



IMMUNIZATION PROGRAM INFORMATION

Name of Person Submitting: Bob Swanson
Email address: swansonr@michigan.gov
Program Location: Michigan

Does AIM have permission to share this information on the publicly accessible AIM website? All materials submitted, including contact information, will be posted on the AIM website.
_X_Yes __No

BULL'S EYE INFORMATION

Title
Implementation of Michigan's College and University Flu Vaccination Challenge to Raise Young Adult Flu Immunization Rates

Keywords (up to 5 main terms/phrases that describe the initiative)
Flu vaccine, young adults, college, self-report

Is this initiative Evidence / Guideline Based? (if yes, please include reference below)
__Yes _X_No

Reference:

Background (scope of the immunization need or problem)
In Michigan and nationally, influenza immunization rates remain lowest among young adults aged 18-49 years. The 2013-2014 influenza season was particularly severe among young adults. This highlighted the need for a targeted initiative to increase flu immunization rates in this unique population.

Description
Describe the initiative's goals and objectives.

To increase flu immunization rates among college-aged young adults in Michigan and create a competitive atmosphere between colleges to increase influenza vaccination rates.

What were the main implementation activities?
Enroll Michigan colleges and universities to voluntarily participate. This was a process of reaching out to all colleges and universities in the state of Michigan. In the end, 14 schools enrolled in the competition last flu season and to date 17 schools have enrolled in the current flu season.

The department Immunization staff held monthly webinars with all participating schools and developed print materials and provided tangible resources to the schools to use during the competition. The department provided immunization contacts and technical support to enrolled schools. The department also communicated regularly with the schools using electronic newsletters to provide additional resources and update on the status of the competition.

The department created a student self-report survey to determine winning schools and regularly analyze the survey data. Its data were also analyzed to collect the number of doses entered by the school health clinics.

Winning schools were recognized via press, social media, and awarding trophies. Awards were made to schools based on their size: large, medium, and small.

Where and when did the initiative take place?

This initiative took place in Michigan at schools located throughout the state. The 2014-15 College Flu Challenge officially ran from August 2014 – December 2014 but additional work was conducted (webinars, evaluation, presenting trophies, etc.) from January 2015 – May 2015. The 2015-16 College Flu Challenge is running from August 2015 – March 2016 with additional work done prior to the Challenge kick-off during Summer 2015 and will continue after the Challenge concludes in Spring 2016.

How much staff time was involved?

Two health department staff (Adolescent and Adult Vaccination Coordinator and Influenza Epidemiologist) conduct the initiative activities within their regular working hours. Time spent varies depending on the stage of the Flu Challenge. The total time spent on this activity was approximately .5 FTE over a 6 month period.

What were the costs associated with the activity? What was the funding source?

During the 2014-15 Flu Challenge, MDHHS partnered with bioCSL, KYNE, Families Fighting Flu, and Alana's Foundation to develop and place a print ad in school newspapers and to develop a video PSA that could be used by all enrolled schools. That collaboration was funded by bioCSL as part of their standing vaccine outreach to young adults. Materials were also printed and widely distributed through the bioCSL and KYNE partnership in 2014. In 2015, MDHHS did not have a designated budget but still printed small amounts of materials and mailed to enrolled schools. In 2014, Alana's Foundation purchased three traveling trophies for the winning schools and will continue to pay to update the trophies each year.

Identify the target population that the initiative affected.

Michigan college and university students.

If partners were involved, include who was involved, and how.

Alana's Foundation helped with the inception of the College Flu Challenge, purchased the traveling trophies and continually collaborates with MDHHS. Alana's Foundation has also offered vaccine assistance grants to schools in 2014 and 2015 along with donated vaccine. In 2014, bioCSL, KYNE, and Families Fighting Flu were partners to develop promotional ads/PSA, assist with printing and mailing materials, and provide social media analysis related to the target population.

Timeframe of Implementation (Start and Stop Dates)

August 2014 – Ongoing

Evaluation Data: Was the implementation and/or effectiveness of this initiative assessed? (if "yes" or "limited," provide any data that is available) Yes No Limited

Data: Student self-report survey data and immunization registry data are analyzed to compare the first and second years of the College Flu Challenge. There were 14 schools enrolled in 2014. From August – December 7, 2014, 5,717 individuals self-reported that they received flu vaccination. In addition to the self-reported survey, Michigan Care Improvement Registry (MCIR) data showed that the 14 enrolled school health centers administered and documented 12,953 flu vaccinations in the immunization registry from July 1 – December 31, 2014, a 60% increase from the same time period in 2013 (8,098 vaccine doses) before the Flu Challenge was implemented. Seventeen schools are enrolled in the 2015-16 College Flu Challenge (August 2015 – March 2016). As of December 10, 2015, 9,000 individuals self-reported flu vaccination from the enrolled schools, a 57% increase compared to the 2014-15 Flu Challenge. After the 2014-15 Flu Challenge, the enrolled schools completed an evaluation of the pilot year to share their activities to promote the Flu Challenge, what aspects of the Challenge they liked and disliked, and areas for improvement. We found that the majority of schools promoted the Flu Challenge through email blasts to students, social media, and on-campus events.

