



2016-17 Flu Vaccination Challenge

Improving Flu Vaccination Rates at Michigan Colleges and Universities

OCTOBER 18, 2016

IN THIS ISSUE

Challenge Update

Challenge Leaders

As of Monday, October 17, the following schools in each category are leading the 2016-17 Flu Vaccination Challenge.

Small (10,000 or less students):

Hope College

Medium (10,001 to 25,000 students):

Wayne State University

Large (25,001 or more students):

Michigan State University

We will post leaders for each category on a weekly basis on the [Flu Challenge webpage](#), and in our weekly update email. We will not include specific information on flu vaccination coverage levels or doses administered by school in MCIR.

Enrolled Schools

We now have 15 schools officially enrolled in the challenge! Schools that have stepped up to the Challenge include:

Calvin College
Eastern Michigan University
Ferris State University

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

September Webinar Slides

Thanks to all who were able to participate in the September kick off webinar! Slides are available on the [Flu Challenge webpage](#).

November 16 Webinar

Save-the-date for the next scheduled bi-monthly webinar on Wednesday, November 16, 2016 at 12:00 p.m. EST. Topics to be discussed include: Flu Challenge progress update, flu surveillance update, new and updated vaccine information for young adults, and personal stories of families with young adult children who were negatively impacted by vaccine-preventable diseases.
<http://breeze.MDHHS.train.org/immunize/>
Dial-in: 1-877-336-1828
Passcode: 2499503



Challenge Update & Nov. Webinar
Page 1



FAQs

Page 2



Campaign Materials

Page 3



Update from Alana's Foundation

Page 4

Frequently Asked Questions

Campaign rules and regulations were distributed in late August in an effort to be fair and consistent across schools. While we are in no way going to serve as the “challenge police” we do want to be clear and transparent about the rules associated with the challenge, and the overall goals of the challenge.

Who is the target audience for this challenge?

The intended target audience for the 2016-17 College/University Flu Vaccination Challenge are college-aged young adults. Last year we analyzed the data collected from Survey Monkey and found that there were quite a few individuals who took the survey who were 50, 60, and even 70 years old. Of course, flu vaccination is important for all age groups, however, the purpose of this challenge is to increase vaccination rates among college-aged young adults.

Can faculty and staff take the survey?

No. Faculty and staff cannot take the survey poll that is intended for students. While MDHHS recognizes the importance of flu vaccination for all ages (everyone 6 months of age and older, every year!), the challenge is focused on college-aged young adults. If you would like to conduct a separate challenge on your campus for faculty and staff, that is a great idea, but it must be kept separate from this challenge.

Can our health center take the self-reported vaccination poll for students?

No. College health centers are NOT permitted to enter data into the survey for students. Students must take the survey themselves. Beyond increasing coverage levels, the goals of this challenge are to raise awareness of the importance of flu vaccination among young adults and get students talking about the flu.

Are we required to enter data into MCIR?

According to the challenge rules, all enrolled schools are required to enter all flu vaccine doses administered by the health center into MCIR. While we would still like to keep this rule intact, we are willing to work with those of you who are unable to get all data into MCIR this season.

You will not be eliminated from the challenge 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. If your school doesn't enter data into MCIR, you will not be eligible for the additional awards but you can still win the overall challenge for your size category based on the self-reported survey data.

Remember, state law requires health care providers to enter immunizations (including flu) administered to every child born after December 31, 1993 and less than 20 years of age into MCIR.

How are overall winners determined?

The institutions (small, medium, and large) with the highest percentage of flu vaccination coverage (number of students who took the survey divided by the undergraduate student population) will win the challenge. Three awards will be given out.

For additional clarification, please download the Rules and Regulations document.

- Go to: www.michigan.gov/flu
- Click on “College and University Flu Vaccination Challenge”
- See “Campaign Materials” section

RULES AND REGULATIONS
2016-17 College/University Flu Vaccination Challenge Rules and Regulations July 2016

Challenge Overview
The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The institutions with the highest flu vaccination coverage percent (based on undergraduate student population) will be presented with a trophy from the Michigan Department of Health and Human Services (MDHHS) and Alana's Foundation.

