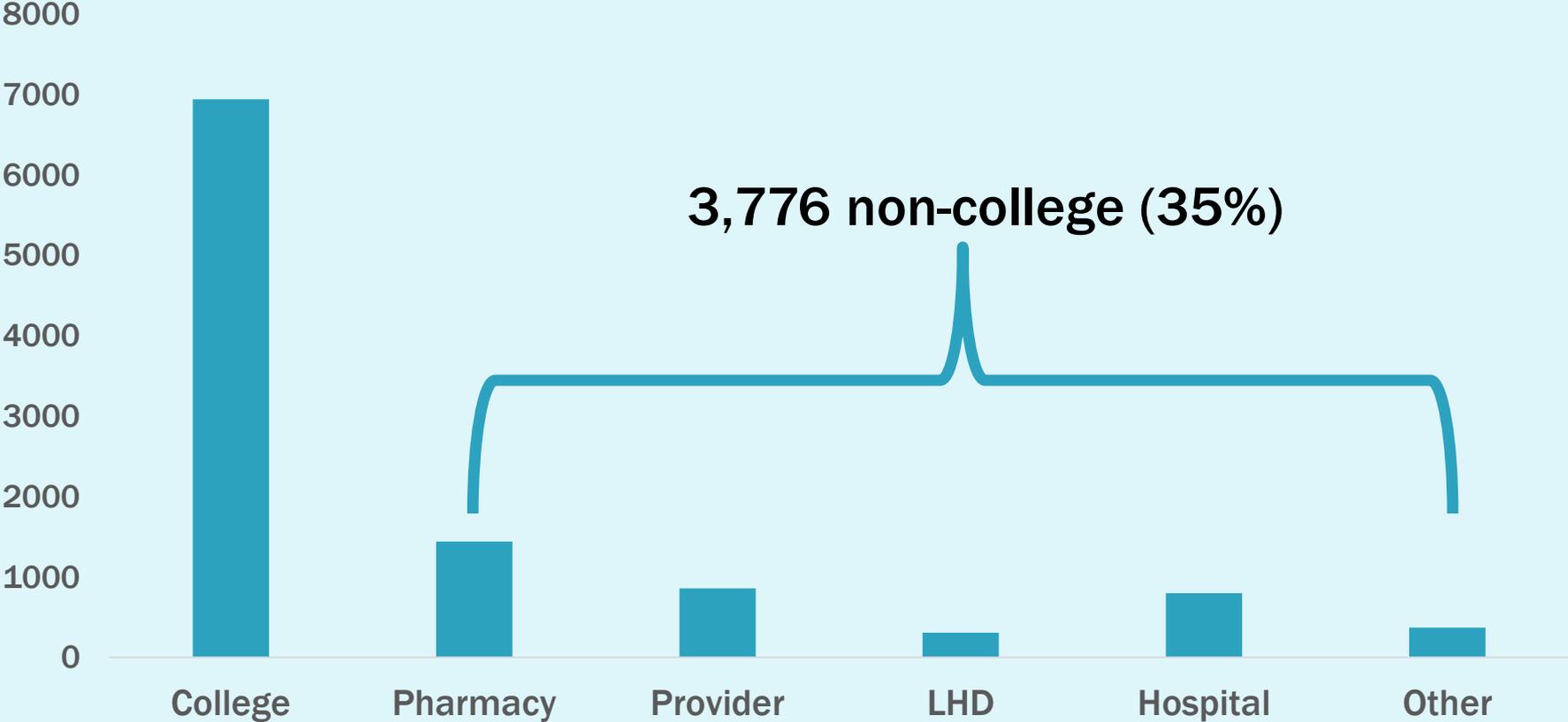
- Aug. 26, 2015 – Mar. 31, 2016: 10,716 surveys completed
  - Compared to 2014-15 (ended Dec. 7): 5,717 (87% increase)
  - Aug. 26, 2015 – Dec. 7, 2015: 8,814 (54% increase)
- Age range: 1-92 years, average age 23.3 years, median 21