However, the majority of schools did not partner with their local health departments, pharmacies, or other community vaccinators to get students vaccinated.

Conclusions / Lessons Learned / Key Factors for Success

We used schools' evaluation feedback after 2014-15 to make some changes to the 2015-16 Flu Challenge. We have learned through this initiative that partnerships are key to success. Our collaborations with other organizations has helped fill the gaps that our health department cannot do on its own. The extent that schools collaborate with their own students also determines the level of involvement and success on their campuses. Peer-to-peer communication, education, and even vaccine administration seem to be very effective in getting this population vaccinated against influenza. There are always barriers to getting people vaccinated for flu, but one could argue that there are even more barriers among college students. The more barriers you can reduce (e.g. cost, convenience, misconceptions about flu and flu vaccine), the more likely you can vaccinate this population. Schools were excited to restart the competition this flu season with lessons learned from last year and new ideas to get students more involved in this competition. It is our hope that this competition will grow to be more like the Red Cross Blood Drive challenge that is already in place in many universities.

Check if any of the following are being submitted to complement your submission:

(All materials will be posted on the AIM website)

- | | |
|--|--|
| <input type="checkbox"/> Testimonials | <input checked="" type="checkbox"/> Project photo(s) |
| <input type="checkbox"/> Quote from partner/participant | <input type="checkbox"/> Publication (e.g., news story, journal article) |
| <input checked="" type="checkbox"/> Sample of materials produced | <input type="checkbox"/> Video/audio clip |
| <input checked="" type="checkbox"/> Press release | <input checked="" type="checkbox"/> Website URL |
| <input checked="" type="checkbox"/> Promotional materials | <input type="checkbox"/> Tables or graphs |
| | <input type="checkbox"/> Other — Explain: _____ |

I'M DOING IT FOR MY SISTER.
TAKE THE CHALLENGE TODAY

I lost my sister to the flu. Alana was healthy one day, and gone the next!

No one is invincible against this dangerous disease, but we can protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated. Take the Michigan Department of Community Health's Flu Vaccination Challenge and see how your school stacks up to other Michigan campuses.

Visit your campus health center or find a clinic at flushot.healthmap.org, and join the challenge at www.surveymonkey.com/s/fluobattle

bioCSL Alana's Foundation FAMILIES FOR THE FUTURE

AFL14-10-0037 10/2014





College and University Flu Vaccination Toolkit

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 recommendations 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.

According to data from the Michigan Care Improvement Registry (MCIR), coverage levels among individuals 18-24 years of age are very low – only 10.8% during the 2014-15 flu season.

College/university students are at a unique 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.

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDHHS would like to challenge you to ramp up your flu vaccination efforts this season!

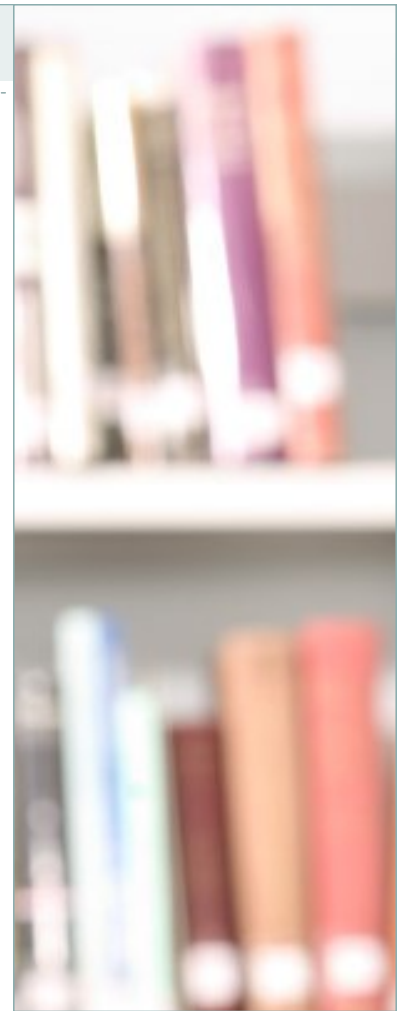
Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtney Londo, Adolescent and Adult Immunization Coordinator, at londoc1@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at devitas1@michigan.gov.