Student Self-Report Vaccination Survey
The survey link for students to report their vaccination status is <http://www.surveymonkey.com/michchallenge>. Students will be asked to report school name, month of vaccination, date when flu vaccine was received, and age. No identifying information will be collected. 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, MDHHS will be utilizing the "honor system."

Beyond collecting data, one of the purposes of the self-report vaccination survey is to raise awareness of flu vaccination among students and get students talking about flu vaccine. Therefore, college health centers are **not** permitted to enter data into the survey for the students. Student health centers should encourage all students vaccinated at their facility to take the challenge and can offer a computer available to take the survey. However, health center staff should not be filling out the survey for students.

The first Place Overall award will be awarded based on number of flu vaccines received by students from August 1 – December 9, 2016. A Late Season Effort award will also be given to the school who administers the most flu vaccines between December 10, 2016 and March 31, 2017. All four questions on the survey must be answered in order to be counted. For more details see next page.

Three trophies (one 1st place, one runner-up, and one 3rd place) will be given to the overall challenge winner for small, medium, and large sized institutions.

For the most up-to-date announcements visit www.michigan.gov/flu and click on "College and University Flu Vaccination Challenge."

Social Media

MDHHS has developed sample social media messages, located in the [challenge toolkit](#), for your school to use to help promote the Challenge, and raise awareness about the importance of the flu vaccine. All messages can be customized to meet your institutions' needs. Don't forget to use the official Flu Challenge hashtags and accounts below, as this will help in our tracking purposes to see the reach of our messages.

- #MIFluChallenge
- #MIFluSelfie

Andrea Becker, Immunization Nurse Educator, receiving her flu shot with her two kids and husband! #MIFluSelfie



Printed & Electronic Campaign Materials

By now you should have received printed versions of the official Flu Challenge Campaign Poster with participating schools' logos and a link to the self-reported survey. The most up-to-date version of this poster can be found on the Flu Challenge webpage.

Additional [electronic resources](#) are also available for you to print and download, with limited quantities available in pre-printed formats. Materials that are available include:

-Two vaccine-preventable disease story posters – including [Niko's story](#) and [Ashley's story](#)

-[Flu and You Infographic Poster](#), targeting college-aged young adults

Be sure to post these materials in your health center and around campus at health professions schools, residence halls, cafeterias, and other buildings where students congregate.

Interested in Printed Materials?

To reiterate, we have a small stockpile of materials at MDHHS so if you need more posters or flyers for your health center or other groups on campus. I have many of the Flu and You Infographics that I am happy to share if you have a need for them at your school. Please contact Jalyn and I will send some your way.

RESOURCES

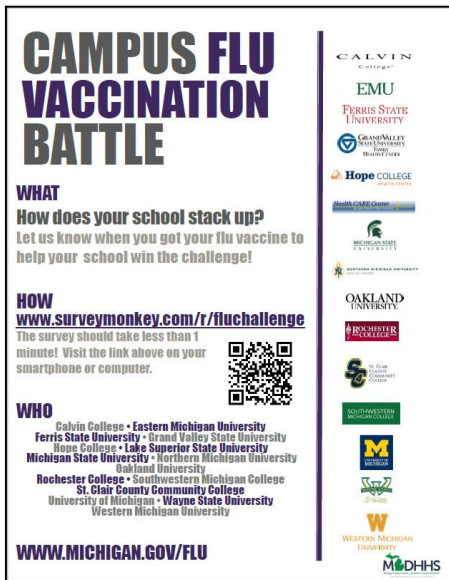
[2016-17 Flu Challenge Webpage](#)

[College/University Flu Vaccination Toolkit](#)

[Flu Infographic for Young Adults](#)

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

[Vaccine-Preventable Disease – Personal Stories \(scroll to bottom of page\)](#)