Self-Reported Survey Responses by Month



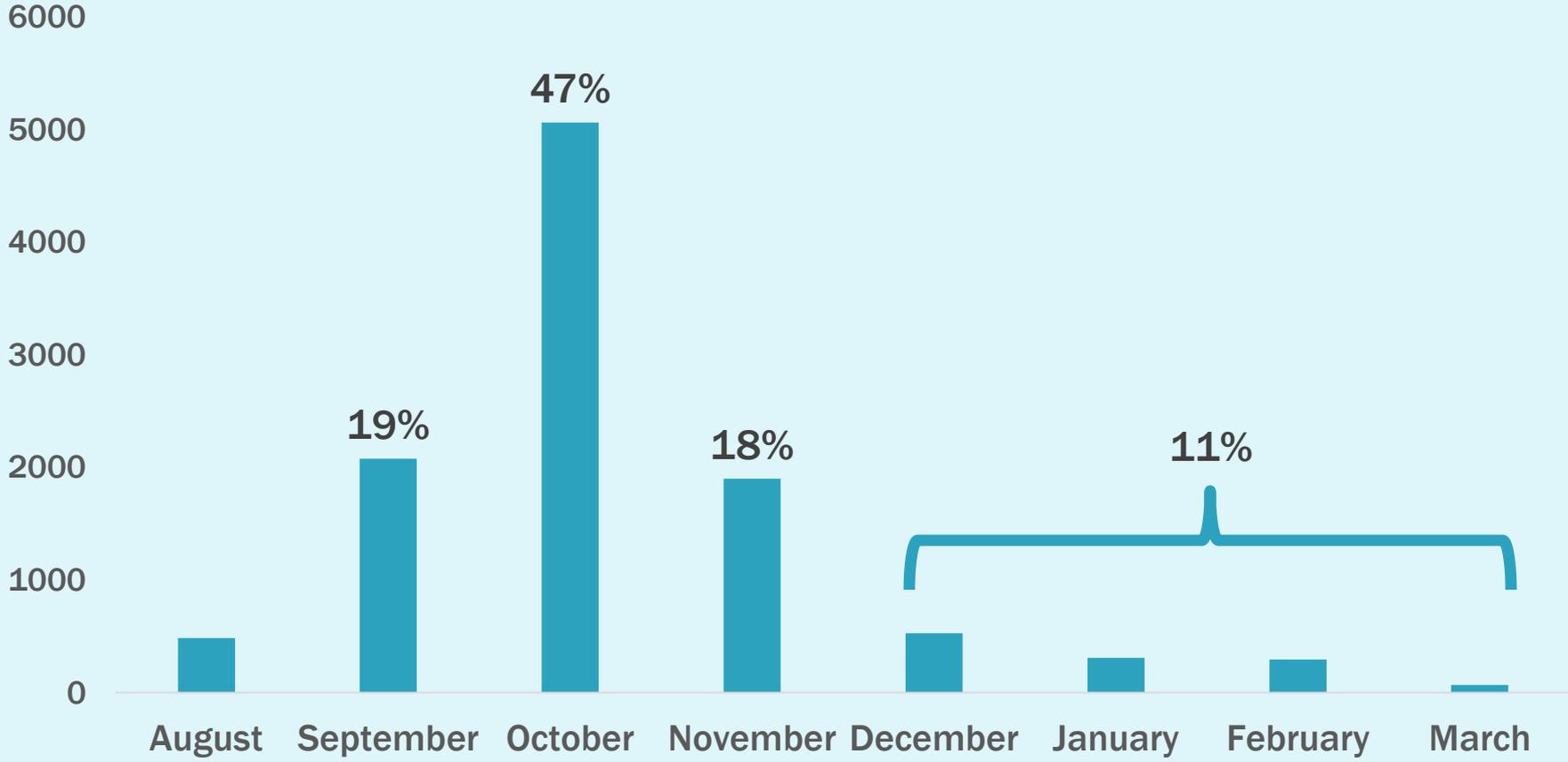
# SELF-REPORTED FLU VACCINATION SURVEY DATA – LOCATION

Self-reported Flu Vaccines by Location Administered, 2015-16



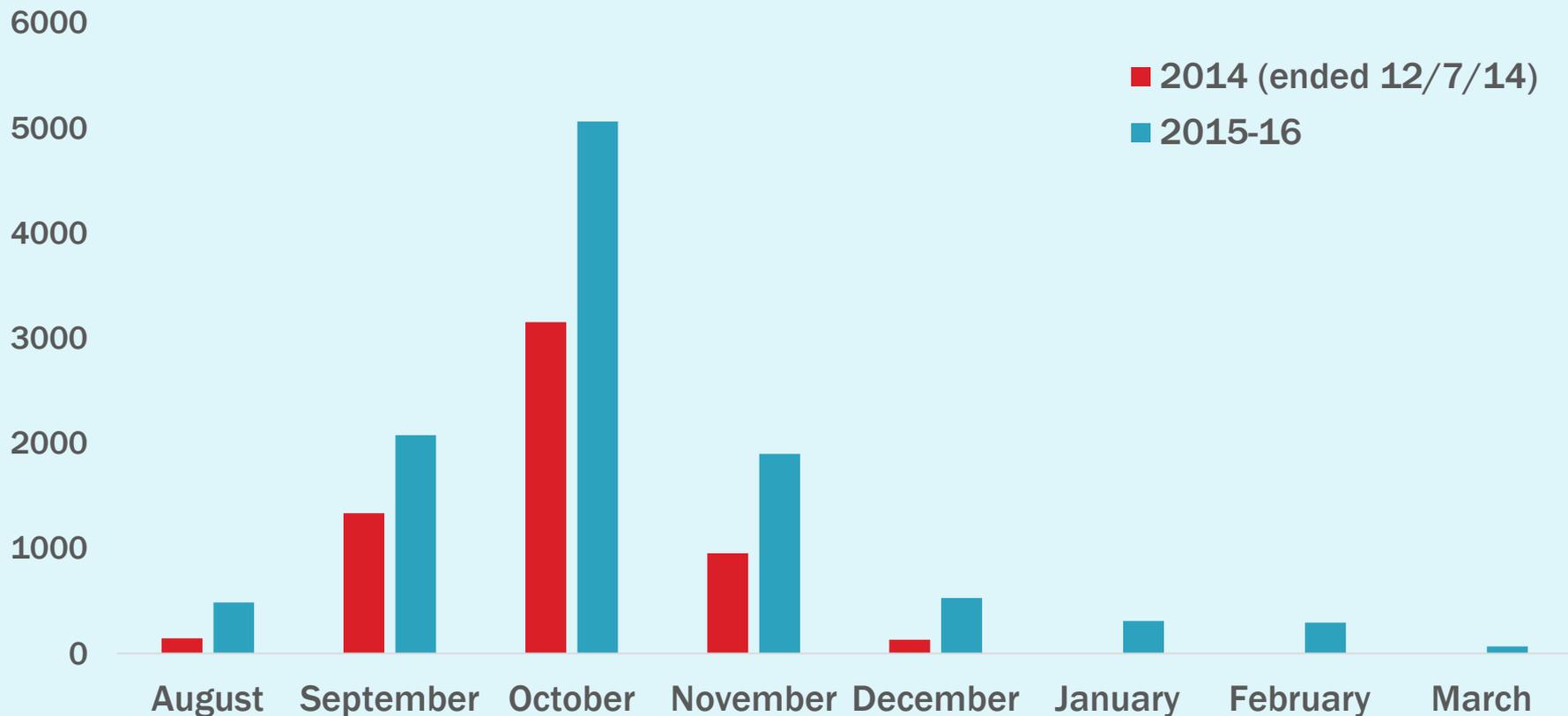
# SELF-REPORTED FLU VACCINATION SURVEY DATA – MONTH OF VAC.

## Self-reported Flu Vaccines by Month of Vaccination, 2015-16



# SELF-REPORTED FLU VACCINATION SURVEY DATA – MONTH OF VAC.

Self-reported Flu Vaccines by Month of Vaccination, 2014 vs. 2015-16 Flu Challenge



**CONGRATULATIONS TO  
OUR 2015-16 FLU  
CHALLENGE WINNERS...**



**CALVIN COLLEGE  
WAYNE STATE UNIVERSITY  
MICHIGAN STATE UNIVERSITY**



Overall 2015-16 Flu Challenge winners were determined by self-reported survey data and # of undergrad students.

# MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA & WINNERS

- July 7, 2015 – March 31, 2016: 14,782 flu doses administered by colleges/universities & entered in MCIR
  - Of which 13,228 (89%) were Flu Challenge schools

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# ADDITIONAL MCIR WINNERS

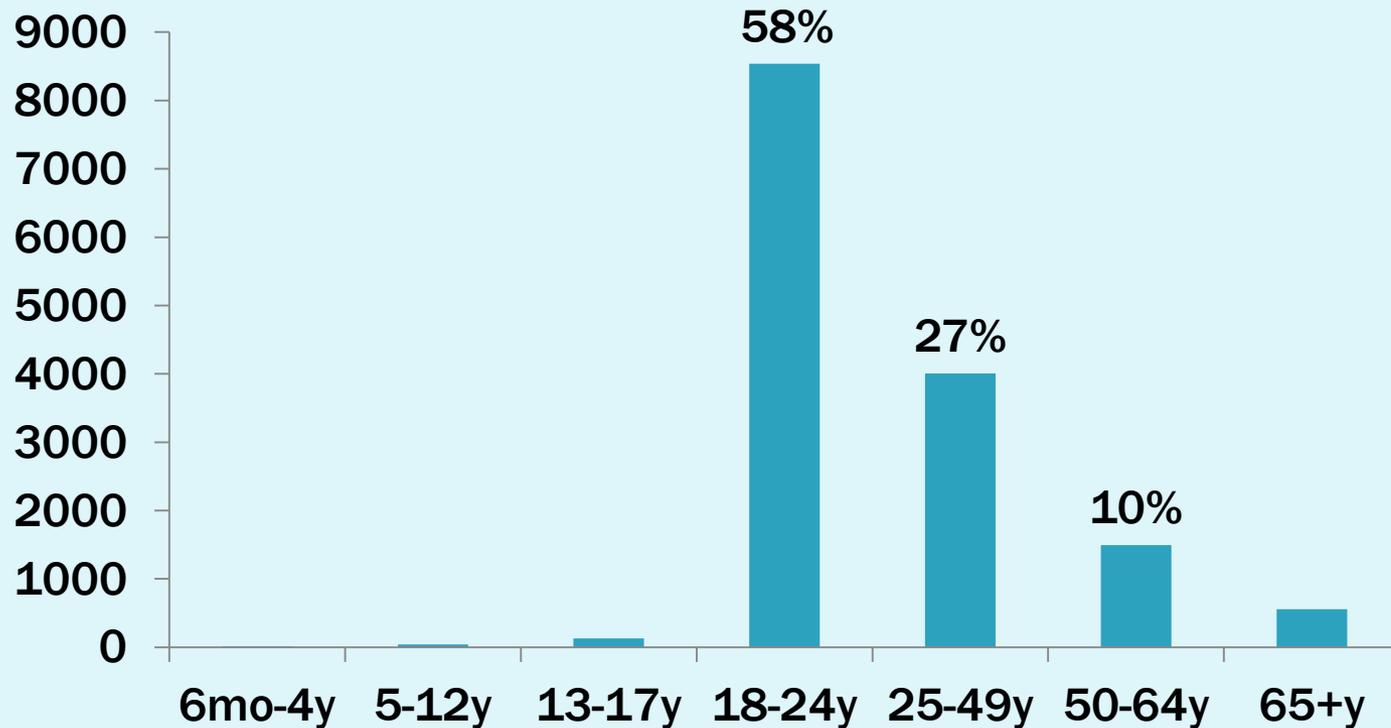
- Most flu doses administered & entered into MCIR January 1 – March 31, 2016
  - U of M
- Most improved in MCIR doses from 2014-15 flu season (July 1 – March 31)
  - Oakland University: 34% increase from last flu season



# MCIR DATA

- 14,782 flu doses administered by colleges/universities
- Age range: 1-93 years, average age 29 years, median 23 years

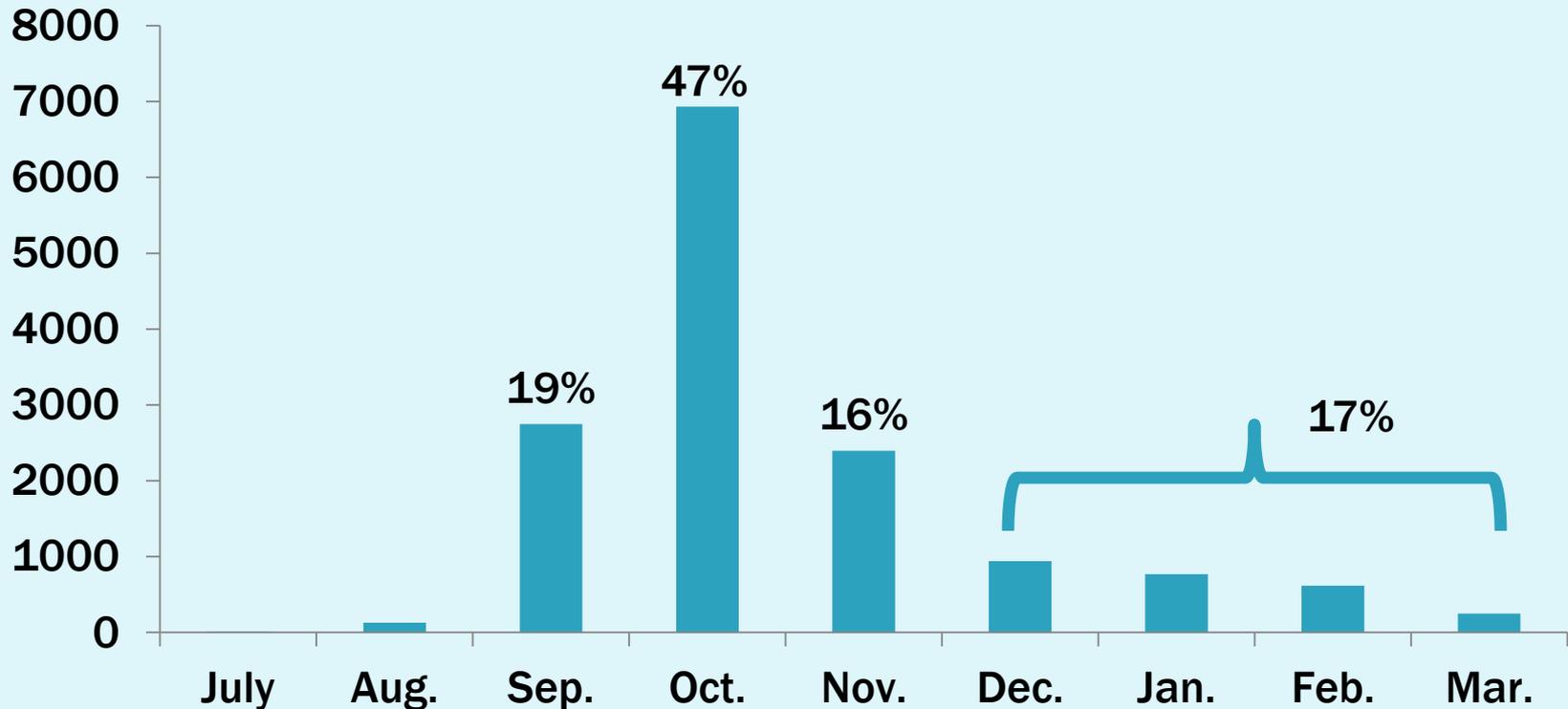
**College/University Flu Doses by Age Group**