ARE YOU PART OF THE CHALLENGE?

Join us in a friendly competition this fall. MDHHS and Alana's Foundation are teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in the [2015-16 Flu Vaccination Challenge](#), your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDHHS will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Find out more at www.michigan.gov/flu (click on "College and University Flu Vax Challenge").



IN THIS KIT:

Strategies to increase rates.....	2-4
Personal story, Niko Yaksich.....	2-4
Key messages.....	5
E-mail templates.....	6-7
News release templates.....	8-9
Social media messages.....	9-10
Websites and resources.....	5, 8
Posters and flyers.....	Attached

FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinics' dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtney Londo at londoc1@michigan.gov

STRATEGIES TO DRIVE DEMAND FOR FLU VACCINATION AMONG COLLEGE/UNIVERSITY STUDENTS

A PERSONAL STORY FROM NIKO YAKSICH, BROTHER OF ALANA YAKSICH

How did the flu impact you personally?

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. By the end of the day she was feeling much better and was running around with me. It was as though she had never even been feeling under the weather and she 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 105. 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.

Continued on page 3

Recommend Vaccines and Provide Multiple Vaccines at a Single Visit

- Recommend influenza vaccine to your patients. A health care provider's recommendation to vaccinate has a significant influence on patients.
- Give influenza vaccine with other needed immunizations, such as tetanus, diphtheria, acellular pertussis (Tdap), human papillomavirus (HPV), meningococcal vaccines (MenACWY, MenB), and others.

Reduce Financial Barriers

- Offer flu vaccine at no charge if possible.
- Have a system in place to bill multiple health plans to ensure a variety of health care insurance providers are accepted at your facility.
- Provide the option to bill vaccines administered at your facility to students' university accounts.

Make Vaccination Convenient

- Organize flu vaccination clinics at a variety of locations and times across campus. Heavily promote these clinics through posters, flyers, e-mails to students, letters to parents, student newspaper articles, etc.
- Organize flu-specific vaccination clinic days. Promote clinics in conjunction with other high profile, on-campus activities such as sporting events.
- Offer flu vaccine during extended hours.
- Designate a specific clinic room or area for flu administration appointments and walk-ins.
- Schedule flu vaccination clinics in December and later. Encourage students to, "stay healthy during final exams" by holding clinics a couple of weeks prior to the end of the semester.

Drive Demand for Vaccine

- Communicate to students the importance of annual flu vaccination.
- Promote flu vaccine (and vaccinations in general) as strongly as you would any other important preventive health service, like pap smears, physicals, STD counseling, etc.
- Educate and dispel myths surrounding flu vaccine.
- Utilize the posters and flyers in this kit to raise awareness of flu disease, the importance of vaccination, and the timing of upcoming clinics.
 - Hang posters throughout a variety of locations on-campus, including cafeterias, residence halls, exercise facilities, and classrooms, as well as your health center.
 - Don't assume they will come to you! Go out into your campus community and find students where they currently are.
- Use social media such as Facebook and Twitter to promote flu clinic times and offerings. Share MDHHS' [Flu Challenge](#) posts with your followers.
- Post flu clinic times and offerings on your website. Make clinics convenient and information on those clinics easy-to-find.
- Participate in health fairs on-campus. Ask local families affected by the flu, like the [Yaksich family](#) and [McCormick family](#), to share their stories.



STRATEGIES CONTINUED

Partner with Groups on Campus

- Coordinate with University Relations to send e-mails to your student body regarding upcoming clinics and events.
- Collaborate with medical, pharmacy and nursing schools, schools of public health, communication and marketing schools, and other on-campus degree programs to spread the word about the importance of vaccination.
- Partner with various programs to create a student-led and designed flu vaccination awareness campaign. Young adults are a key resource in helping to develop effective messages that resonate with their peers.
- Host student interns in your health center and give them responsibilities related to your flu campaign (e.g., hanging posters, developing materials, updating websites, collaborating with programs and groups on-campus).
- Partner with residence hall associations to include information on your flu clinics on bulletin boards. Encourage residence halls to have a “flu vaccination awareness month” bulletin board and provide a kit with posters, clinic times and offerings, and other relevant information.
- Hold a flu clinic during welcome week and encourage involvement from fraternities, sororities, and other on-campus organizations.