CAMPUS FLU VACCINATION BATTLE

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

HOW
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 • Northern Michigan 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

Logos for participating institutions: CALVIN COLLEGE, EMU, FERRIS STATE UNIVERSITY, GRAND VALLEY STATE UNIVERSITY, HOPE COLLEGE, Health CARE Center, MICHIGAN STATE UNIVERSITY, CENTRAL MICHIGAN UNIVERSITY, OAKLAND UNIVERSITY, ROCHESTER COLLEGE, St. CLAIR COUNTY COMMUNITY COLLEGE, SOUTHWESTERN MICHIGAN COLLEGE, MICHIGAN STATE UNIVERSITY, UNIVERSITY OF MICHIGAN, WESTERN MICHIGAN UNIVERSITY, MDHHS.



Why get a flu vaccine?
Ask the Yaksich family of Michigan.

Alana's story

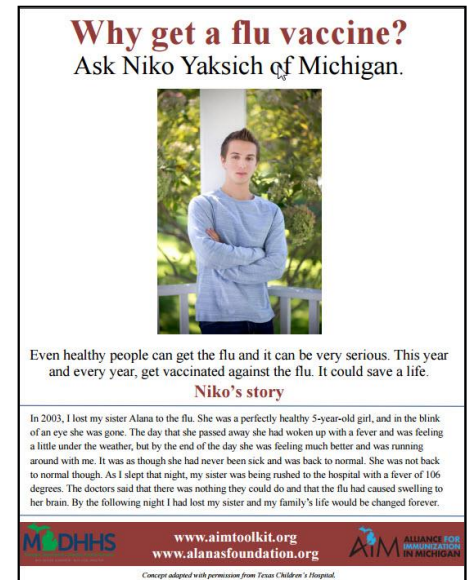
This year and every year, make sure you and your loved ones are vaccinated against the flu. It could save a life.

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.

www.aimtoolkit.org
www.alanasfoundation.org

MDHHS, AIM, ALLIANCE FOR VACCINATION IN MICHIGAN



Why get a flu vaccine?
Ask Niko Yaksich of Michigan.

Niko's story

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.

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
www.alanasfoundation.org

MDHHS, AIM, ALLIANCE FOR VACCINATION IN MICHIGAN

Concept adapted with permission from Texas Children's Hospital.



Mom Knows Best PSA

Don't forget to utilize the "[Mom Knows Best](#)" PSA that was developed during the first annual Flu Challenge. We encourage all of you to post the [PSA](#) on your social media sites and to distribute to students in whatever way that you can.

Update from Alana's Foundation

Alana's Foundation (AF) is very proud to partner with MDHHS for the 3rd consecutive year on the 2016-17 College/University Flu Vaccination Challenge. In addition to offering grants to participating schools to fund flu vaccinations for underinsured/underinsured students, we are also available to :

- Strategize on ways to make this campaign a success at your school and offer lessons learned from previous experiences
- Travel to health fairs and other on-campus events, as schedules permit. It is often helpful to have a representative attend a vaccination event to tell the story first hand why it is important to get an annual flu shot.

Send an email with any questions or requests to: info@alanasfoundation.org.

Vaccine Assistance Grants Still Available

All participating Challenge schools are eligible to submit a Vaccine Assistance Grant from Alana's Foundation. Requests for assistance are reviewed and usually processed within 24-48 hours of receipt. To date, six schools have applied for and received funding.

Remember, flu vaccine purchased with grant funds must be used for uninsured/underinsured students at no cost and no administration fee can be assessed. All press, promotions, and signage must acknowledge and recognize that vaccines were purchased with a grant provided from Alana's Foundation.

To apply for this grant opportunity, visit the [grant request page](#) or contact info@alanasfoundation.org. (NOTE: Be sure to complete the College/University application).

Other AF Updates

[About Alana's Foundation - Video](#)

[Alana's Foundation In the News](#)



The traveling Alana's Foundation Memorial trophies could be yours this year!