



2016-17 Flu Vaccination Challenge

Improving Flu Vaccination Rates at Michigan Colleges and Universities

April 12, 2017

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Challenge Update

Late Season Award Winners

Thank you to all of our schools that participated in the 2016-17 Flu Vaccination Challenge!

2016-17 Late Season Effort Award Winners are:

Small School: **Hope College**

Medium School: **Wayne State University**

Large School: **University of Michigan**

We want to thank everyone again for your efforts in vaccinating Michigan college students – even through the winter and spring months! As a reminder, the Late Season Effort award was awarded to the school that had the most vaccinations in Michigan Care Improvement Registry (MCIR) from December 10, 2016 through March 31, 2017. This award is designed to encourage vaccination throughout the winter and spring months, even after the Flu Challenge officially ended in December. It is important to continue vaccinating students against the flu throughout the spring.

2016-2017 Most Improved in MCIR Award Winner is: University of Michigan

2016-2017 Most Flu Vaccinations in MCIR Award Winner is: University of Michigan

Innovative Champion Award Winner is: Wayne State University

We hope that you will all join us again next year for the 2017-2018 Flu Challenge! It would be awesome if we could get more universities/colleges to compete, so please share the word!

The awards will be announced at the Flu Advisory Board meeting (details below). We encourage you to attend this meeting if you are available!

Flu Advisory Board Meeting

Save-the-date for the next Flu Advisory Board Meeting, scheduled for Wednesday May 17 from 12:30-3:00pm. The meeting is in Okemos, but there is a conference line for those who cannot attend in person. Please email Jalyng Ingalls to be added to the FAB listserv.



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Best Practices – Flu Challenge Winners

University of Michigan

Please describe how you worked with student groups, internal partners, or external partners to help promote the Flu Challenge.

- “We partnered with Michigan Visiting Nurses to do flu clinics in various buildings on campus. We also promoted the Flu Challenge through the two pharmacies closest to the student health building, Walgreens and CVS.”

What is one of the strategies you used that was most effective?

- “The biggest help seemed to be the email that went out during the UM vs MSU football game, it was helpful to capitalize on the already existing rivalry.”

How do you engage your staff to vaccinate students, and share information about the Flu Challenge?

- “I sent out the weekly emails I was receiving about our stats vs MSU to clinicians, nurses, and the MA team. Staff asked each patient at their visit if they needed their flu shot for the year.”
- “We used promotional materials to engage students by posting Flu Challenge materials around our building and local pharmacies. We also used our clinic TVs to make announcements about the flu shot and the Challenge. Finally, we relied on word of mouth between students to spread the word, and used flyers with the Challenge info and survey information as a handout after every flu shot.”

Wayne State University

What is one proven strategy you have used to get students to get the flu vaccine?

- “We go to them. Outreach clinics are key – we make it easy as possible for students to get vaccinated against the flu.”

How do you promote the College Flu Challenge on your campus?

- “We use a variety of methods:
TVs
Posters/Flyers
Students
Student Center Tables
Outreach Clinics
Signage
Dean of Students eblasts.”

How do you engage your staff to vaccinate students, and share information about the Flu Challenge?

- “Education for clinicians is important, but really this is minimal because they all want to vaccinate students to keep them healthy. We also mandate providing information at check out for clerical staff.”

What is one challenge you faced regarding the Flu Challenge on your campus, and how did you address it?

- “Commuter campus is difficult. We sent eblasts to online and commuter students, and went to where the students were. It’s still a work in progress.”

Calvin College

How do you promote the College Flu Challenge on your campus?

- “We advertise in our general online daily news blasts with either specific flu clinics dates or random reminders to get vaccinated, as well as on Facebook and through parent newsletters. The information also contains information about the Challenge and how to complete the survey.”

How do you engage your staff to vaccinate students, and share information about the Flu Challenge?

- “Our staff is well prepped on the Challenge and offers the vaccine at each patient encounter, and we have the survey pulled up on various office computers for ease so students can complete it before they leave.”