Make Getting More Students Vaccinated a Competition

- Participate in the [Flu Challenge](#) to partner with rival schools to encourage a flu vaccination competition among students, similar to the annual Blood Battle hosted by the American Red Cross.
- Encourage competition among various departments and colleges on-campus (e.g., public health students, nursing students, engineering students, etc.).
- Offer incentives! Students respond to incentives, such as a raffle for a free iPad, a gift card to a local store, tickets to an upcoming sports or community event, etc. Often, grants to purchase these incentives are available through corporations or the pharmaceutical industry.

NIKO'S STORY CONTINUED

Why is it important for college-aged young adults to get vaccinated?

I think it's important for everyone to get vaccinated. The flu vaccine is made from dead or weakened viruses, which means that it cannot cause the flu.

Some people don't like shots and don't want to get vaccinated for that reason. There is a nasal spray that is offered, so saying you don't like needles is not an excuse.

More than 200,000 people nationwide are hospitalized each year from the flu and an average of 23,600 die. This is something that needs to be taken seriously. Getting vaccinated can prevent you from dying or getting sick. What benefit does not getting vaccinated serve? Why flirt with death when there is a simple and easy way to prevent it?

Continued on page 4

NIKO'S STORY CONTINUED

What would you say to people that think the flu isn't serious?

I think that my story shows just how serious the flu can be. My sister had no previous problems with her health. She was a perfectly normal 5-year-old girl. This virus can kill and it can kill fast. You need to get vaccinated to prevent the same thing that happened to my family from happening to you. No one should have to go through the pain and tragedy that a loss like this brings on.

Read more at www.alanasfoundation.org

Read other stories at www.familiesfightingflu.org



Niko Yaksich, brother of Alana



Alana Yaksich, died of influenza at 5 1/2 years of age. The Flu Challenge trophy is given in her honor.

STRATEGIES TO DRIVE DEMAND FOR FLU VACCINATION AMONG COLLEGE/UNIVERSITY STUDENTS CONTINUED

Use Standing Orders

- Utilize or develop standing orders for vaccine-only visits. Standing orders authorize nurses and pharmacists to administer vaccines to all persons meeting certain criteria, thus eliminating the need for individual physician orders for each patient.
- Successful standing orders programs include the following:
 - Protocol to identify eligible patients
 - Procedures to provide information on the risks and benefits of vaccines
 - Process to record refusals or contraindications
 - Approved vaccine delivery protocol
 - Quality assurance and documentation procedures
- Download templates for standing orders at: <http://www.immunize.org/standing-orders/>

Do Not Miss an Opportunity to Administer Vaccines

- Use every single opportunity (both well and sick visits) to vaccinate.
- Mild acute illness with or without fever is not a contraindication to vaccination.
- Influenza vaccination should not be delayed to procure a specific vaccine preparation if an appropriate one is already available.

Use Reminder and Recall Tools to Get Patients into the Office

- Document doses administered and historical doses in the Michigan Care Improvement Registry (MCIR).
- Send reminder/recall letters to patients through the registry. Reminder/recall works and is a proven strategy to increasing immunization coverage levels. Quick and simple tip sheets on how to conduct reminder/recall are available at www.mcir.org.
- Utilize the .CSV file download in MCIR to send auto-dialer phone reminders to students (if your clinic is already set-up with this service).

Assess Your Vaccination Efforts and Provide Feedback to Those Who Can Affect Change

- Regularly monitor your progress by tracking the number of influenza vaccine doses administered to students.
- Compare current flu vaccination trends with data from previous seasons.
- Evaluate your efforts, determine progress made, and set new goals.



KEY MESSAGES TO PROMOTE FLU VACCINATION

If you can't make it to the health center, vaccines are available at a variety of convenient locations. To find flu vaccine near you, visit <http://vaccine.healthmap.org>.

The Affordable Care Act keeps young people covered under their parents' health insurance until age 26. Insurance generally pays for vaccines, but there could be co-pays or deductibles depending on the plan.

Vaccination is the first and most important step to protect against the flu. Everyone aged 6 months and older should get a flu vaccination each year to protect themselves and their loved ones against the flu.

It takes about two weeks after vaccination for the body's immune system to fully respond and for you to be protected.

Young and middle-aged adults were hit particularly hard by the 2009 H1N1 virus, which circulated last flu season. Several healthy, young adults in Michigan died of the flu during the 2013-14 flu season.

The flu is serious. The flu is a contagious disease which affects the lungs and can lead to serious illness, including pneumonia. While pregnant women, young children, older people, and people with certain chronic medical conditions like asthma, diabetes and heart disease are at increased risk of serious flu-related complications, even healthy people can get sick enough to miss work or school for a significant amount of time or even be hospitalized.

