



## Catch Me IF You Can...

### Vaccinating College-Aged Young Adults

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## Who Are They?

- Millennials or Generation Y
  - Born between 1980-2000
  - American teens and “twenty-somethings “
- Unique Characteristics
  - Were “wanted”; feel individually & collectively special
  - Highly protected and sheltered by “helicopter parents”
  - High achieving; focused on achievement & feel pressured to succeed
    - “Everybody is a winner” environment
  - Conventional; more respectful of older adults
  - Constant contact with peers; work best in teams
  - Tech-savvy & use to a world of instant information

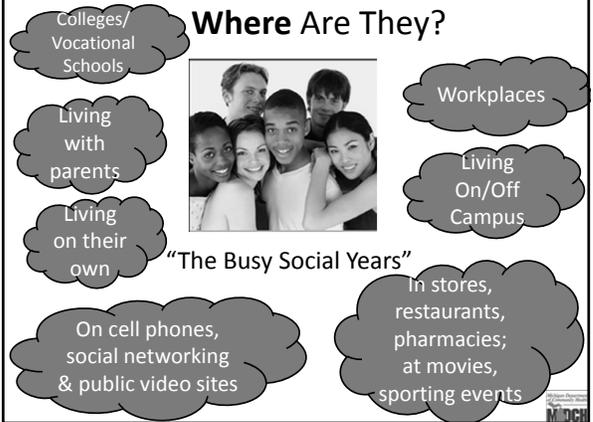
## Millennials

- Accepting of lifestyle, racial & ethnic differences
- Tend to have strong relationships with parents
- Most educated generation in American history
- Embrace multi modes of self expression
  - 75% have a profile on a social networking site
  - 20% have posted a video of themselves online



Pew Research Social and Demographic Trends; Millennials: Confident, Connected, Open, Executive Summary, February 24, 2010

## Where Are They?



## How Well Are They Immunized?

### Jeopardy Moment

- According to MCIR data, 9%
- What is the percentage of persons aged 18-24 years who got a flu shot last season?
- According to MCIR data, 20%
- What is the percentage of females aged 19-26 years who have had 3+ doses of HPV vaccine?
- According to MCIR data, 0.4%
- What is the percentage of males aged 19-26 years who have had 3+ doses of HPV vaccine?

## Proven Strategies

- AFIX approach
  - Assessment, Feedback, Incentive, eXchange of information
- Recordkeeping
- Recommendation and Reinforcement
- Reminder/Recall to patients
- Reminder/Recall to providers
- Reduction in barriers to immunize
- Reduction of missed opportunities



CDC Pink Book  
<http://www.cdc.gov/vaccines/pubs/pinkbook/strat.html>

## It's **Not** Just for Kids....

- MCIR (Michigan Care Improvement Registry)
- For persons aged 20 years and older:
  - 5.2 million individual records
  - 36.9 million vaccine doses
    - Average of 7 vaccine doses per record

**CHALLENGE**

- Enter ALL vaccine doses into MCIR
- Utilize ALL functions of MCIR
  - Repository of information, assessment, forecasting next doses, reminder/recall, more!



## Create Opportunities

- Identify vaccine champions
  - Traditional and non-traditional
- Educate on the importance of vaccination
  - Utilize social media; use all encounters
- Assess immunization record at every encounter
- Follow true contraindications and precautions
- Stock all recommended vaccines
  - If not, be prepared with a written list of convenient alternative sites
  - Partner with another office in your health system for “vaccination only” referrals or possibly a pharmacy
- Develop a plan to target this specific age group




## Make the Call to Protect Yourself

If you haven't received these vaccines, get caught up now.

Talk to your parent or doctor about getting the vaccines you need.

- Meningitis
- Human Papillomavirus (HPV)
- Tetanus, Diphtheria, Pertussis

Who should I call to ask about this?  
Oh wait...I'm an adult now.  
I can make my **own** medical decisions.

Dr. P. Ann Ryan, Olin Health Center, Michigan State University

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



## Influenza Vaccine Everyone, Every Year

## Flu Infographic for College/University Students

**GET VACCINATED TODAY!**

**FLU AND YOU**  
— KNOW YOUR RISKS —

Find vaccines near you: [vaccine.healthmap.org](http://vaccine.healthmap.org)

**VACCINE: THE BEST PREVENTION**

The single best way to prevent the flu is to get vaccinated every year. While other preventative measures (such as hand washing) are important, the flu vaccine is your best bet.

**YOU CAN AFFORD TO GET VACCINATED**

Most insurance plans cover the cost of flu vaccine. You can get vaccinated at your primary care provider, local pharmacy, student health center, or local health department.

**GETTING SICK SUCKS**

Most people who get the flu are sick for over a week. That's more than 7 days without class, social functions, and even work. You simply can't afford to get sick.

