

# College and University Flu Vaccination Challenge 2017-2018

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# Agenda for Today

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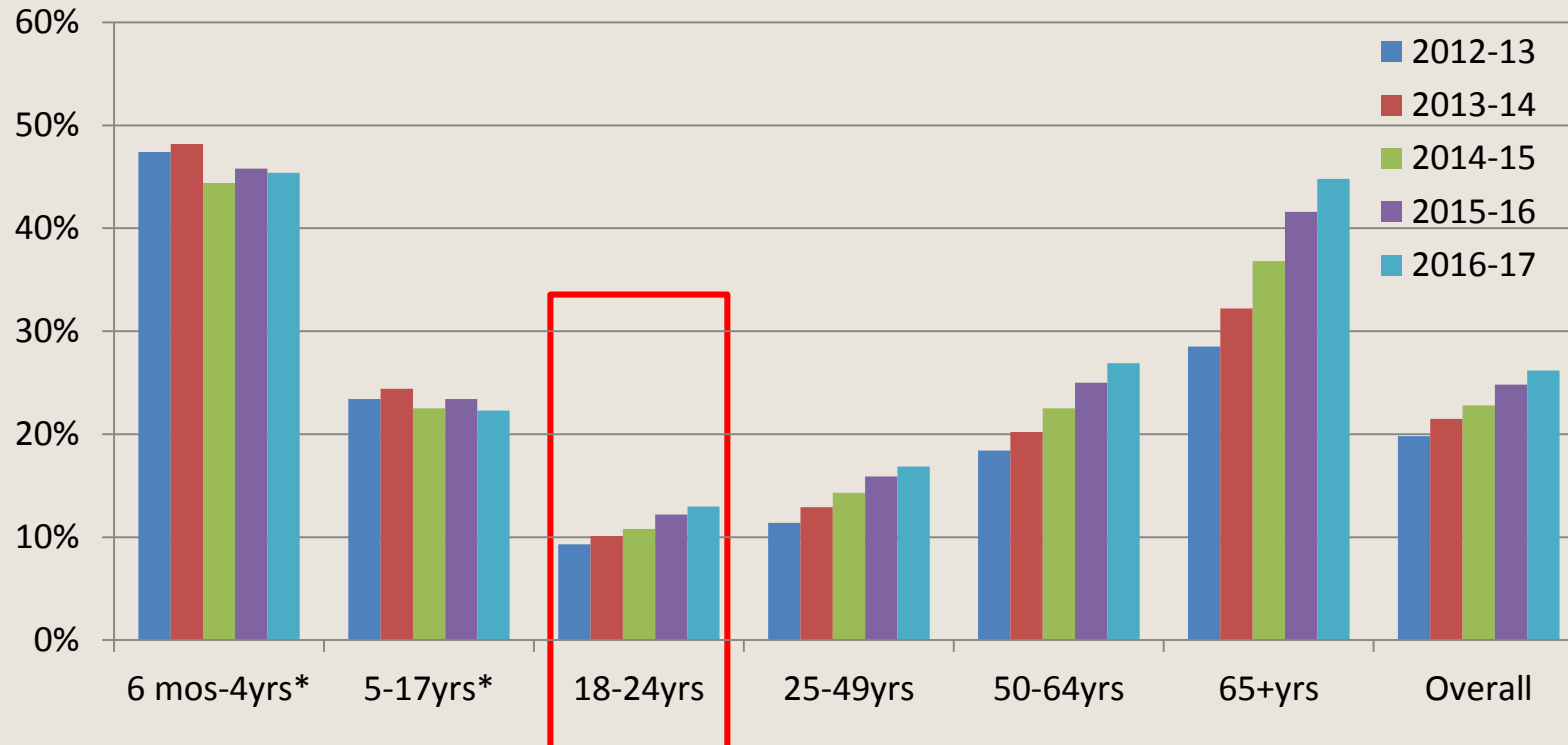
- 2016-2017 Flu Vaccination Coverage Data Summary
- 2017-2018 Campaign Specifics and Overview
- Clinical Update
- Moving Forward
- CHEAR: Co-administration Data
- Alana's Foundation

# 2016-2017 Flu Vaccination Coverage Data

Age Group	MI Coverage	Compared to 2015-2016
6 months-4 years	45.4%	↓ 0.3%
5-12 years	25.0%	↓ 0.9%
13-17 years	18.4%	↓ 1.2%
18-24 years	13.0%	↑ 0.8%
25-49 years	16.9%	↑ 1.0%
50-64 years	26.9%	↑ 1.9%
65 years+	44.8%	↑ 2.4%
<b>Overall (6 mos+)</b>	<b>26.2%</b>	<b>↑ 1.4%</b>

# 2016-2017 Flu Vaccination Coverage Data

**Influenza Vaccination 1+ Coverage by Age Group**  
**MCIR Data, 2012-2017**



# 2016-2017 Flu Vaccination Coverage Data

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## LHD with the Highest Coverage (18-24 year olds)

Kent	23.3%
Grand Traverse	17.0%
Calhoun	16.3%
Allegan	16.2%
Dickinson-Iron	15.9%

## LHD with the Lowest Coverage (18-24 year olds)

Chippewa	8.3%
Lapeer	8.2%
W. UP	7.7%
Detroit	6.2%
Central MI	5.4%

# Us Flu VE Network – Vaccine Effectiveness, 2016-2017 Flu Season

Influenza A/H3N2	Vaccine Effectiveness
All Ages	34%
6 months - 8 years	51%
9 – 17 years	31%
18 – 49 years	12%
50 - 64 years	34%
65 years and older	25%

Influenza A/H1N1pdm09	Vaccine Effectiveness
All Ages	54%

Influenza B (all ages)	Vaccine Effectiveness
Influenza B	56%
Influenza B/Yamagata	55%
Influenza B/Victoria	60%

Influenza A and B	Vaccine Effectiveness
Influenza A and B	42%

In practical terms, this means the flu vaccine reduced a person's overall risk of having to seek medical care at a doctor's office for flu illness by 42%.