The flu vaccine cannot give you the flu. The most common side effects from a flu shot are a sore arm and maybe a low fever or achiness. The nasal-spray flu vaccine might cause congestion, runny nose, sore throat, or cough. If you do experience them at all, these side effects are mild and short-lived.

Flu seasons are unpredictable. They can begin early in the fall and last late into the spring. **As long as flu is in the community, it's not too late to get vaccinated, even during the winter.** If you miss getting your flu vaccine in the fall, make it a New Year's resolution—flu season doesn't usually peak until January or February and can last until May. The flu vaccine offers protection for you all season long.

The very minor pain of a flu shot is nothing compared to the suffering that can be caused by the flu. The flu can make you very sick for several days, send you to the hospital, or worse. For most healthy, non-pregnant people ages 2 through 49 years old, the nasal-spray flu vaccine is a great choice for people who don't like shots. Either way, a shot or spray can prevent you from catching the flu. So, whatever little discomfort you may feel from the minor side effects of the flu vaccine is worthwhile to avoid the flu.

Flu vaccines are safe. Flu vaccines have been given for more than 50 years and they have a very good safety track record. The safety of flu vaccines is closely monitored by the Centers for Disease Control and Prevention and the Food and Drug Administration. Hundreds of millions of flu vaccines have been given safely.

STAY UP-TO-DATE THROUGHOUT THE FLU SEASON!

Click on the links below to find the latest influenza materials and resources. Flu seasons are unpredictable, therefore it's important to stay up-to-date throughout the entire season.

State Resources

MDHHS Flu Website:
www.michigan.gov/flu

[MDHHS Flu Gallery](#)

MDHHS Free Print Resources for Extending the Flu Vaccination Season ([Monthly Flu Posters](#))

MDHHS [2015-16 Flu Season Materials](#) for Health Care Personnel

[FluBytes Newsletter](#)

[MI Flu Focus Surveillance Newsletter](#)

National Resources

CDC Flu Website:
www.cdc.gov/flu

[CDC Free Print Resources for Young Adults](#)

[CDC Flu Vaccine Effectiveness](#)

SAMPLE E-MAIL PROMOTING FLU VACCINATION AND UNIVERSITY FLU CLINICS TO STUDENTS

SUBJECT: Stay Healthy This Semester - Convenient, On-Campus Flu Vaccine Clinics

College students are at a unique and increased risk to catching serious illnesses, like the flu. Close contact through dorms, classrooms, public transportation, parties, and sports events make flu particularly easy to spread. Flu is not the common cold. In fact, even healthy people get the flu and it can be very serious, resulting in hospitalization or even death.

Getting sick will cause you to miss class, social functions, and even work. Simply put, you can't afford to go unvaccinated this year.

The *[insert college/university health center name]* is holding on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]
[insert day, time, and location]
[insert day, time, and location]

Getting vaccinated is easy. Simply stop by these locations to receive your annual flu vaccine and ensure you stay healthy throughout the fall and winter months.

Flu shots cost *[insert dollar amount]* and the *[insert college/university health center name]* bills the following insurance plans *[insert insurance plan names]*. *[Insert information on flu vaccines available to students – e.g., flu nasal spray, flu shot]*.

[Insert college/university health center name] also accepts walk-ins during *[insert days and times]*. Appointments to receive flu vaccine can be made by calling *[insert phone number]*. For more information visit *[insert college/university health center website]*. Don't delay! Get vaccinated today.



SAMPLE REMINDER E-MAIL PROMOTING FLU VACCINATION AND UNIVERSITY FLU CLINICS TO STUDENTS

SUBJECT: Stay Healthy This Semester - Convenient, On-Campus Flu Vaccine Clinics

The *[insert college/university health center name]* is holding on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]
[insert day, time, and location]
[insert day, time, and location]

Getting vaccinated is easy. Simply stop by one of these locations to receive your annual flu vaccine and ensure you stay healthy throughout the fall and winter months.

Flu shots cost *[insert dollar amount]* and the *[insert college/university health center name]* bills the following insurance plans *[insert insurance plan names]*. *[Insert information on flu vaccines available to students – e.g., flu nasal spray, flu shot]*.

[Insert college/university health center name] also accepts walk-ins during *[insert days and times]*. Appointments to receive flu vaccine can be made by calling *[insert phone number]*. For more information visit *[insert college/university health center website]*.

Don't miss class, social functions, or work because you are sick with the flu. Get vaccinated today!