# MCIR DATA

- 14,782 flu doses administered by colleges/universities

**College/University Flu Doses by Month of Vaccination**



# 2015-16 INNOVATIVE CHAMPION WINNER

- Congratulations to...
  - Wayne State University!



# PRESENTATIONS FROM OUR 2015-16 WINNERS

Small: Calvin College

Medium: Wayne State University

Large: Michigan State University

# CALVIN COLLEGE

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# Small-Sized Schools Can Have a Big Impact on the Vaccination Rate on Campus

Flu Challenge 2015 – 2016

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CALVIN COLLEGE SUCCESSFULLY VACCINATED THE MOST STUDENTS AMONG THE SMALL-SIZED COLLEGES TWO YEARS IN A ROW ACCORDING TO MCIR'S VERIFICATION



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Health Services interacted with  
70% of the student body at  
least once in 2014-2015

Hoogenboom Health Services

This year 1,270 Calvin College students received a flu vaccine.  
This equals 32% of the current student body  
and 48% of those who interacted with our Health Services Department



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Past Challenges  
Informed the  
Future:

**Previous obstacles to obtaining a flu vaccine  
on campus:**



- Financial Cost
- Misinformation / Uninformed
- Lack of interest by staff



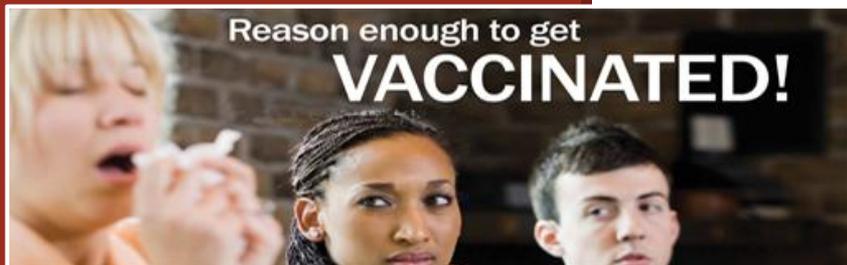
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How did we get 48% of those who interacted with our Health Services Department to leave with an updated flu vaccine?

**Peer persuasion is the second highest influence on students who actually receive a flu vaccine on a college campus<sup>1</sup>.**

**Spent time building collaborative relationships with key influencers on campus who can help convince students to get vaccinated:**

- **Nursing student volunteers invited friends**
- **Facebook followers engaged and forwarded notice to friends**
- **Student News announcements**
- **First Responders and RDs were updated on influenza status on campus**
- **Parents were notified in Parent Newsletter**
- **Student Life Leadership recommended the flu shot to their student workers**



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<sup>1</sup>Anskis, Mark. Swarthmore Economists Ask: What Convinces College Students to Get Flu Vaccines? Feb 2014.

The Calvin nursing students helped provide flu shots at each Flu Clinic as part of their clinical skills course:



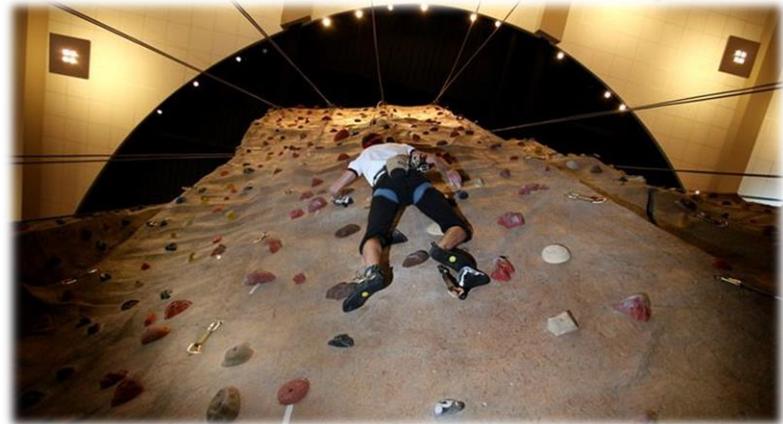
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# Calvin College Health Services began billing insurances:

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## COST IS NO LONGER A BARRIER:

- Insurance covers 100% of the vaccine and the administration fee for 95% of students
- Our office is registered as a primary care office with all the major carriers which keeps the preventative care within the deductible on most plans



# Calvin College Health Services began Promoting the Benefits of the Flu Vaccine Beyond Students to Faculty, Staff, and Parents:

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## KNOWLEDGE IS POWER:

- Explained the average days of missed class for the infected unvaccinated student compared to the infected vaccinated student
- Promoted prevention at training sessions for RDs, RAs, Student First Responders, Academic Coaches, and student organization leaders
- Took advantage of the competition between rivalry schools



# Calvin College Health Services listened to the students and responded to meet their needs:

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## INCREASED ACCESSIBILITY:

- Added Self-check in
- Students need not bring cash to the clinic
- Flu shot offered at every visit with the help of a preset reminder on electronic record system
- Added mini Flu Clinics posted as “Open Hours for Flu Vaccine”



# Calvin College Health Services Staff Became Invested in Promoting Flu Shots:

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## POSITIVE ATTITUDE:

- New automatic upload to MICR from our electronic record system improved morale of staff
- Notified all providers when Rapid Influenza Test or Surveillance Flu test was positive to increase awareness
- Reminded staff of broad benefits of mass vaccination on a college campus using medical evidence presented at meetings
- Update the clinical team and key leaders on MDHHS's Weekly Influenza Report in our area



Next year the goal is to design an incentive to promote student interest which is reported as the highest influence on students who actually receive a flu shot on a college campus<sup>1</sup>



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<sup>1</sup>Anskis, Mark. Swarthmore Economists Ask: What Convinces College Students to Get Flu Vaccines? Feb 2014.

# WAYNE STATE UNIVERSITY



# Medium-Sized School Champion:

Wayne State University  
Campus Health Center

Successes and Strategies for Winning  
the 2015/2016 MDHHS College and  
University Flu Challenge