**FLU IS EASILY SPREAD**

Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu easy to spread at college.

**IT CAN HAPPEN TO YOU**

Lack of sleep, not eating healthy, and not exercising regularly weakens your immune system, making you vulnerable to flu. Your lifestyle puts you at a unique risk.

**FLU IS SERIOUS**

Even healthy people get the flu and it can be very serious. Flu is not the common cold. Every year, healthy young adults become severely sick and some even die from the flu.

University Health Center Name  
Clinic Days and Times  
Phone Number  
Website

**KNOW YOUR RISK • KNOW THE FACTS • GET VACCINATED**

There are other vaccines you may need to stay healthy, including HPV, Meningococcal, and Tdap. For more information talk to your healthcare provider.

**MDCH**  
MICHIGAN DEPARTMENT OF COMMUNITY HEALTH

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



## College/University Flu Toolkit

**College and University Flu Vaccination Challenge**

ASK YOUR STUDENTS TO PARTICIPATE

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, student groups, health departments, pharmacies, and other community partners to participate in the Michigan State of Mind. The challenge is to help students get vaccinated for flu. The challenge is to help students get vaccinated for flu. The challenge is to help students get vaccinated for flu.

**Partnering to share strategies, goals, success**

**LET US KNOW HOW YOU ARE DOING!**

What are your plans for the next flu season?  
How do you monitor vaccine uptake among students?  
What are your goals for the next flu season?  
What are your challenges?  
What are your successes?

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

**Sample Email**

**PROMOTING FLU VACCINATION AND UNIVERSITY FLU CLINIC'S TO STUDENTS**

Hi! We have flu vaccine available in February or later. It's not too late to get vaccinated and protect your health. We have a special offer for you. We have a special offer for you. We have a special offer for you.

**Monthly Reminder Posters**

**MONTHLY FLU POSTERS**

MDCH has monthly flu posters available to help you promote flu vaccination throughout the year. The posters are available in English, Spanish, and Chinese. The posters are available in English, Spanish, and Chinese. The posters are available in English, Spanish, and Chinese.

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



These slides were presented at the MDCH Fall Regional Immunization Conference on Nov. 22, 2013, in Troy, Michigan . This information is valid as of 11/22/13.

**NO MORE EXCUSES**  
THERE ARE MANY PLACES TO GET YOUR FLU VACCINE.

Anyone can get the flu, and it can be serious. Every year, protect yourself and those around you by getting a flu vaccine.

**Partnering is Essential!**

For more information, visit <http://www.cdc.gov/flu>

**CDC** U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

Success always comes when preparation meets opportunity

Henry Hartman

Other opportunities to immunize....

- \*Health care students
- \*Travelers

**Health Care Industry in Michigan**

- Largest employer in MI
  - Overall **546,000 Michigan residents** employed in health care
  - **219,000** in MI hospitals
- Current Michigan programs
  - 5 Medical Schools
  - 37 Registered Nurse
    - + Nurse Practitioner
  - 29 License Practical Nurse
  - 5 Physician Assistant
  - Numerous Medical Assistant
  - 3 Schools of Pharmacy
    - + Several pre-pharmacy programs
    - + Several pharmacy tech programs
  - Other programs
    - Occupational, Respiratory Therapy

**Healthcare Personnel Vaccination Recommendations<sup>1</sup>**

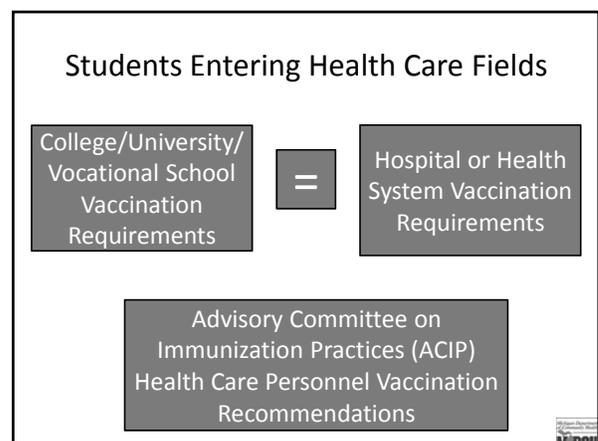
Vaccine	Recommendations in brief
Hepatitis B	Give 3-dose series (dose #1 now, #2 in 1 month, #3 approximately 5 months after #2). Give IM. Obtain anti-HBs serologic testing 1–2 months after dose #3.
Influenza	Give 1 dose of influenza vaccine annually. Give inactivated injectable vaccine intramuscularly or live attenuated influenza vaccine (LAIV) intranasally.
MMR	For healthcare personnel (HCP) born in 1957 or later without serologic evidence of immunity or prior vaccination, give 2 doses of MMR, 4 weeks apart. For HCP born prior to 1957, see below. Give SC.
Varicella (chickenpox)	For HCP who have no serologic proof of immunity, prior vaccination, or history of varicella disease, give 2 doses of varicella vaccine, 4 weeks apart. Give SC.
Tetanus, diphtheria, pertussis	Give a dose of Tdap as soon as feasible to all HCP who have not received Tdap previously and to pregnant HCP with each pregnancy (see below). Give Td boosters every 10 years thereafter. Give IM.