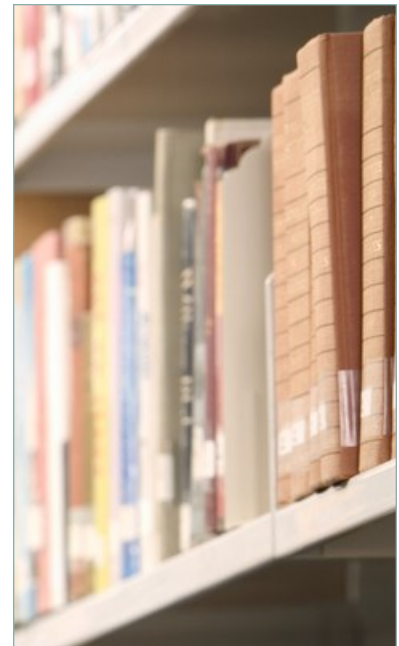
SAMPLE LATE FALL/EARLY WINTER E-MAIL PROMOTING FLU VACCINATION AND UNIVERSITY FLU CLINICS TO STUDENTS

SUBJECT: *It's Not Too Late to Get Vaccinated: Convenient, On-Campus Clinics*

Did you know that flu season usually peaks in February or later? It's not too late to get vaccinated and *[insert college/university health center name]* is holding convenient, on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]
[insert day, time, and location]
[insert day, time, and location]

Getting vaccinated is easy. Simply stop by these locations to receive your annual flu vaccine and ensure you stay healthy throughout the winter months.



It's not too late to vaccinate throughout the fall and winter months. Flu typically peaks in February or later, so be sure to keep your vaccination efforts going into the winter/spring semester.

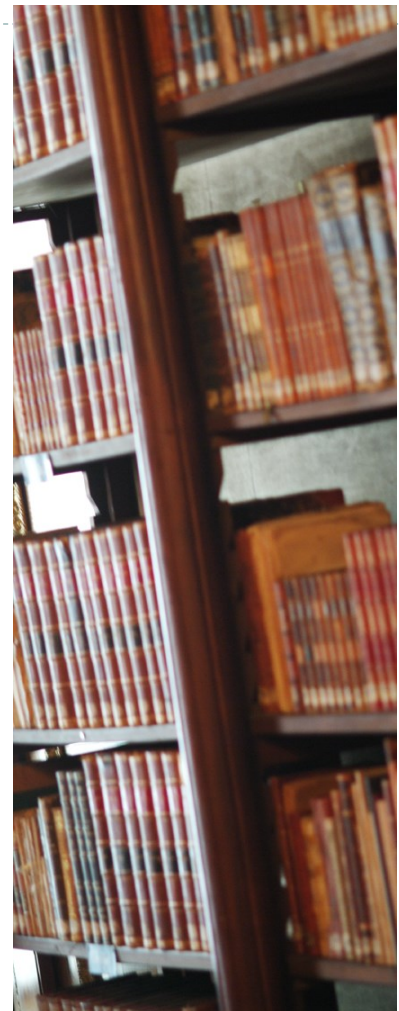
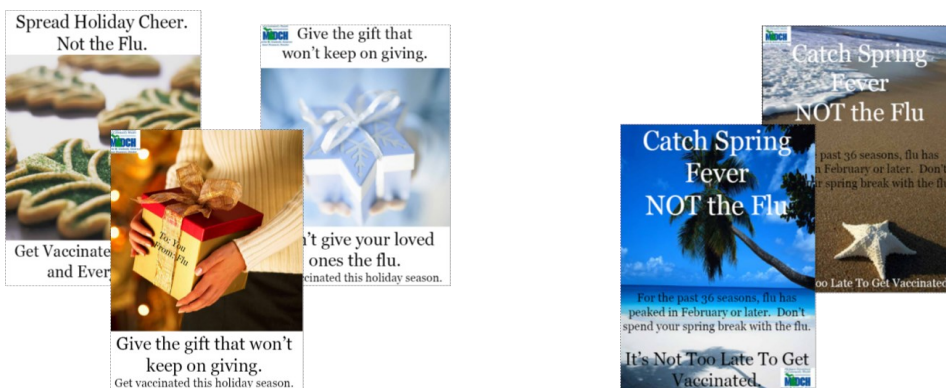
Flu shots cost *[insert dollar amount]* and the *[insert college/university health center name]* bills the following insurance plans *[insert insurance plan names]*. *[Insert information on flu vaccines available to students – e.g., flu nasal spray, flu shot].*

[Insert college/university health center name] also accepts walk-ins during *[insert days and times]*. Appointments to receive flu vaccine can be made by calling *[insert phone number]*. For more information visit *[insert college/university health center website]*.

Don't miss class, social functions, or work because you are sick with the flu. Get vaccinated today!