Karen Huyghe, MA  
Wayne State University  
Detroit, Michigan



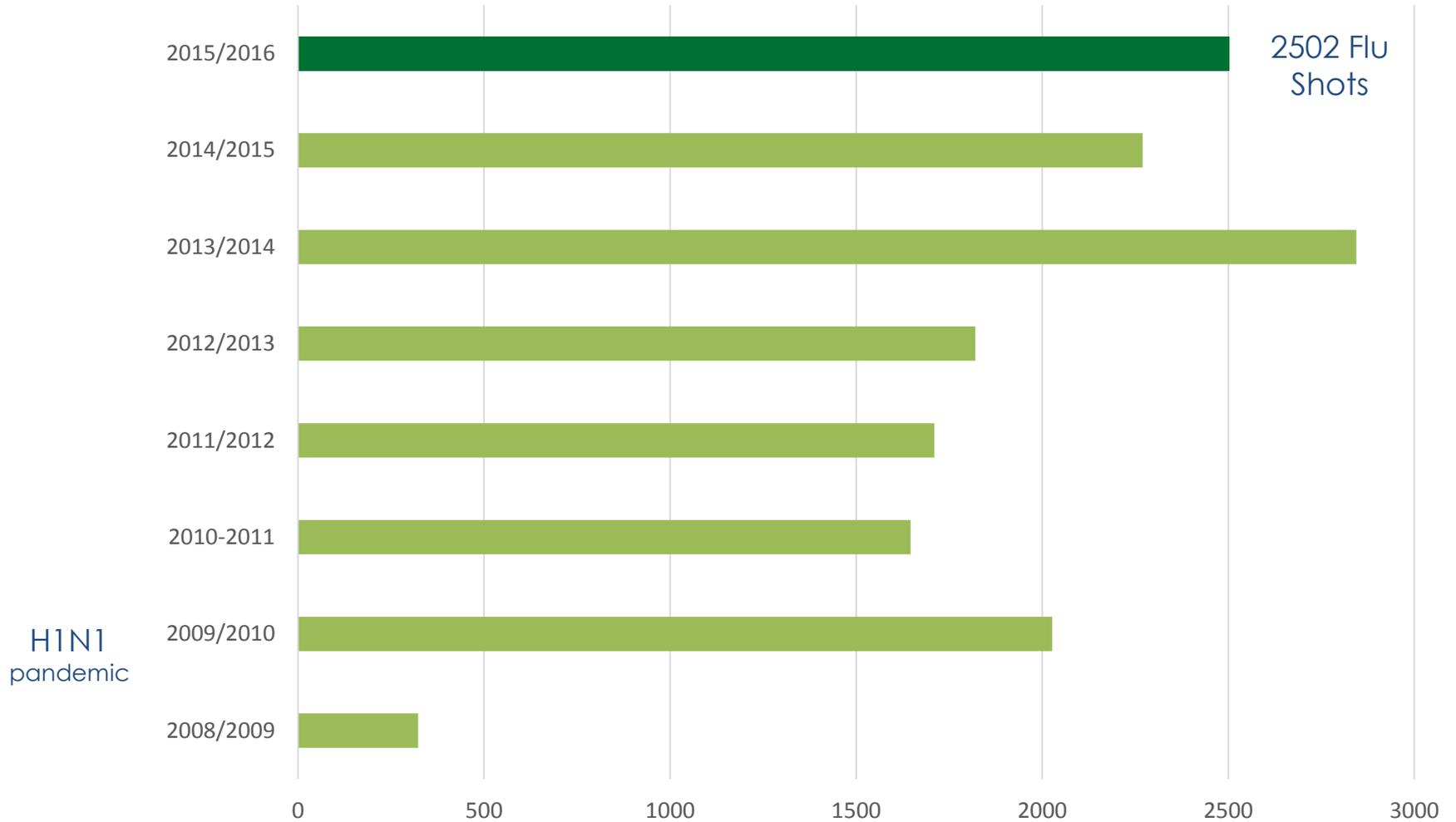
# Introduction

The Campus Health Center at Wayne State University won the MDHHS College and University Flu Challenge for the second consecutive year.

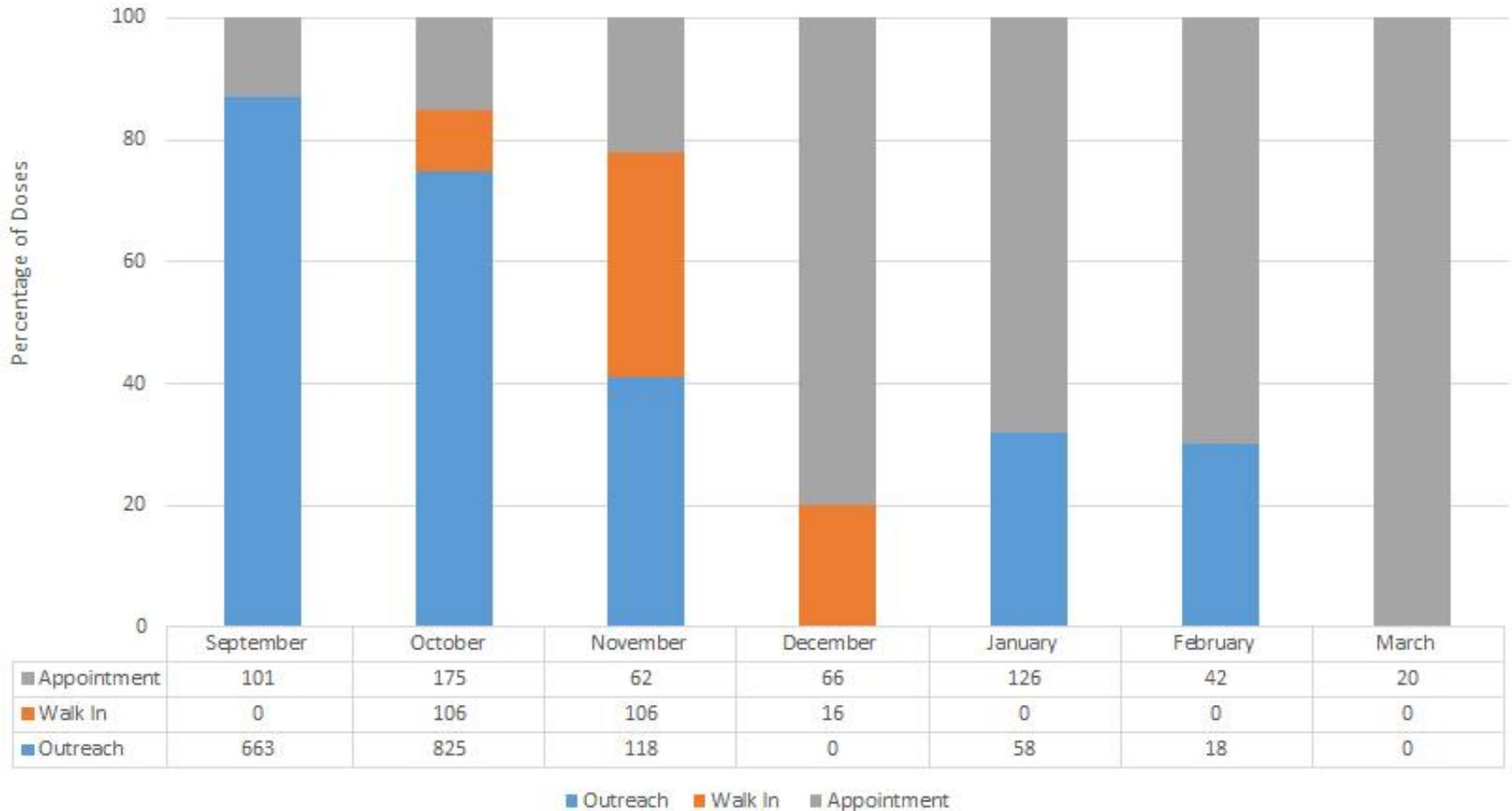
We'll talk about:

- Vaccination Rates at CHC
- Strategies for Success

# CHC Flu Shots by Academic Year



# Breakdown of CHC Flu Shots Administered



# How did we do it?

- Streamline Clinic Flow Processes and Effective EHR Utilization
- Marketing
- Education
- Increase Accessibility
- Expand Outreach Efforts
- University Partnerships



- Streamline Clinic Flow Processes & Effective EHR Utilization

Order + Medication + Problem

**Flu Screening**      DOB: 12/24/1990      Patient Age: 23 Years Old

<b>Previous Flu Shot</b>	<b>Flu Shot</b>
Previous Flu Shot: given (08/16/2013)	<input type="radio"/> Current Season
Had Flu Shot This Season: Yes (11/08/2013)	Flu Shot Last Given: <input checked="" type="radio"/> Previous Season
Where Did You Receive Your Flu Shot? University Pharmacy (11/08/2013)	<input type="radio"/> Never had a Flu Shot
Requested Flu Shot Last Visit:	Have You Had Your Flu Shot This Season? <input type="radio"/> Yes
Appt Type Flu Shot Given:	<input checked="" type="radio"/> No
Reason Flu Shot Not Given:	Would You Like to Get Your Flu Shot Today? <input checked="" type="radio"/> Yes
	<input type="radio"/> No
	Type of Appt: <input type="radio"/> Flu Shot Appt
	<input checked="" type="radio"/> Other Appt
	<input type="radio"/> In House Walk-In Flu

Immunizations and PPD      Flu Vaccine

WS v1.01 - version date: 10/30/2013      Alliance of Chicago Community Health Services, L3

Prev Form (Ctrl+PgUp)      Next Form (Ctrl+PgDn)

- Front Office
- MA's
- Providers
- Clinic Nurses
- Flu Form – Every Visit

**Every Patient Visit**

# • Marketing & Education

- Signage on Campus
- Signage at CHC & Survey at Checkout
- Department and University-Wide Emails
- CHC Website & Social Media
- WAYN Radio and Student Newspaper



## Flu Shots

Keep yourself and others healthy by getting your flu shot!

Want to participate? [Make an appointment](#) at the Campus Health Center, check the calendar for our outreach flu clinics around campus, or [set up a personalized flu clinic for your group](#).

Make sure you bring the following form with you:

**[Enrollment Form](#)** (pdf, 334k) All patients must complete this form once per calendar year. A parent or guardian must consent if the patient is under 18 years of age.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Clinics	2	3	4
5	6 Clinics	7 Clinic	8 Clinic	9	10	11
12	13 Clinic	14	15 Clinic	16 Clinic	17 Clinic	18
19	20 Clinic	21 Clinic	22 Clinic	23 Clinic	24	25
26	27 Clinic	28 Clinic	29	30	31	

Request a Flu Shot Clinic

- Campus-Wide TVs
- Leaderboard Stats
- Peer Educators
- Student Center Tables

# • Increased Accessibility

- No Out-of-Pocket Charge
- Walk-in Hours
- Flu Shot Appointments
- Outreach Walk In
- Outreach Special Clinics
- Pre-Registration Option

## Flu Shots for the WSU School of Medicine

CHC will be providing Flu Shots to WSU School of Medicine students at **NO CHARGE** to the students.