# 2016-2017 Flu Season

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What did we learn from the 2016-2017 season?

- Flu activity can peak at any point during the season
  - Peak flu activity for 2016-17 was February with continued activity through March and April
- Moderate season with H3N2 as the predominant strain
- There was a higher percentage of hospitalizations in comparison to the H3N2-predominant 2012-2013 and 2014-2015 flu seasons
- 104 Influenza-associated pediatric deaths nationally

# 2016-2017 Flu Challenge Recap

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Recapping the 2016-2017 College Flu Challenge:

- **8,274:** Surveys completed between August 1, 2016 and December 9, 2016
- **1,837:** Self-reported Flu Vaccinations at non-college site (22%)
- **49%:** Majority of self-reported flu vaccines were administered in October



# Campaign Overview

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# Campaign Rules and Overview

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**Goal:** To increase flu vaccination rates among adults

**Competition:** Schools will compete against other schools (categorized by size)

**Dates:** August 1, 2017 through December 8, 2017

**Awards:**

1. Self Report Survey Coverage Winners (3 Overall Challenge Winners)
2. MCIR Winners
3. Late Season Effort Award
4. Innovative Champion Award
5. Most Improved Award

# Changes to the 2017-2018 Flu Challenge

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- Expanded Target Audience:
  - Goal: to increase conversations about the importance of flu vaccine, and increase influenza vaccination rates among all Michigan adults
  - Expanded target: undergraduate students, graduate students, faculty, staff, alumni, and fans
  - Anyone can complete the survey on behalf of an enrolled institution if they have received their flu vaccine this season
  - In partnership with the Alana's Foundation National Flu Challenge pilot

# Changes to the 2017-2018 Flu Challenge

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- Monthly Mini Challenges: Innovative Effort Award
  - Goal: Increase flu vaccination rates on campuses by rewarding schools for implementing programs and strategies to engage target audiences
  - Four Monthly Mini Challenges:
    - September: Partner with External Groups
    - October: Social Media Posts
    - November: Create an Internal Competition
    - December: Extend the Flu Vaccination Campaign

# Monthly Mini Challenge Scoring

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- Each month you can earn 8 points by completing the challenge
- You can receive bonus points by going above and beyond the challenge requirements
- MDHHS will determine what each institution scores for each challenge – additional information can be shared, but you will not be able to argue or challenge your score

# Monthly Challenge Communication and Reporting

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- Two weeks prior to the start of the Monthly Mini Challenge, MDHHS will send out an email with challenge details (September excluded)
  - Challenge description
  - Point opportunities
  - Reporting requirements
  - Subject name of the email for reporting
  - Reporting due dates

# September: Partner with External Groups

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The Challenge: Partner with external groups that can support your flu vaccination efforts. You must partner with two external groups during the month of September (pharmacies, Alana's Foundation, Local Health Department, Animal Shelter, etc.)

The Reward: If you complete the challenge you get 8 points.

Extra Rewards: For each additional group you partner with, you will receive an additional two points.

Email Subject Line: September Challenge: Partner with External Groups

Reporting Requirements: In your email, describe the exact group you are coordinating with, including contact name, and describe what the result of the partnership is, and how more people are getting vaccinated based on the partnerships.

Reporting Deadline: The email must be sent to me by Friday, September 29 at 5:00pm

# Recommendations for Success

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- Create a calendar or add calendar dates to your personal calendar
- Create an email inbox where you save all emails communication from the Monthly Mini Challenges
- Be proactive and innovative when thinking about ways to fulfill the challenge requirements
- Ask MDHHS for input, advice, or ideas on how to complete these challenges
- Refer to the Toolkit!!



# 2017-2018 Flu Challenge Awards

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- 1. Self Report Survey Coverage Winners:** Institutions (small, medium, and large) with the most self-report surveys submitted
  - Institutions will still be categorized by size based on undergraduate population, but will not be used to calculate coverage
- 2. MCIR Winners:** Largest number of flu vaccine doses administered and documented in MCIR, and the institution with the biggest improvement in the number of doses administered as compared to the 2016-2017 season
  - Even though the Flu Challenge target audience expands beyond undergraduate students, we will still be awarding institutions who are recording flu vaccinations in MCIR
- 3. Late Season Effort Award:** Institution with the most doses administered and recorded in MCIR between December 9, 2017 and March 31, 2018.
- 4. Innovative Champion Award:** Based on the Monthly Mini Challenge Competition

# Campaign Rules and Overview

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## Using the Self-Report Survey

- Participants must submit their own information
- Participants can be provided with a computer following vaccination at school health center or other on campus location
- Participants will be trusted on the honor system
- Participants who receive the flu vaccine off campus are encouraged to complete the self- report survey
- Participants can back enter their flu vaccine if they were not aware of the competition at the time of vaccination

# Campaign Rules and Overview

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## Michigan Care Improvement Registry (MCIR)

- All enrolled schools must enter all flu vaccine doses administered by the health center into MCIR
  - State law requires health care providers to enter immunizations administered to every child born after December 31, 1993 and less than 20 years of age into MCIR
- You will not be eliminated if you do not enter doses into MCIR, although this is an immunization best practice
- Data obtained from MCIR will be used to determine additional award winners