MONTHLY FLU POSTERS

MDHHS has [monthly flu posters](#) available to help you promote flu vaccination throughout the entire flu season—into the winter and spring months. To download posters, visit www.aimtoolkit.org and click on “information for health professionals” —> “patient education” —> “general public.”



STATE AND NATIONAL IMMUNIZATION RESOURCES

Utilize the resources below to stay current regarding other vaccines needed for college aged young adults.

State Resources

[Fall Regional Immunization Conferences](#)

[Michigan Immunization Timely Tips \(MITT\) Newsletter](#)

[Immunization Education Opportunities for Health Care Personnel](#)

[Letter to Colleges and Universities on Immunizations and Serology](#)

AIM Provider Toolkit:
www.aimtoolkit.org

National Resources

[Standards for Adult Immunization Practice](#)

[Immunization Action Coalition](#)

[HealthMap Vaccine Finder](#)

Personal Stories

[Alana's Foundation](#)

[Ashley McCormick Flu Foundation](#)

[Families Fighting Flu](#)

[Shot by Shot](#)

[HPV Someone You Love](#)

[College Students Don't Understand HPV Threat](#)

SAMPLE NEWS RELEASE/ARTICLE FOR STUDENT NEWSPAPER, FLU-SPECIFIC

Stay Healthy This Semester: Get Vaccinated Against the Flu

College students are at a unique and increased risk to catching serious illnesses, like the flu. Close contact through dorms, classrooms, public transportation, parties, and sports events make flu particularly easy to spread.

Flu is not the common cold. In fact, even healthy people can get the flu and it can be very serious, resulting in hospitalization or even death.

Getting sick will cause you to miss class, social functions, and even work. Simply put, you can't afford to go unvaccinated this year.

The *[insert college/university health center name]* is holding on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]

[insert day, time, and location]

[insert day, time, and location]

"Flu vaccination is not just for children and the elderly. Even healthy young adults need protection against this serious disease," said *[insert name of college/university health center physician]*. "The truth is you never outgrow the need for immunizations."

Getting vaccinated is easy. Simply stop by these locations to receive your annual flu vaccine and ensure you stay healthy throughout the fall and winter months.

Don't delay! Get vaccinated today.

#





Sample News Release/Article for Student Newspaper, All Vaccines

Even Healthy Young Adults Need Vaccines

Think you outgrew the need for vaccines when you graduated from high school and moved out of your parents' house? Not so. Every year, thousands of adults in the United States suffer serious health problems, are hospitalized, or even die from diseases that could have been prevented by vaccinations.

To recognize the importance of immunizations throughout life – and to help remind young adults that they need vaccines, too – the *[insert name of college/university health center]* is offering convenient, easy-to-access vaccination clinics right here on campus. This is the perfect opportunity to make sure you are protected against diseases like flu, meningitis, whooping cough, tetanus and human papillomavirus (HPV, which causes most cervical cancers, anal cancer, and genital warts).

Some vaccines may be recommended for adults because of particular job or school-related requirements, health conditions, and lifestyle or other factors. If you are planning on visiting or living abroad, you may need certain vaccinations depending on where you will be traveling to.

[Insert name of health center, and clinic dates, times, and locations].

“Immunizations are not just for children. Even healthy young adults need protection against vaccine-preventable diseases,” said *[insert name of college/university health center physician]*. “The truth is you never outgrow the need for immunizations.”

To find out which vaccines might be right for you and where you can get vaccinated, visit *[insert college/university health center website and/or CDC website]* or call *[insert phone number]*.

#

SOCIAL MEDIA: SAMPLE TWEETS

Here are sample Twitter messages. Use 120 characters or less to allow room for a shortened URL.

Get the annual flu vax even if you got it last year – or risk missing class and social life.

Even healthy people can get the flu and it can be serious. Get vaccinated today.

Flu vaccine is the single best way to prevent the flu. Even healthy young adults need flu vaccine.

College age young adults need vaccines to prevent serious diseases. Are you protected? <http://www.cdc.gov/vaccines/adults/rec-vac/index.html>

What vaccines do you need? Take this CDC quiz: <http://www2.cdc.gov/nip/adultimmsched/>

19 or older? Get vaxed! Find out which vax you need and where to get them. Funny vids, good info @

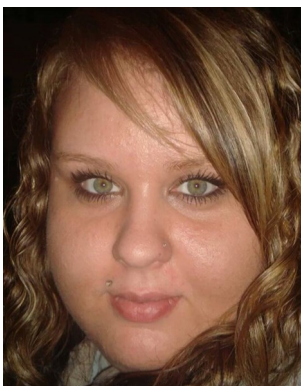
www.GetVaxed.org

ASHLEY'S STORY

Even healthy, young adults can get the flu, and it can be very serious.