Please bring the following with you to your flu shot appointment:

- WSU One Card
- Government ID (driver's license or passport)
- Health Insurance card (if insured)
- Print and complete these PDF documents:
  1. [CHC Enrollment Form](#)
  2. [Flu Vaccine Consent Form](#)
  3. [Consent to Release Medical Information Form](#) (applies only to flu shot record)

## Pre-Register

Click on the desired time:

Wednesday, September 17th (12pm-3pm in Scott Hall, Room 1358)

12:00pm—12:15pm	1:00pm—1:15pm	2:00pm—2:15pm
12:15pm—12:30pm	1:15pm—1:30pm	<a href="#">2:15pm - 2:30pm</a>
12:30pm—12:45pm	1:30pm—1:45pm	<a href="#">2:30pm - 2:45pm</a>
12:45pm—1:00pm	1:45pm—2:00pm	<a href="#">2:45pm - 3:00pm</a>

# • Expanded Outreach & University Partnerships

- Multiple Campus Buildings
- Dean of Students Office and WSU Marketing
- Utilized Health Educators and BSN Students

The Campus Health Center is offering currently enrolled WSU students flu shots at **no out-of-pocket cost**.

You can make an appointment Monday - Friday from 9 a.m. to 5:30 p.m. by calling 313-577-5041. OR you can swing by Mort Harris Recreation and Fitness Center on the below walk-in dates in February:

- Tuesday, February 2 from 10 a.m. to 3 p.m.
- Wednesday, February 10 from Noon to 5 p.m.
- Tuesday, February 16 from 10 a.m. to 3 p.m.
- Wednesday, February 24 from Noon to 5 p.m.

Win the Flu Challenge!

WSU is the defending champions of the College/University Flu Vaccination Challenge! Help us win the title of being the most vaccinated medium-sized university in Michigan again this year by [completing this 4 question survey](#).

Completing the survey will take less than 20 seconds and will help WSU win this challenge again this academic school year. You must answer all 4 non-identifying questions. You can complete the survey no matter where you received the flu shot; You do not have to get the flu shot on campus to complete the survey.

- Special Clinics for Academic Programs and Student Groups (e.g. Medicine, Nursing, Athletics, etc.)
- Online Group Clinic Request
- Student Radio and Newspaper



# Medium-Sized School Champion:

Wayne State University  
Campus Health Center

Questions?

Karen Huyghe, MA  
Wayne State University  
Detroit, Michigan



# MICHIGAN STATE UNIVERSITY



# FLU CHALLENGE

2015/16



# What we know

- ▣ MSU student health has contact with 20,244 students during the academic year (over 50,000 visits)
- ▣ We know that only one in five students report getting the flu vaccination
- ▣ For college students getting the flu can sideline them for days at a time
- ▣ College students are likely to follow recommendations for flu vaccination from health care providers
- ▣ More education needed about the flu vaccination

# Where we have been

- ▣ Academic year 2012-13 SHS vaccinated less than 5% of the students who visit student health
- ▣ 2013-14 the rate was 7%
- ▣ MSU joined the flu challenge in 2014-15 and our vaccination rate grew to 10%
- ▣ Student Health would like to increase the rate of student flu vaccination rates
- ▣ Won the flu challenge last year can we do it again?

# How we can improve vaccination rates

- ▣ Very large campus over 50,000 students
- ▣ Need to get the word out to students to get vaccinated through social media and our student groups
- ▣ Get our vaccine sooner usually we have not gotten it till late October
- ▣ Offer vaccination clinics in our NGH clinics during later hours
- ▣ Ask every student who comes to SHS if they want to be vaccinated against the flu
- ▣ Train our MAs to give the flu shot
- ▣ Request Grant dollars so that insurances we do not par with or the students who do not have insurance can be vaccinated
- ▣ Engage staff to really talk to students and encourage them to get vaccinated against the flu
- ▣ Place posters in all our bathrooms telling stories about why they should be vaccinated
- ▣ Order flu mist for those who are opposed to shots
- ▣ Provide flyers to give to students to explain how MSU can get credit for them being vaccinated even when they have been vaccinated elsewhere.

# Flyer given to students regardless where they got their flu vaccination



VS.



## LETS BEAT UofM!

### FLU VACCINATION BATTLE 2015-16

#### WHAT

**How does MSU stack up?** Let MDHHS know you got your flu vaccine and help MSU win the challenge!

#### HOW

**[www.surveymonkey.com/r/CFC1516](http://www.surveymonkey.com/r/CFC1516)**

The survey is super quick, and takes less than 1 minute! Visit the link above, or scan the QR code below.

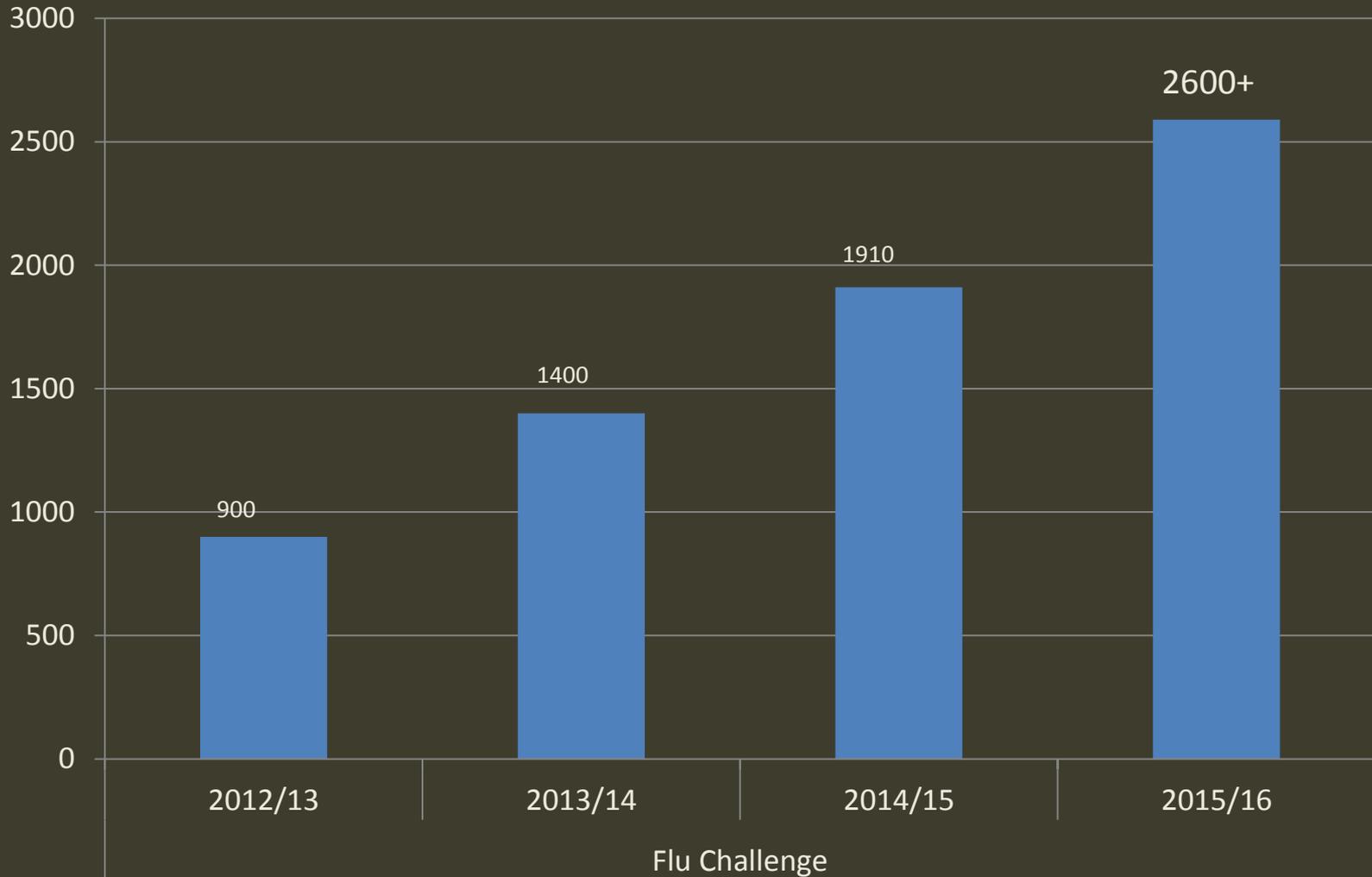


[www.michigan.gov/flu](http://www.michigan.gov/flu)

# Results of our efforts

- ▣ Over 13% (2600+) of our students received the flu vaccination
- ▣ We have asked over 60% of our students if they would like to receive the flu vaccine
- ▣ Very hard to keep staff motivated over 5 months- offered a challenge amongst staff to “race to the finish for the flu challenge” the staff person who gave the most flu shots during the month of Feb would receive a very nice prize
- ▣ We requested three times to receive grant dollars and each time we were awarded \$1000
- ▣ Thank you Alana Foundation for your support, we were able to vaccinate 300 additional students through your generous grant.