Read the footnotes for full recommendation guidelines!  
[www.aimtoolkit.org](http://www.aimtoolkit.org)

**Take Advantage of the Opportunity....**

- Assess, recommend & administer other vaccines
  - Hep A (Hepatitis A)
  - HPV (Human Papillomavirus)
  - MCV4 (Meningococcal Conjugate)
  - PCV13 (Pneumococcal Conjugate)
  - PPSV23 (Pneumococcal Polysaccharide)

**Assess. Educate. Vaccinate.**



## Scenario

- Student has documentation of 2 valid doses of:
  - Measles/Mumps/Rubella (MMR) vaccine
  - Varicella vaccine
- To determine “proof” of immunity, student is required to obtain measles, mumps, rubella and varicella titers
- If any of the titers are negative, additional dose of MMR and/or Varicella vaccine are required



## ACIP Response

“In the event that a HCP who has 2 documented doses of MMR is tested serologically and determined to have a negative or equivocal measles (mumps or rubella) titer result, it is not recommended that the person receive an additional dose of MMR”

“Documented receipt of 2 doses of varicella vaccine supersedes results of subsequent serological testing”

MMWR November 25, 2011; Vol. 60/No RR-7



Centers for Disease Control and Prevention  
**MMWR**  
 Morbidity and Mortality Weekly Report  
 Recommendations and Reports / Vol. 60 / No. 7  
 November 25, 2011

**Immunization of Health-Care Personnel**  
 Recommendations of the Advisory Committee on Immunization Practices (ACIP)



Continuing Education Activities available at <http://www.cdc.gov/mmwr/continuing-education>

U.S. Department of Health and Human Services

MMWR November 25, 2011; Vol. 60/No RR-7

ROCK SCHOEN  
 MICHAEL  
 DEPARTMENT OF COMMUNITY HEALTH  
 LANSING, MICHIGAN  
 JAMES K. LINDSTROM  
 HEALTH

Date: May 30, 2013

To: Michigan Medical, Nursing, and Dental Schools

While vaccination is one of the best ways to prevent serious disease and illness, some individuals in a profession health care professions are undergoing necessary medical procedures to demonstrate protection against or exposure to certain diseases. Health care training institutions should ensure their policies and practices are up-to-date and align with current immunization and serologic testing recommendations.

The Michigan Department of Community Health (MDCH) follows recommendations made by the Advisory Committee on Immunization Practices (ACIP). Recommendations of the ACIP include immunization of health care personnel (HCP) with measles, mumps, rubella (MMR), and varicella (VZV) vaccines. These updated recommendations are based on the latest scientific evidence, laboratory testing procedures, and the ACIP's ongoing laboratory surveillance and control program.

Health care workers should have adequate protection against these diseases, which are outlined in the updated ACIP recommendations:

- Measles, Mumps, Rubella (MMR)
- Tetanus, Diphtheria, Pertussis (Tdap)
- Varicella (VZV)

Recommendations for serologic testing to demonstrate evidence of immunity against these diseases are outlined in the updated ACIP recommendations. In summary, HCP should be vaccinated with 2 doses of MMR and tested for hepatitis B surface antibody (anti-HBs) in accordance with 1-2 months after the final dose. Anti-HBs testing is not recommended routinely for previously vaccinated HCP who were not tested 1-2 months after their original vaccine series. These HCP should be tested for anti-HBs when they have no exposure to blood or body fluids.

HCP with 2 documented valid doses of MMR are not recommended to be serologically tested for immunity, but if they are tested and results are negative or equivocal for measles, mumps, and/or rubella, then HCP should be considered to have persuasive evidence of immunity to measles, mumps, and/or rubella and are not in need of additional MMR doses.

Evidence of immune immunity for HCP includes one of the following: written documentation of vaccination with 2 doses of VZV; laboratory evidence of immunity or laboratory confirmation of disease; diagnosis or treatment of a history of disease; history of a health care provider; or diagnosis or verification of a history of disease (some tests to health care provider). Serologies may also be used as supplemental HCP evidence of disease history, having a small proportion of persons with a positive history of disease might be acceptable. For the purpose of creating HCP, a test, negative and positive specific serologic HCP should be considered. Serologic testing for measles immunity after 2 doses of vaccine is not recommended.