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.



Read more at www.theashleymccormickflufoundation.com

MOM KNOWS BEST PSA AVAILABLE FOR USE!

Post this humorous PSA on your social media accounts to reach more students

Don't forget to utilize the Mom Knows Best PSA, developed through an external collaboration during the pilot year of the Flu Vaccination Challenge. The video is evergreen and can be used from season to season. The target audience is college-aged young adults. View the PSA at: <https://www.youtube.com/watch?v=V7yQ3qD-DxI>



ALANA'S FOUNDATION VACCINE ASSISTANCE GRANTS

Contact Alana's Foundation for Program Specifics

If you are a college or university that needs assistance purchasing vaccine for your underinsured or uninsured students, please contact Alana's Foundation at info@alanasfoundation.org. Alana's Foundation is pleased to offer vaccine assistance grants to the registered schools participating in the Michigan Department of Health and Human Services College and University Flu Vaccination Challenge.



THANK YOU FOR ALL YOU DO TO PROTECT STUDENTS FROM VACCINE-PREVENTABLE DISEASES!

We are here to serve as a resource for you! Please do not hesitate to contact MDHHS regarding any questions or comments you may have about this toolkit.

Get to know your [local health department](#) immunization staff, as they are an invaluable resource.

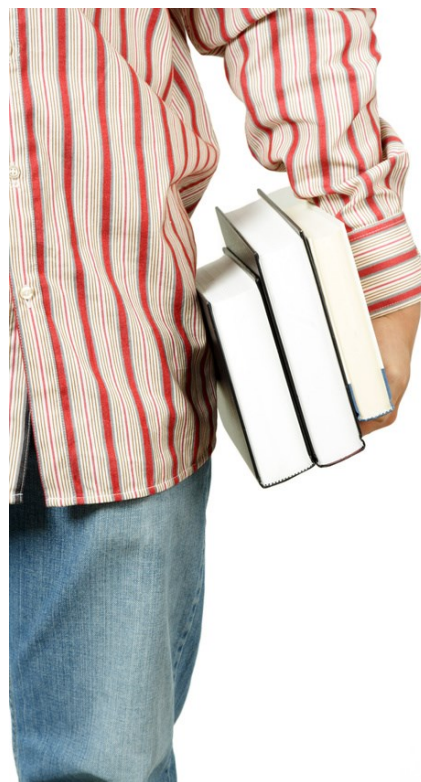
SOCIAL MEDIA: SAMPLE FACEBOOK POSTS

Here are sample Facebook posts of 250 characters or less to allow the entire post to be viewed in the newsfeed.

Do your college plans include nausea, fever, muscle aches and fatigue? If not, visit the *[insert college/university health center name]* today to get vaccinated against the flu. Vaccine is recommended for everyone 6 months and older.

Even healthy people can get the flu and it can be serious. Everyone 6 months of age and older should get vaccinated every year. It's the single best way to prevent the flu.

The single best way to prevent the flu is get vaccinated. Visit the *[insert college/university health center name]* today to receive your flu vaccine.



You CAN afford to get all the recommended vaccines. The Affordable Care Act allows parents to keep children on their health insurance policy until age 26.

www.healthcare.gov/can-i-keep-my-child-on-my-insurance-until-age-26

Vaccines are not just for children. You need them throughout your adult life to stay healthy. That's because immunity from childhood diseases may wear off over time, and you may also be at risk for other vaccine-preventable diseases. www.cdc.gov/vaccines/schedules/easy-to-read/adult.html

Are you fully vaccinated? Take CDC's quiz to find out which vaccines you might need: <http://www2.cdc.gov/nip/adultimmsched/>

Make sure you're up to date on all the vaccines recommended for you. Even healthy young adults need protection from diseases like the flu, meningitis, whooping cough and HPV. Find out more: <http://www.cdc.gov/vaccines/adults/rec-vac/index.html>

Planning to study or travel abroad? Check which vaccines are recommended or required for travel. <http://www.cdc.gov/vaccines/adults/rec-vac/index.html>

Even healthy young adults can get sick with a vaccine-preventable disease. Listen to personal stories at: <http://shotbyshot.org/tag/young-adult/>

Michigan Department of Health and Human Services,

Division of Immunization

201 Townsend Street
P.O. Box 30195
Lansing, MI 48909

Phone: 517-335-8159

Fax: 517-335-9855

www.michigan.gov/immunize

www.michigan.gov/flu