# Flu vaccinations from 2012-2016



# GO GREEN GO WHITE !!!!!!!

- ▣ Student Health Services is glad to increase flu vaccination rates among our student population
- ▣ We are proud to have won the flu challenge for the second straight year
- ▣ NO FLU FOR MSU



# FLU CHALLENGE NEXT STEPS

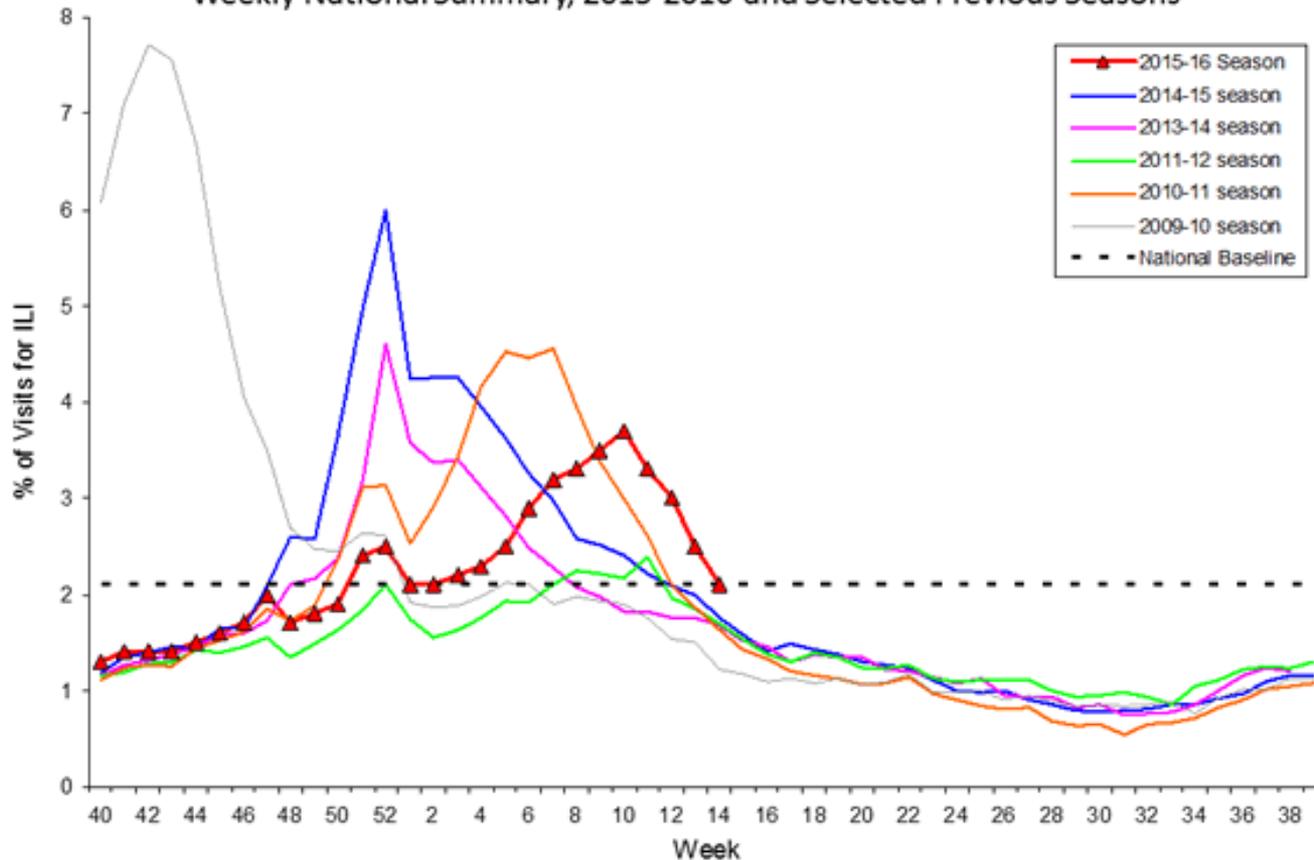
# FLU CHALLENGE NEXT STEPS

- MDHHS press release announcing 3 overall winners scheduled for today, will distribute final version to all school
- 2015-16 Flu Challenge certificates
- MDHHS Flu Advisory Board meeting May 18 – winners invited to attend, present on Flu Challenge activities, MDHHS & Alana’s Foundation will present Alana Yaksich Memorial trophies
- 3 winners: 2 free registrations to 2016 Fall Immunization Conferences
- 2016-17 Flu Challenge...
  - Webinar mid-summer 2016 to plan / begin enrollment

# 2015-16 FLU SURVEILLANCE SUMMARY

# 2015-16 NATIONAL FLU ACTIVITY

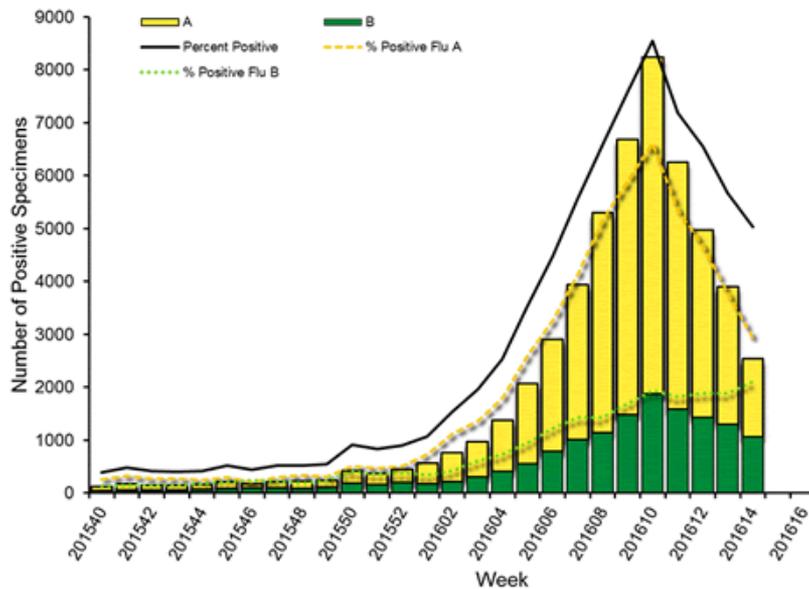
Percentage of Visits for Influenza-like Illness (ILI) Reported by the U.S. Outpatient Influenza-like Illness Surveillance Network (ILINet), Weekly National Summary, 2015-2016 and Selected Previous Seasons



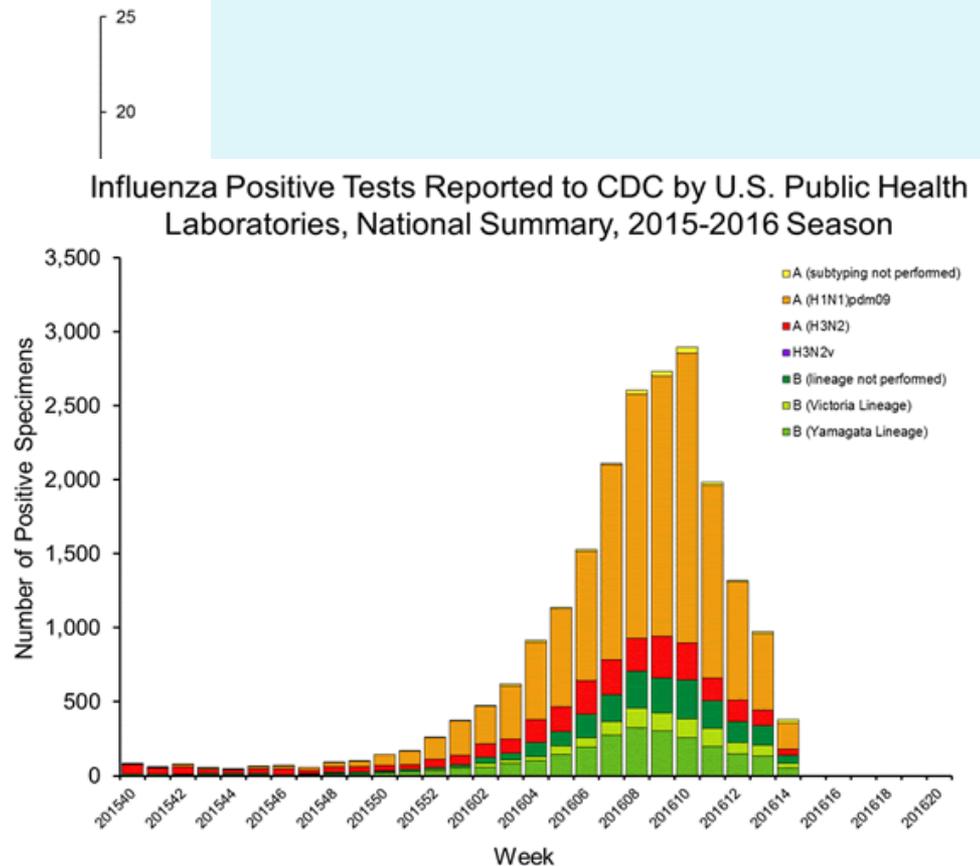
[www.cdc.gov/flu/weekly](http://www.cdc.gov/flu/weekly)

# 2015-16 NATIONAL FLU ACTIVITY

Influenza Positive Tests Reported to CDC by U.S. Clinical Laboratories, National Summary, 2015-2016 Season