# Toolkit

## Strategies for Clinical Updates and Processes

- ☐ Standing Orders: Use standing orders to create vaccine only visits. This way, the student does not need an individualized physician order for his/her vaccination. Standing orders authorize nurses and pharmacists to administer vaccines to all persons meeting certain criteria. Standing orders include:
  - a. Protocol to identify patients
  - b. Procedures to provide information on the risks and benefits of vaccines
  - c. Process to record refusals or contraindications
  - d. Approved vaccine delivery protocol
  - e. Quality assurance and documentation procedures
- ☐ Notify Patients: Send reminder/recall letters to patients through the Michigan Care Improvement Registry (MCIR). Reminder/recall works and is a proven strategy to increasing immunization coverage levels (see case study 2).
- ☐ Use Every Opportunity: Use all patient encounters as opportunities to vaccinate, including sick and well visits. Mild acute illness with or without fever is not a contraindication to flu vaccination.
- ☐ Track Progress: Tracking your progress can be beneficial in multiple ways. Having data to describe how well efforts work can be useful as you plan for future years. Also, having information on successes and failures can allow you to adapt your strategies and provide feedback to necessary partners.
- ☐ Pharmacies: Is there a pharmacy close to campus that students often go to? Make sure to talk to them about the challenge, provide them with materials, and encourage them to enter all flu vaccinations administered in MCIR.

Here are resources that you can use for implementing standing orders and sending reminders:

- ⇒ Templates for Standing Orders: <http://www.immunize.org/standing-orders/>
- ⇒ Tips sheets for conducting reminder/recall: <http://www.immunize.org/standing-orders/>

## ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Health and Human Services (MDHHS) 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 recommended vaccines for college-age students, and MDHHS would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

College/university students are at 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.

# Toolkit

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## Case Studies

### 1. Calvin College: Nursing Students as Campus Advocates

Calvin College engaged nursing students to be influencers on campus, and they also used it as a training opportunity. "Nursing students helped provide flu shots at each flu clinic of their clinical skills course." They also invited friends to the clinics, and were campus advocates for the flu shot.

### 4. Wayne State University: Posters that Encourage Competition

Wayne State University created their own marketing materials that encouraged the competition between schools who were participating in the challenge. It is a good idea to create posters that are specific to campus activities, which shows that efforts were made to personalize the campaign which will interest more students. In the poster Wayne State University created there was information about completing the student self report survey. Not all students who receive their flu shot will get them at the college health clinic, so it is a good idea to market the self-report survey on posters and other materials so that all students can complete the survey and have their flu shot count towards the overall competition!

# Toolkit – Ideas for Reaching Off-Campus Adults

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While the toolkit is being finalized, here are some ideas for reaching off-campus populations, and other new target populations:

1. **Sporting events:** Share information at sporting events. You could hang posters, advertise the Flu Challenge on scoreboards, or even see what it would take to have Flu Challenge information put on the back of game day tickets!
2. **Homecoming:** Many alumni and fans come to campus during Homecoming weekend. This would be a great weekend to get information out about the Flu Challenge. You could share information during the parade, the game, social events, and through outgoing Homecoming materials.
3. **Newspaper/Newsletters:** Does your institution send out a newsletter or newspaper to alumni and current students/staff? You could write a short blurb about the Flu Challenge and have it added to the newsletter, this could reach a lot of off-campus adults!

# Self Report Survey Link

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<https://www.surveymonkey.com/r/fluchallenge>

# Website

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## College and University Flu Vaccination Challenge Website:

[www.Michigan.gov/flu](http://www.Michigan.gov/flu) → College and University Flu Vaccination Challenge

- Schools who are enrolled
- Rules and Regulations
- Campaign Flyer
- Slides/Newsletters
- College and University Flu Vaccination Challenge Toolkit
  - Links to many flu resources
- Weekly Challenge Leaderboard



# Sample Social Media

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- Flu vaccine is now available! Make your appointment at [your health center's website] and stop by health services to #GetVaccinated
- The best defense is a good offense. #GetVaccinated to #Fightflu
- College #lifehack: Get your flu vaccine early to provide you with protection the entire season
- Studies show immunity decreases as stress increases...let flu be one less worry during the semester #GetVaccinated
- Even healthy young adults can get sick with a vaccine-preventable disease. Listen to personal stories at: <http://shotbyshot.org/tag/young-adult/>
- Spread love. Not the flu. #GetVaccinated
- The #flu #vaccine is the best way to prevent the flu. #GetVaccinated
- There is nothing better than beating [rival school]. Help us beat the [rival school's mascot] by getting your flu vaccine! #GetVaccinated
- Finals are just around the corner, don't let flu keep you from your finals #GetVaccinated
- Are you competing? Help us beat our rivals by getting the flu shot today! #GetVaccinated

# Promotional Tools

The 2017-2018 Campus Flu Vaccination Battle poster will be available on September 8, 2017.

## 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/fluchallenge](http://www.surveymonkey.com/r/fluchallenge)**

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

### WHO

Calvin College • Eastern Michigan University  
Ferris State University • Grand Valley State University  
Hope College • Lake Superior State University  
Michigan State University • Oakland University  
Rochester College • Southwestern Michigan College  
St. Clair County Community College  
University of Michigan • Wayne State University  
Western Michigan University

**WWW.MICHIGAN.GOV/FLU**

CALVIN  
College

EMU

FERRIS STATE  
UNIVERSITY

GRAND VALLEY  
STATE UNIVERSITY  
FAMILY  
HEALTH CENTER

Hope COLLEGE  
HEALTH CENTER

Health CARE Center  
Grand Valley State University

MICHIGAN STATE  
UNIVERSITY

OAKLAND  
UNIVERSITY

ROCHESTER  
COLLEGE

ST. CLAIR  
COUNTY  
COMMUNITY  
COLLEGE

SOUTHWESTERN  
MICHIGAN COLLEGE

UNIVERSITY OF  
MICHIGAN

WAYNE STATE  
UNIVERSITY  
HEALTH

WESTERN MICHIGAN  
UNIVERSITY

MICHIGAN  
DEPARTMENT OF HEALTH & HUMAN SERVICES

# VPD Personal Stories Posters

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



Concept adapted with permission from Texas Children's Hospital.