What is one proven strategy you have used to get students to get the flu vaccine?

- “Calvin has an extensive travel program for our students and for all students travelling internationally, and a current flu vaccine is required for a Calvin trip.”

What is one challenge you faced regarding the Flu Challenge on your campus, and how did you address it?

- “There really isn’t a challenge that comes to mind. The flu vaccine is an integrated part of our care, it is just what we do.”

Monthly Mini Challenges

In an effort to increase competition among schools, and encourage new and innovative approaches to vaccinating students, MDHHS will be hosting monthly mini challenges throughout the 2017-2018 College Flu Challenge!

The goal of the monthly mini challenge competition is to increase flu vaccination rates on college campuses by rewarding schools for implementing programs and strategies to engage students.

The Four Challenges:

- **September Challenge - Partner with External Groups:** This monthly challenge is to partner with external groups that can support your flu vaccination efforts. You must partner with two external groups during the month of September (Alana's Foundation, Pharmacies, Local Health Departments, Animal Shelter, etc.)
- **October Challenge – Social Media Posts:** This monthly challenge is to create a new social media post once a week for the four weeks of the month, and post on your health center's or college's social media site.
- **November Challenge – Create an Internal Competition:** This monthly challenge is to organize an internal competition to increase flu vaccination rates among internal groups on campus.
- **December Challenge – Create a Plan to Extend your Campaign:** This monthly challenge is to write out a plan that will be disseminated to staff in order to extend the flu vaccination campaign into the winter months.

The College and University Flu Vaccination Toolkit has information about best practices for each of these activities, and can be used as a guide and resource as you plan. Also, please use Jalyn Ingalls as a resource for brainstorming, planning and implementing activities.

Logistics

Two weeks prior to the start of the monthly challenge, MDHHS will send out an email with details of the challenge. Details will include the challenge description, the point opportunities, reporting requirements, the subject of the email to be used for reporting, the due date, and any other important information. To help you keep track, MDHHS will also distribute a calendar at the beginning of the Flu Challenge that you can use to prepare for the challenges, and track due dates.

Please save the date for the **September 6, 2017 College Flu Challenge Kick Off Webinar from 12:00-1:00pm**. We will be discussing the monthly mini challenges, and other updates for the Flu Challenge.

RESOURCES

[2016-17 Flu Challenge Webpage](#)

[College/University Flu Vaccination Toolkit](#)

[Flu Infographic for Young Adults](#)

[Flu Monthly Posters in English and Spanish](#)

[Vaccine-Preventable Disease –Personal Stories](#)



Congratulations to the winners of the 3rd Annual Michigan College/University Flu Vaccination Challenge and ALL participating schools!

It is truly amazing the level of awareness we have been able to achieve and the increase in the number of college students vaccinated. None of which would be possible without the support of MDHHS Division of Immunization and all of YOU, the participating schools. All your hard work is making a difference in the lives of so many as the needle continues to move in the right direction!

From Alana's Foundation perspective, here are just some of the achievements comparing the 2016 to 2017 competition :

- # of grants issued increased by 20%
- \$ value of grants awarded increased 36%

We continue to hear that sharing a personal story - about Alana and Ashley, as well as the impact on their families - makes the message real and validates the need for yearly flu vaccinations.

Collectively, we continue to make a difference in protecting the lives of our students and academic communities. As the success of our competition continues to gain awareness, we serve as an inspiration for other schools in the nation.

MICHIGAN COLLEGES/UNIVERSITIES ARE INDEED LEADING THE WAY in keeping our students and campus communities healthy and flu free and setting the foundation for good public health practices as they begin their own families down the road. We are so proud to be part of this initiative and work with all of the participating colleges/universities.

Congratulations again to this year's winners and all the participating schools on another successful flu vaccination challenge and our shared accomplishments!

Zachary Yaksich
Alana's Dad
Executive Director - Alana's Foundation