Influenza Positive Tests Reported to CDC by U.S. Public Health Laboratories, National Summary, 2015-2016 Season

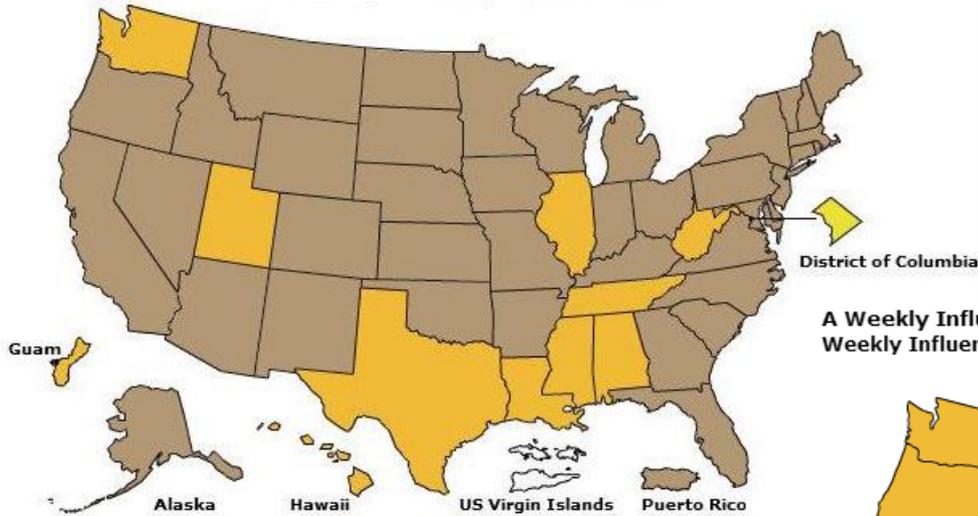


[www.cdc.gov/flu/weekly](http://www.cdc.gov/flu/weekly)

# 2015-16 NATIONAL FLU ACTIVITY

A Weekly Influenza Surveillance Report Prepared by the Influenza Division  
Weekly Influenza Activity Estimates Reported by State and Territorial Epidemiologists\*

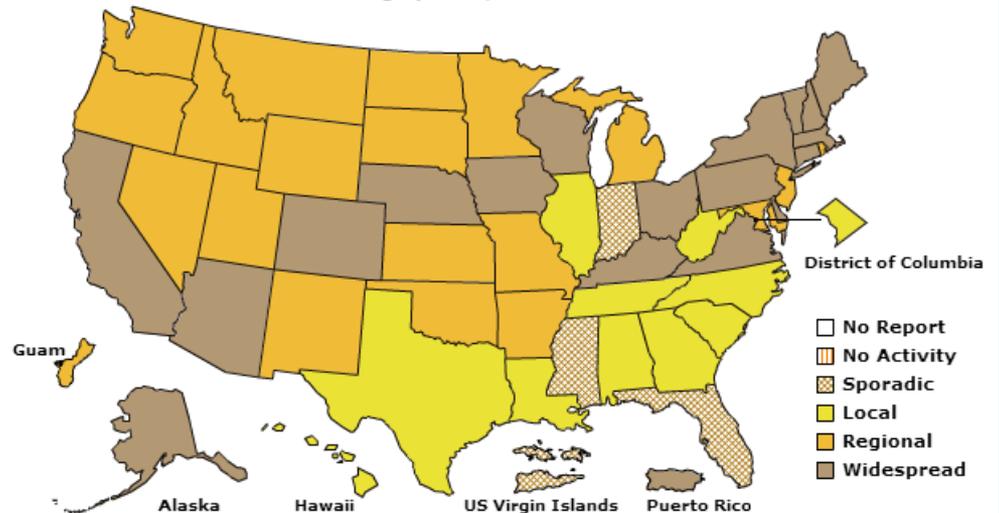
Week Ending March 12, 2016- Week 10



\*This map indicates geographic spread and does not measure the severity of influenza

A Weekly Influenza Surveillance Report Prepared by the Influenza Division  
Weekly Influenza Activity Estimates Reported by State and Territorial Epidemiologists\*

Week Ending April 09, 2016- Week 14



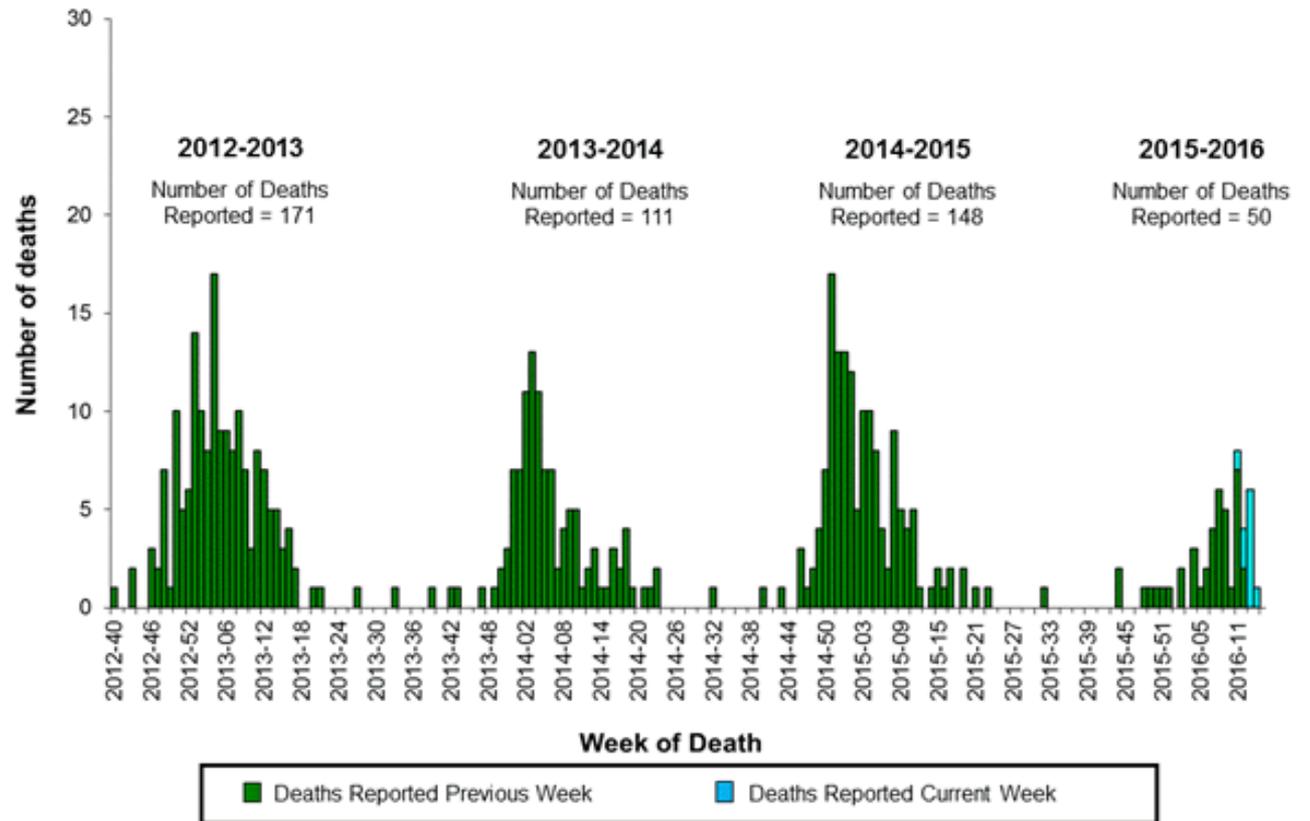
- No Report
- ▨ No Activity
- ▩ Sporadic
- Local
- Regional
- Widespread