## Why get a flu vaccine?

Ask the McCormick family of Michigan.



Healthy, young adults can get the flu, and it can be very serious. 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 27, 2013, with a runny nose, sore throat, and headache. The next day she had a fever and went to urgent care. Her positive flu result came too late for Ashley to start 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 became very sick. On December 27, Ashley died from the flu. Ashley's life may have been saved if she had been vaccinated.



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



Concept adapted with permission from Texas Children's Hospital.

## 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 sundaes 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](http://www.aimtoolkit.org)  
[www.alanasfoundation.org](http://www.alanasfoundation.org)



Concept adapted with permission from Texas Children's Hospital.

# VPD Tear Pads

Tear Pads Available at the Clearinghouse!

[www.healthymichigan.com](http://www.healthymichigan.com)

- Enter here to place order
- Immunizations

IM154 – Flu Vaccine Ask Emily – Tear Pad

IM155 – MenB Vaccine Ask Stillman Family – Tear Pad

IM156 – HPV Vaccine Ask Jennifer – Tear Pad

IM157 – Flu Vaccine Ask Yaksich Family – Tear Pad

**WHY GET FLU VACCINE?  
ASK THE YAKSICH FAMILY.**



**“We never knew the flu could kill until Alana died.”**  
- Zachary Yaksich, Alana's Dad

Alana had not been vaccinated against the flu. At the time, the U.S. Centers for Disease Control and Prevention only recommended children 6 months - 23 months receive a yearly flu vaccination. Since 2010, everyone 6 months and older is recommended to receive an annual flu vaccination.

Alana's dad and family have dedicated themselves to educating people about the severity of influenza and the importance of vaccinating children against the flu every year so no family has to experience the tragedy of losing a loved one to a vaccine-preventable disease.

For more information, please visit:  
[www.alanasfoundation.org](http://www.alanasfoundation.org)

As extraordinary as the outcome, Alana's story is relatively unremarkable in detail.

On the afternoon of February 1, 2003, 5 1/2 year-old Alana Yaksich spent the day with her parents and brothers watching movies, eating sundaes and playing. Alana enjoyed the afternoon feeling healthy and surrounded by her friends and family.

Later that evening, Alana developed a 106-degree fever and was rushed to the emergency room. Within hours of her arrival at the local hospital, Alana died of flu-related complications that caused swelling and injury to her brain.

**AIM** ALLIANCE FOR IMMUNIZATION IN MICHIGAN



# Flu Posters

To order:

[www.healthymichigan.com](http://www.healthymichigan.com)

- Enter
- Immunizations
- IM136: Seasonal Flu Packet (includes 5 copies of 8 different flyers)

## Seasonal Flu Posters



[Fall Flu Poster](#)



[Halloween Flu Poster](#)



[Thanksgiving Flu Poster](#)



[Winter Flu Poster](#)



[Winter 2 Flu Poster](#)



[New Year Flu Poster](#)



[Valentine Flu Poster](#)



[Spring Break Flu Poster](#)



[College Flu Poster](#)

# Clinical Update

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# Flu Recommendations

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## **2017-2018 Flu Season Recommendations:**

- Everyone aged 6 months and older should receive the flu vaccine
- Live Attenuated Influenza Vaccine, FluMist®, is not recommended for use during the 2017-2018 flu season

## **2017-2018 New Influenza Vaccine Products and Licensure Changes**

- Afluria® Quadrivalent (IIV4): Approved for persons 18 years of age and older
- FluBlok® Quadrivalent (RIV4): Approved for persons 18 years of age and older
- FluLaval® Quadrivalent (0.5mL dose) for children aged 6 months and older (previously licensed for 3 years and older)
- Afluria® (IIV3) is indicated for persons aged 5 years and older (previously 9 years and older)

# Flu Handouts

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Flu Handouts are available online:

- Influenza Vaccine Information Statement (VIS)
  - Please note, the VIS did not change this year. The VIS dated 8/7/2015 should be used for the 2017-18 flu season.
- 2017-18 Seasonal Influenza Vaccine Presentation Chart
- A Quick Look at Inactivated Influenza Vaccines (IIV3, IIV3 High-Dose, aIIV3, IIV4, IIV4-ID)
- Who Needs Two Doses of 2017-18 Seasonal Influenza Vaccine?
- 2017-18 Influenza Screening for Persons who Report Egg Allergy
- Administering Influenza Vaccines (Intramuscular, Intranasal, and Intradermal)
- 2017-18 Influenza Vaccine Types with CVX and CPT Codes
- 2017-18 Vaccines for Children Influenza Vaccine

[www.Michigan.gov/flu](http://www.Michigan.gov/flu) → Current Flu Season Vaccination Materials for Health Care Professionals



# Off-site vaccination clinic tools

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- Tools to Assist Satellite, Temporary, and Off-site Vaccination Clinics
  - Created by the National Adult and Influenza Immunization Summit Influenza Workgroup
  - Tools include: Checklist of Best Practices, Pledge for Organizations Implementing Vaccination Clinics, FAQ's, and Ten Principles for Holding Safe Vaccination Clinics
  - All resources are available online at the Summit webpage: [www.izsummitpartners.org](http://www.izsummitpartners.org)