[http://www.michigan.gov/documents/mdch/053113\\_LetterCollegeUnivMedSchools\\_422917\\_7.pdf](http://www.michigan.gov/documents/mdch/053113_LetterCollegeUnivMedSchools_422917_7.pdf)

- Letter to Michigan Medical, Nursing and Dental Schools, May 2013
  - Distributed to LHDs, other partners
- Includes information on Varicella, Hep B, MMR, Tdap and Influenza

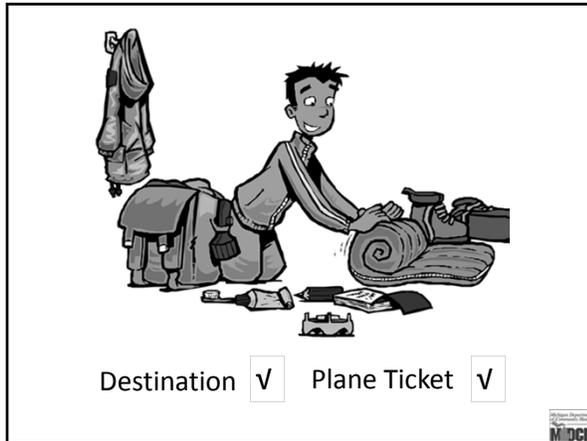


For Travelers




## Annual College Student Travel Abroad

- In 2012, 764,495 international students studied in the United States
  - Michigan ranks 9<sup>th</sup> for destination
- In 2012, 274,000 US students studied abroad
  - Most common destinations United Kingdom, Italy, Spain, France, China
- Vacation destinations
  - Jan/Feb 2012: In all age groups, 8.1 mil U.S. residents traveled outside of U.S.



## STOP! Plan Ahead

- Make an appointment with a travel clinic at least 6 weeks before departure
  - 6 months? Even better!
- Itinerary data
  - Countries of travel--urban vs. rural areas
  - Dates of travel
  - Purpose
  - Accommodations
  - Planned activities & “might do” list
- Personal health history & any medical needs

## Using the CDC Travel Website

- Destination: London, England
- Go to [www.cdc.gov/travel](http://www.cdc.gov/travel)
- Click on “Destination” and type in “England”

Health Information for Travelers to United Kingdom, including England, Scotland, Wales, and Northern Ireland  
Clinician View

**On This Page**

- Vaccines and Medicines
- Non-Vaccine-Preventable Diseases
- Patient Counseling
- Healthy Travel Packing List
- Travel Health Notices
- Advising Returning Travelers

Switch to Traveler View

### Vaccines and Medicines

Prepare travelers to the United Kingdom with recommendations for vaccines and medications.

	Recommendations	Transmission	Guidance
Routine vaccines	Recommended for all travelers	varied	Immunization schedules
Hepatitis A	Consider for most travelers; recommended for travelers at higher risk (e.g. visiting smaller cities, villages, or rural areas where exposure might occur through food or water; or prone to “adventurous eating”).	Fecal-oral route (contaminated food and water) Person-to-person contact	Hepatitis A (Yellow Book) Dosing info
Hepatitis B	Consider for most travelers; recommended for those who might be exposed to blood or other body fluids, have sexual contact with the local population, or be exposed through medical treatment (e.g., for an accident).	Contact with blood and other body fluids: <ul style="list-style-type: none"> <li>• Unprotected sex</li> <li>• Injection drug use</li> <li>• Contaminated transfusions</li> <li>• Exposure to human blood</li> <li>• Contaminated tattoo and piercing equipment</li> </ul>	Hepatitis B (Yellow Book) Dosing info (Twinrix)
Rabies	Recommended for the following	Bites from bats	Rabies (Yellow Book)

Additional information contained on CDC page: This page current as of Oct. 1, 2013

## Pre-Travel Consultation

Patient Counseling Show

- Includes information on:
  - Safe food/water, insect/animal avoidance, outdoor safety, hygiene, body fluids, medical care abroad, safe transportation, personal safety

Non-Vaccine-Preventable Diseases Show

Healthy Travel Packing List Show

Travel Health Notices Show

Advising Returning Travelers Show

## Travel Resources

- CDC Website
  - [www.cdc.gov/travel](http://www.cdc.gov/travel)
- Yellow Book (2014 Ed available to order)
  - <http://wwwnc.cdc.gov/travel/page/yellowbook-home-2012>
- International Society of Travel Medicine
  - [www.istm.org](http://www.istm.org)
- WHO: International Travel and Health
  - <http://www.who.int/ith/en/>
- Shoreland Travax®
  - <http://www.shoreland.com/services/travax>

**“Let me tell you the secret that has led  
me to my goals:  
My strength lies solely in my tenacity.”**

Louis Pasteur (1822-1895)  
Invented Pasteurization

**Catch Them WHEN You Can!!!**