# 2015-16 NATIONAL FLU ACTIVITY

2015-16: 50 deaths

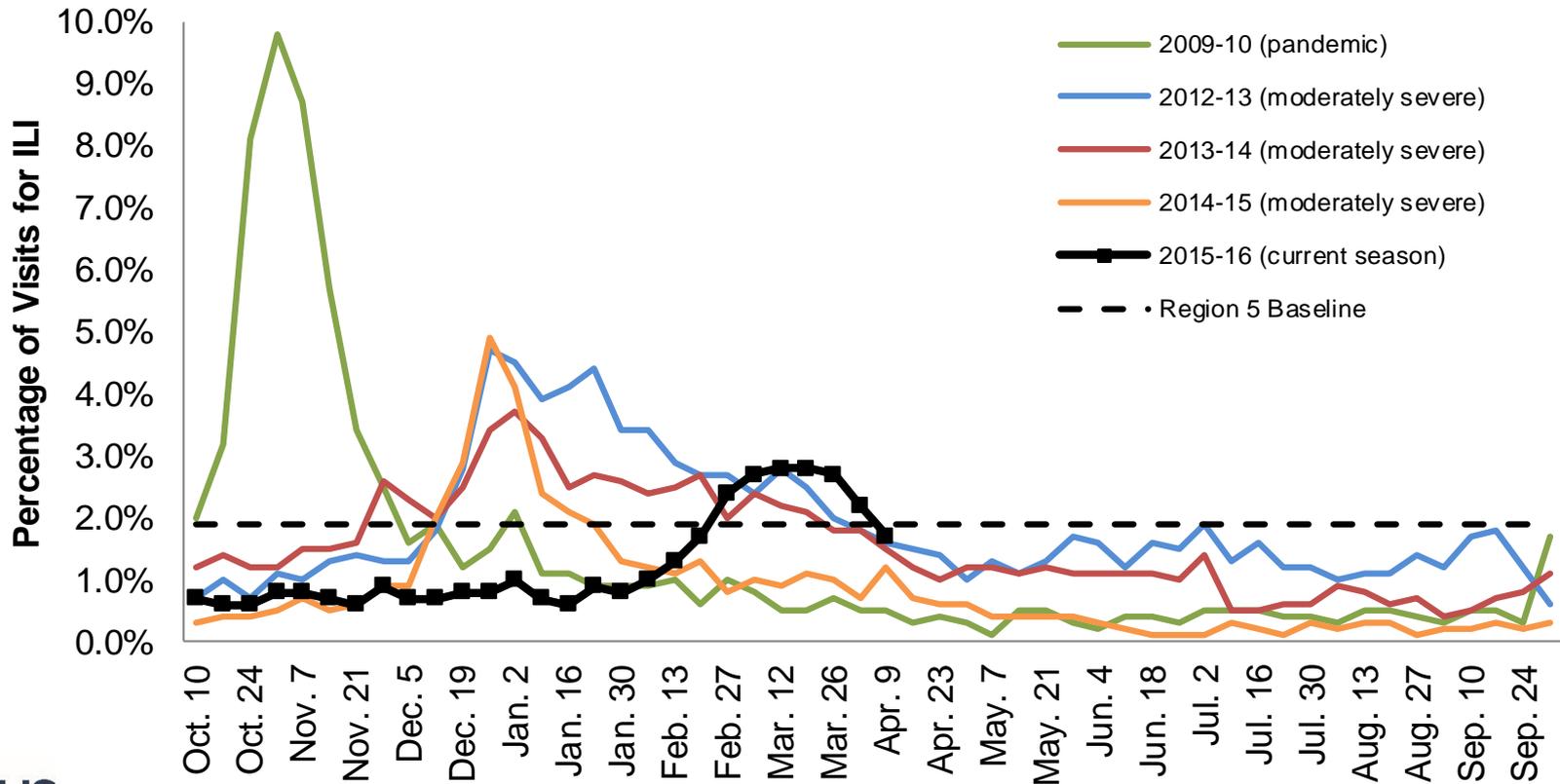
- 18 A/H1N1
- 18 B
- 10 A, not subtyped
- 3 A/H3N2
- 1 flu not subtyped

**Number of Influenza-Associated Pediatric Deaths by Week of Death: 2012-2013 season to present**

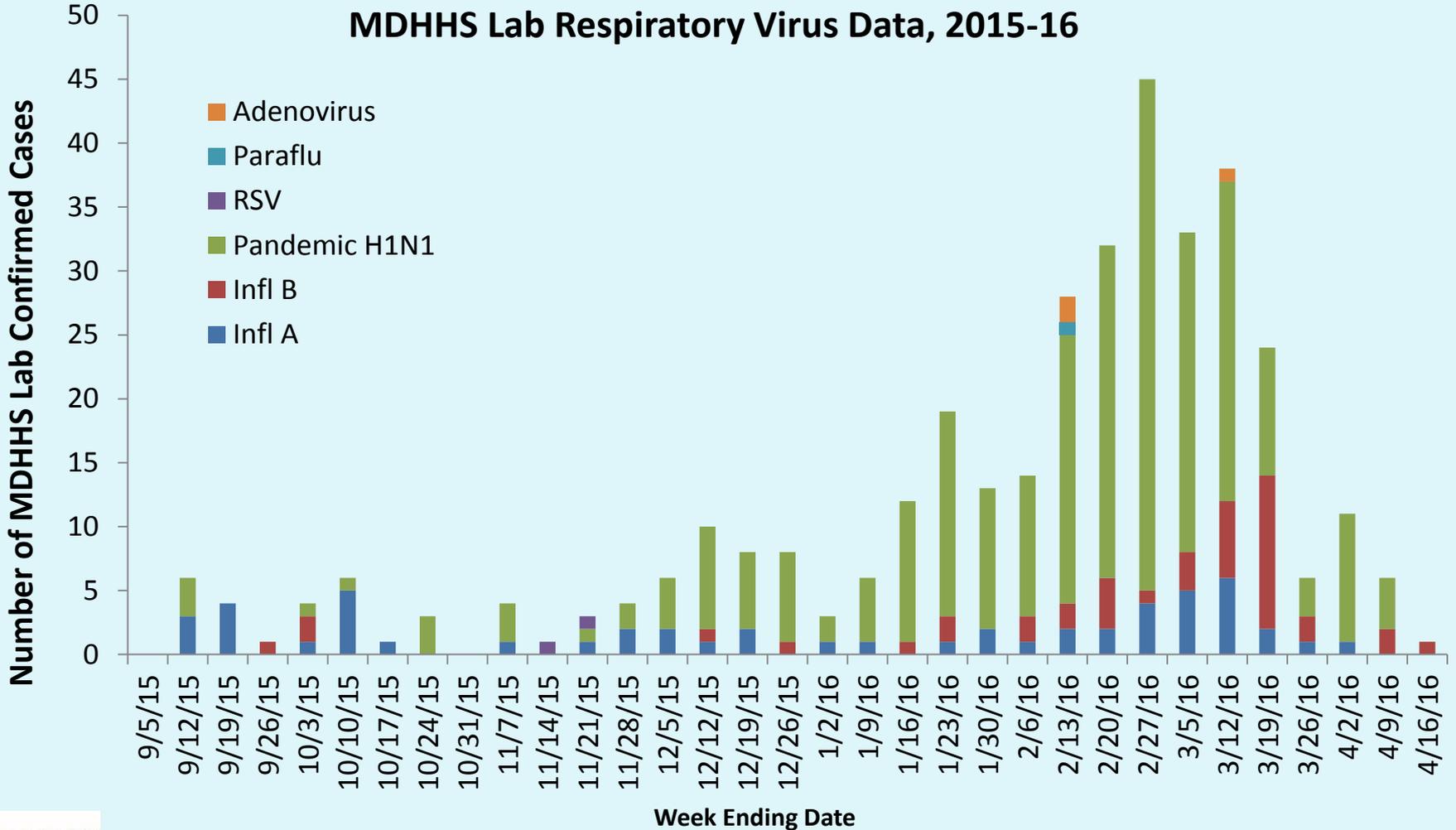


# 2015-16 MICHIGAN FLU ACTIVITY

**Percentage of Visits for Influenza-like Illness (ILI) Reported by the US Outpatient Influenza-like Illness Surveillance Network (ILINet): Michigan, Select Seasons**



# 2015-16 MICHIGAN FLU ACTIVITY



# 2015-16 AND 2016-17 FLU VACCINES

- **2015-16 Flu vaccine match (antigenic characterization)**
  - 100% of A(H1N1)pdm09 matched vaccine strain
  - 100% of A(H3N2) were similar to vaccine strain, subset antigenically characterized, 96% of which matched vaccine strain
  - 100% of B/Yamagata matched vaccine strain
  - 97% of B/Victoria matched vaccine strain
- **2015-16 Flu vaccine effectiveness (VE)**
  - Overall 59% against all flu
  - 51% against H1N1
  - 76% against all B viruses
  - 79% against B/Yamagata

[www.cdc.gov/flu/weekly](http://www.cdc.gov/flu/weekly)

[www.cdc.gov/media/releases/2016/flu-vaccine-60-percent.html](http://www.cdc.gov/media/releases/2016/flu-vaccine-60-percent.html)

# 2015-16 AND 2016-17 FLU VACCINES

## ■ 2016-17 Flu vaccines:

- A/California/7/2009 (H1N1)pdm09-like virus
- A/Hong Kong/4801/2014 (H3N2)-like virus (NEW)
- B/Brisbane/60/2008-like virus (B/Victoria)
- B/Phuket/3073/2013-like virus (B/Yamagata) [*quadrivalent*]
  - Switch between B viruses included in the trivalent/quadrivalent vaccines

[www.who.int/influenza/vaccines/virus/recommendations/2016\\_17\\_north/en/](http://www.who.int/influenza/vaccines/virus/recommendations/2016_17_north/en/)



# ALANA'S FOUNDATION UPDATE

[www.alanasfoundation.org](http://www.alanasfoundation.org)

# DISCUSSION: EVALUATION OF 2015-16 FLU CHALLENGE

# EVALUATION QUESTIONS TO DISCUSS

- **Partnerships**
  - LHD, local pharmacies, Alana's Foundation, other community vaccinators, your students (med, nursing, public health, marketing, student life groups, etc.)
- Health center's use of MCIR
- Flu Challenge materials – useful? Ideas for new materials?
- Duration of Flu Challenge (through end of March)?
- Losing QR code on promo flyer?
- Recommendations for improvement for 2016-17?

# Questions?

Courtney: [LondoC1@michigan.gov](mailto:LondoC1@michigan.gov)

Stefanie: [ColeS4@michigan.gov](mailto:ColeS4@michigan.gov)