# Checklist of Best practices

- Checklist of Best Practices for Vaccination Clinics Held at Satellite, Temporary, or Off-site Locations

<b>BEFORE THE CLINIC (Please complete each item before the clinic starts.)</b>			
<b>VACCINE SHIPMENT</b>			
<b>YES</b>	<b>NO</b>	<b>N.A.</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vaccine was shipped directly to the facility/clinic site, where adequate storage is available. <i>(Direct shipment is preferred for cold chain integrity.)</i>
<b>VACCINE TRANSPORT (if it was not possible to ship vaccines directly to the facility/clinic site)</b>			
<b>YES</b>	<b>NO</b>	<b>N.A.</b>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Vaccines were transported using a portable vaccine refrigerator or qualified container and pack-out designed to transport vaccines within the temperature range recommended by the manufacturers (i.e., between 2-8° Celsius or 36-46° Fahrenheit for ALL refrigerated vaccines). <u>Coolers available at general merchandise stores or coolers used to transport food are NOT ACCEPTABLE. See CDC's Vaccine Storage and Handling Toolkit for information on qualified containers and pack-outs: <a href="http://www.cdc.gov/vaccines/hcp/admin/storage/toolkit/storage-handling-toolkit.pdf">http://www.cdc.gov/vaccines/hcp/admin/storage/toolkit/storage-handling-toolkit.pdf</a>.</u>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The person transporting the vaccines confirmed that manufacturer instructions for packing configuration and proper conditioning of coolants were followed. <i>(Your qualified container and pack-out should include packing instructions. If not, contact the company for instructions on proper packing procedures.)</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The person transporting the vaccines confirmed that all vaccines were transported in the passenger compartment of the vehicle (NOT in the vehicle trunk).
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	A digital data logger with a buffered probe and a current and valid Certificate of Calibration Testing was placed directly with the vaccines and used to monitor vaccine temperature during transport.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The amount of vaccine transported was limited to the amount needed for the workday.

# Ten principles summary

- Ten Principles for Holding Safe Vaccination Clinics at Satellite, Temporary, or Off-site Locations
  - Summary of the Best Practices Checklist to hand out to all staff at the clinic

## TEN PRINCIPLES FOR HOLDING SAFE VACCINATION CLINICS AT SATELLITE, TEMPORARY, OR OFF-SITE LOCATIONS

### DURING ALL STAGES (PRE-CLINIC, DURING THE CLINIC, AND POST-CLINIC):

1. Keep vaccines at the correct temperature at all times using proper procedures for vaccine transport, handling and storage. Document temperature monitoring at appropriate intervals during all stages. For further guidance: <http://www.cdc.gov/vaccines/hcp/admin/storage/toolkit/storage-handling-toolkit.pdf>.

### PRE-CLINIC:

2. Have vaccine shipped directly to the site. If direct shipment is not possible, transport vaccine using correct storage and handling guidelines.
3. Train staff to perform CPR and treat medical emergencies, including anaphylaxis. Ensure supplies are on site, including an emergency medical kit and infection control supplies, as well as enough Vaccine Information Statements (VISs).

### DURING THE CLINIC:

4. Always check for medical contraindications and allergies before vaccinating anyone. Provide VISs for all patients or guardians.
5. Only use vaccines that are not damaged, not expired, at the correct temperature, and prepared using aseptic technique.
6. Follow manufacturers' instructions for injection dose, site, and route.
7. Follow manufacturers' instructions and Advisory Committee on Immunization Practices guidelines for correct age and intervals (for vaccines that require more than one dose).
8. Follow safe injection practices, including using a new needle and syringe for every injection. Dispose of all sharps in a sharps container.
9. Document every vaccination and give patients a copy.

### POST-CLINIC:

10. Keep patient information secure and private. Record vaccinations in the Immunization Information System (IIS), if available.

For further guidance, refer to the full checklist:

[https://www.izsummitpartners.org/content/uploads/2017/02/NAIIS-Vaccination-Clinic-Checklist\\_v2.pdf](https://www.izsummitpartners.org/content/uploads/2017/02/NAIIS-Vaccination-Clinic-Checklist_v2.pdf).

\*\*\*This document is NOT intended to replace use of the checklist.

# Moving Forward

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# School Divisions

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## Small Schools

Calvin College

Hope College

Rochester College

Southwestern Michigan College

## Medium Schools

Central Michigan University

Eastern Michigan University

Grand Valley State University

Oakland University

Wayne State University

Western Michigan University

## Large Schools

University of Michigan

# Calendar Dates

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## **Important Dates:**

- September 19, 2017: College Flu Challenge Press Release
- October 18, 2017: College Flu Challenge Updates Newsletter
- November 8, 2017: College Flu Challenge Updates Webinar
- December 3-9, 2017: National Influenza Vaccination Week
- December 8, 2017: Self-Report Survey Closes
- December 13, 2017: College Flu Challenge Wrap-up Newsletter – Winners Announced!
- May 17, 2018: Michigan Advisory Committee on Immunizations/Flu Advisory Board Meeting

# Calendar Dates

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## **Award Dates:**

- Overall Flu Challenge Winners: August 1 through December 8, 2017
- MCIR Winners: August 1 through December 8, 2017
- Most Improved Award: August 1, 2017 through March 31, 2018
- Late Season Award: December 9, 2017 through March 31, 2018
- Innovative Champion Awards: September – December Monthly Mini Challenge

# Co-Administration Data

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SARAH CLARK - CHEAR



# Flu Vaccine as a Facilitator of Adult Vaccination: The College Flu Challenge

Child Health Evaluation and Research (CHEAR) Center  
September 6, 2017

**Child Health Evaluation  
and Research Unit**



University of Michigan



**University of Michigan  
C.S. Mott Children's Hospital**

# *Background*

- MDHHS has sponsored the College Flu Challenge for several years
- Target population: young adults who typically may not receive flu vaccine
- KEY QUESTION: Are there secondary benefits to the Flu Challenge?

## *2016-17 College Flu Challenge*

- Analysis of data from 13 college health centers
- Focus on official Challenge timeframe (Aug 1, 2016, to March 31, 2017)

## *2016-17 College Flu Challenge*

- Analysis shows the College Flu Challenge is:
  - **Not just for college kids!**

# Adults receiving flu vaccine, by age group

	N	18-26 yrs	27-59 yrs	60+ yrs
Calvin College	1350	81.9%	14.9%	3.3%
Eastern Michigan	597	39.4%	46.4%	14.2%
Ferris State	530	24.0%	55.1%	20.9%
Grand Valley State	200	94.5%	3.5%	2.0%
Hope College	903	98.9%	0.7%	0.4%
Kalamazoo College	315	97.8%	1.9%	0.3%
Lake Superior State	224	50.4%	33.0%	16.5%
Michigan State	1556	77.1%	22.6%	0.3%
Northern Michigan	1084	37.3%	37.0%	25.7%
Oakland	658	79.3%	18.5%	2.1%
Univ of Michigan	3353	60.4%	29.4%	10.3%
Wayne State	2326	71.5%	26.5%	2.1%
Western Michigan	1981	27.3%	37.9%	34.8%
Total	15077	61.8%	27.1%	11.0%

# *2016-17 College Flu Challenge*

Analysis shows the College Flu Challenge is:

- *Not just for college kids!*
- **Not just flu vaccine!**

# Adults with co-administered vaccine

	<i>Flu Vaccine N</i>	<i>Another Vaccine N</i>	<i>on Same Day %</i>
Calvin College	1350	268	19.9%
Eastern Michigan	597	45	7.5%
Ferris State	530	13	2.5%
Grand Valley State	200	25	12.5%
Hope College	903	77	8.5%
Kalamazoo College	315	25	7.9%
Lake Superior State	224	2	0.9%
Michigan State	1556	157	10.1%
Northern Michigan	1084	86	7.9%
Oakland	658	22	3.3%
Univ of Michigan	3353	570	17.0%
Wayne State	2326	56	2.4%
Western Michigan	1981	65	3.3%
Total	15077	1411	9.4%

# *2016-17 College Flu Challenge*

## Co-Administered vaccines (N=2052)

- Td/Tdap (516, 25%)
- HPV (390, 19%)
- Travel vax (366, 18%)
- Hepatitis A (276, 13%)
- Hepatitis B (105, 5%)
- Men AWCY (94, 5%)
- Men B (33, 2%)
- MMR (64, 3%)
- PPSV23 (56, 3%)
- PCV13 (50, 2%)
- Varicella (51, 2%)
- Zoster (18, 1%)



# *2016-17 College Flu Challenge*

Analysis shows the College Flu Challenge is:

- *Not just for college kids!*
- *Not just flu vaccine!*
- **Not just the day of flu vaccination!**

# Adults w/another vaccine on a later date

	<i>Flu Vaccine N</i>	<i>Another Vaccine N</i>	<i>on Later Date %</i>
Calvin College	1350	215	15.9%
Eastern Michigan	597	18	3.0%
Ferris State	530	11	2.1%
Grand Valley State	200	17	8.5%
Hope College	903	82	9.1%
Kalamazoo College	315	31	9.8%
Lake Superior State	224	2	0.9%
Michigan State	1556	107	6.9%
Northern Michigan	1084	81	7.5%
Oakland	658	19	2.9%
Univ of Michigan	3353	364	10.9%
Wayne State	2326	98	4.2%
Western Michigan	1981	85	4.3%
Total	15077	1130	7.5%

# *2016-17 College Flu Challenge*

Vaccines administered on date later in season (N=2628):

- HPV (519, 20%)
- Td/Tdap (496, 19%)
- Hepatitis A (312, 12%)
- Hepatitis B (311, 12%)
- Travel vax (293, 11%)
- Men B (122, 5%)
- Men AWCY (46, 2%)
- PCV13 (126, 5%)
- PPSV23 (103, 4%)
- MMR (100, 4%)
- Varicella (81, 3%)
- Zoster (62, 2%)

# *2016-17 College Flu Challenge*

Location of vaccines administered later in season:

- College health center (1732, 66%)
  - Top vaccines: HPV (21%), Td/Tdap (17%), Travel (14%)
- Primary Care (585, 22%)
- Pharmacy (51, 2%)
- LHD (83, 3%)
- Other (177, 7%)

## *Conclusions*

- College Flu Challenge may have broader impact than people realize
- College health centers can maximize their immunization impact by:
  - Including students and staff
  - Co-administering other vaccines on same day as flu shot
  - Scheduling return visits to the health center *or* encouraging visits to primary care, pharmacies to seek additional vaccines

# *Conclusions*

- College health centers may want to seek technical assistance from MDHHS around
  - Using MCIR to assess what vaccines are due
  - Educational materials about adult vaccination
  - Vaccine storage & handling tips
- Sharing lessons learned across health centers may inspire new strategies to broaden the impact of the Flu Challenge

# Project Team at the CHEAR Center:

Sarah Clark

Hannah Jary

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For more information, contact Sarah Clark

[saclark@umich.edu](mailto:saclark@umich.edu)

Child Health Evaluation  
and Research Unit



University of Michigan



University of Michigan  
C.S. Mott Children's Hospital

# Alana's Foundation

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JOANNA YAKSICH





2017-2018  
NATIONAL College/University  
Flu Vaccination Challenge Pilot

MDHHS Kick-Off Webinar  
September 6, 2017  
12 noon pm - 1 pm EDT



## ENROLLED SCHOOLS

### 7 STATES

- Arizona
- Kentucky
- **Michigan**
- Nevada
- New York
- Washington State
- Wisconsin

### 16 SCHOOLS

#### **SMALL (< 10,000)**

- Adelphi University
- Cornish College of the Arts
- **Hope College**
- Le Moyne College
- PRATT Institute
- SUNY Fredonia
- SUNY Ulster
- Transylvania University

#### **MEDIUM (10,001 - 25,000)**

- City College of New York
- **Grand Valley State University**
- Northern Arizona University
- University of Nevada, Reno
- **Wayne State University**
- **Western Michigan University**

#### **LARGE (25,000+)**

- University of Nevada, Las Vegas
- University of Wisconsin

*There is still time to participate! Please let Jalyn, know if you are interested.*



## SELF-REPORT SURVEY

### DATES OPEN

September 1, 2017- December 8, 2017

### LINK for ALL MICHIGAN Schools

<https://www.surveymonkey.com/r/fluchallenge>

### INFORMATION SHARING

MDHHS will share information for MI schools participating in the NATIONAL Challenge

2017-18 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. What is your current relationship with your selected school?

☐ Alumni  
☐ Faculty  
☐ Fan  
☐ Graduate Student  
☐ Staff  
☐ Undergraduate Student  
☐ Other (please specify)

5. How old are you? (years)

Done



## COMMUNICATION AND KEY DATES

### **COMPETITION DATES:**

- August 1 - December 8, 2017 (coincide with National Influenza Vaccination Week)

### **BI-WEEKLY E-MAIL UPDATES:**

- To communicate summary of participants standing

### **NEWSLETTERS:**

- October 10, 2017
- November 7, 2017

### **WEBINARS:**

- December 12, 2017 - 12 pm - 1 pm EST - WINNERS ANNOUNCED





## VACCINE ASSISTANCE GRANTS

### **USE:**

- To purchase vaccine for UNINSURED/UNDERINSURED students only

### **AWARDS BASED ON:**

- Available funds at time of request
- MUST be a participant in the MICHIGAN OR NATIONAL College/University Flu Challenge



## VACCINE ASSISTANCE GRANTS



[HOME](#) [ABOUT US](#) [FLU](#) [FAMILY SUPPORT](#) [DONATE](#) [AF IN THE NEWS](#) [EVENTS & PIX](#) [CONTACT US](#) [ALANA'S DREAM PROJECT](#)

### VACCINATION GRANT REQUESTS

[FLU - HOME](#)

If you are a **non-profit** or are a **college/university enrolled** in the Michigan Department of Health and Human Services **Flu Vaccination Challenge** and are in need of assistance in purchasing flu vaccine for use with underserved/underinsured populations, Alana's Foundation accepts grant requests from qualified applicants that meet our requirements.

**To be considered** for a grant, please **submit a letter or brief stating your situation and/or need along with correct completed application**. Grant applications are accepted year round. Please keep in mind however, Alana's Foundation cannot meet every request and grants may be prioritized by need. **Click below for link to appropriate grant application.**

*All grant request applications are kept confidential. Alana's Foundation reserves the right and the applicant hereby grants permission to share all information provided by the applicant to third-parties on an as-needed basis. (NOTE: Grants issued must be used in the Flu season in which they are applied.)*

[NON-PROFITS APPLICATION](#)

[COLLEGE/UNIVERSITY APPLICATION](#)



## NATIONAL CHALLENGE RESOURCES

-Alana's Foundation Website <http://www.alanasfoundation.org/national-challenge>

- Rules/Regulations

- Challenge Poster

(NOTE: The MI version will **not** be posted on the website.

To request a copy, please email [info@alanasfoundation.org](mailto:info@alanasfoundation.org))

- National Toolkit

- "Why get vaccinated" ~ personal stories

The screenshot shows the website for the Alana's Foundation National College/University Flu Vaccination Challenge. At the top is the Alana's Foundation logo. Below it is a navigation bar with links: HOME, ABOUT US, FLU, FAMILY SUPPORT, DONATE, AF IN THE NEWS, EVENTS & PIX, FLU CHALLENGE, ALANA'S DREAM PROJECT, and CONTACT US. The main heading reads "ALANA'S FOUNDATION NATIONAL COLLEGE/UNIVERSITY FLU VACCINATION CHALLENGE". The text below explains that in 2014, Alana's Foundation partnered with the Michigan Department of Health and Human Services for the inaugural College & University Flu Vaccination Challenge to increase flu vaccination rates among college students in Michigan. It also mentions that the program was expanded in 2017 to include schools across the nation for the inaugural Alana Yaksich National College/University Flu Vaccination Challenge. The text states that three institutions (small, medium, and large) will be presented with the ALANA YAKSICH MEMORIAL TROPHY, with results announced via press release and social media channels. It encourages students to be in class and ready to learn, and provides contact information for Alana's Foundation at [info@alanasfoundation.org](mailto:info@alanasfoundation.org). A note mentions that all challenge materials will be posted below as they are available, with current "live" links in italics. At the bottom, there are sections for "Challenge Materials" (including Rules/Regulations, Challenge Poster, Toolkit, and Why get vaccinated: Alana & Niko's stories), "Webinars" (September 5 and December 12), "Newsletters" (October and November), and a "LINK to Vaccine Grant Application". On the right side, there is a button for "FLU CHALLENGE - HOME" and a photo of the ALANA YAKSICH MEMORIAL TROPHY.







# Alana's Foundation™

## RESOURCES



### Challenge Overview

The purpose of the challenge is to increase vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities across the nation. Students will be asked to self-report their vaccination status via an online collection tool created by Alana's Foundation (AF). Alumni, faculty, staff and fans of participating schools are also eligible to self-report to help their school win. The institutions with the greatest number of surveys completed will be presented with the Alana Yaksich Memorial Traveling trophy from Alana's Foundation which they will keep until the next seasons challenge winners are announced.

### Enrollment

Enrollment will be July 24 - September 18, 2017. In order to participate, schools must complete an online enrollment form. The link will be distributed to enrolled schools via email. Schools must complete the enrollment form before the deadline to allow for maximum promotion of and participation in the challenge.

### Participant Self-Report Vaccination Survey

The survey link for students, alumni, faculty, staff and fans of participating schools to report their vaccination status will be distributed to enrolled institutions on September 1, 2017. Participants will be asked to report school name, month of vaccination, place where flu vaccination was received, age, and utilization (student, alumni, faculty, staff or fan of participating school). Multiple responses can be submitted 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, AF will be utilizing the "anonymous system". NOTE: An email address is required to complete the survey but will not be stored. The same email address can be used more than once.

Beyond collecting data, one of the purposes of the self-report vaccination survey is to raise awareness of the importance of flu vaccination among students, alumni, faculty, staff and fans of participating schools, and get them talking about flu vaccine. Therefore, college health/demographic administrators are NOT permitted to enter data into the survey for any participant. Student health centers and/or any school department promoting the challenge should encourage all participants to complete the challenge. You may choose to offer a computer on-site to take the survey. However, health center or other school staff should NOT be filling out the survey for any participants.

Data from the participant self-report survey will be collected, analyzed and stored by AF. Schools may request data for their own institutions, but will not have access to all data from other schools.

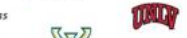
The First Place Overall award will be awarded to the institution with the greatest number of surveys completed from September 1 - December 8, 2017. All five questions on the survey must be answered in order to be counted. See next page, "Determining Award Winners", for details.

### Immunization Information Systems (IIS)

By participating in this challenge, enrolled colleges and universities are strongly encouraged to enter all flu vaccine doses administered by the health center into an IIS. Reporting of all administered vaccines is an immunization best practice.



### SPONSORED BY



### WHAT

How does your school stack up?  
Take survey to help YOUR school win the challenge!

### HOW

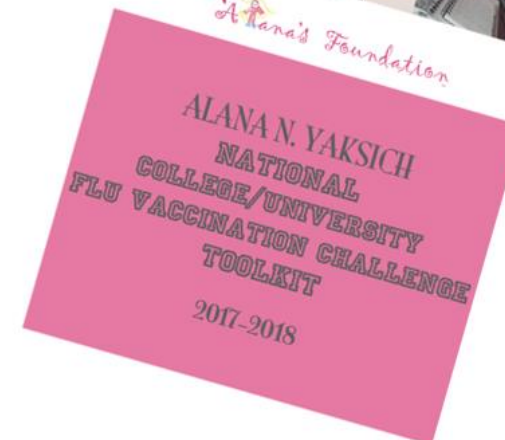
<https://www.surveymonkey.com/r/fluchallenge>  
Survey should take less than 1 minute! Click link above or scan bar code



### WHO

Adelphi University - City College of New York  
Cornish College of the Arts - Grande Valley State University  
Hope College - Le Moyne College  
Northern Arizona University - Pratt Institute  
SUNY Fredonia - SUNY Ulster  
Transylvania University - University of Nevada, Las Vegas  
University of Nevada, Reno - University of Wisconsin  
Wayne State University - Western Michigan University

[www.AlanasFoundation.org/flu-challenges](http://www.AlanasFoundation.org/flu-challenges)



## RULES & REGULATIONS

## MICHIGAN SPECIFIC NATIONAL CHALLENGE POSTER

## TOOLKIT

NOTE: This version will **not** be posted on the website  
To request a copy, please email  
[info@alanasfoundation.org](mailto:info@alanasfoundation.org)





## PERSONAL STORIES

**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 sundae 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.



**¿Por qué vacunarse contra la gripe?**  
Pregúntale a Niko Yaksich de Michigan.



Incluso las personas sanas pueden contagiarse de gripe y puede ser muy grave. Este año y todos los años, vacúense contra la gripe. Puede salvar una vida.

### Historia de Niko

En 2003, perdí a mi hermana Alana a causa de la gripe. Era una niña de 5 años en perfecto estado de salud, y en un abrir y cerrar de ojos ya no estaba. El día que murió despertó con fiebre y un poco de resfriado, pero al final del día se empezó a sentir mejor y corría conmigo por todas partes. Es como si nunca hubiera estado enferma y fuera la misma de siempre. Pero no fue así. Esa noche mientras dormía, mi hermana fue llevada de emergencia al hospital con una fiebre de 106 grados. Los médicos dijeron que no había nada que pudieran hacer y que la fiebre le había causado un edema cerebral. A la noche siguiente había perdido a mi hermana y la vida de mi familia cambiaría para siempre.



**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.



English and Spanish versions  
available:

<http://www.aimtoolkit.org/health-care/general-public.php>



~ For more information OR questions ~  
[www.AlanasFoundation.org](http://www.AlanasFoundation.org)  
[www.FaceBook.com/AlanasFoundation](http://www.FaceBook.com/AlanasFoundation)  
[info@AlanasFoundation.org](mailto:info@AlanasFoundation.org)

# Questions?

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