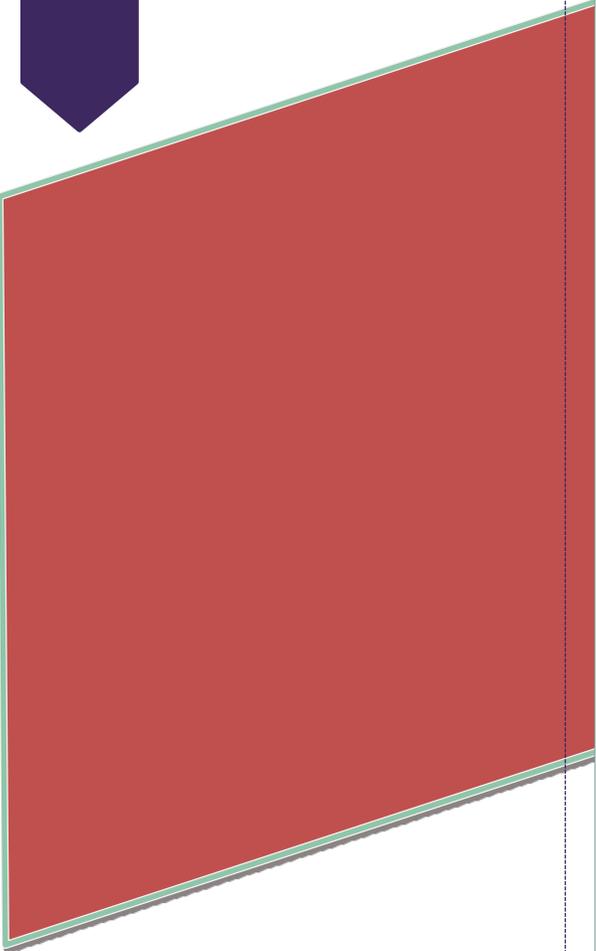


ARKANSAS COLLEGE and UNIVERSITY FLU VACCINATION CHALLENGE: 2021-22 TOOLKIT



ARE YOUR STUDENTS PROTECTED?



The Centers for Disease Control and Prevention (CDC) encourages 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 the Arkansas Immunization Action Coalition (ImmunizeAR) 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 foods, and not exercising regularly can weaken the immune system, making young adults more vulnerable to the flu.

ARE YOU UP FOR THE CHALLENGE?

Table of Contents

Campaign Map.....	4
Campaign Plan	5
Strategies for Partnering with Groups on Campus...6	
Strategies for Clinical Updates and Processes.....	7
Strategies for Internal Competition.....	8
Strategies for Improving Vaccine Accessibility	9
Strategies for Communicating Health Messages....	10
Messages to Communicate.....	11
Strategies for Social Media	12
Sample Social Media Posts.....	13
Vaccine Clinic During COVID	14/15
Success Stories	16

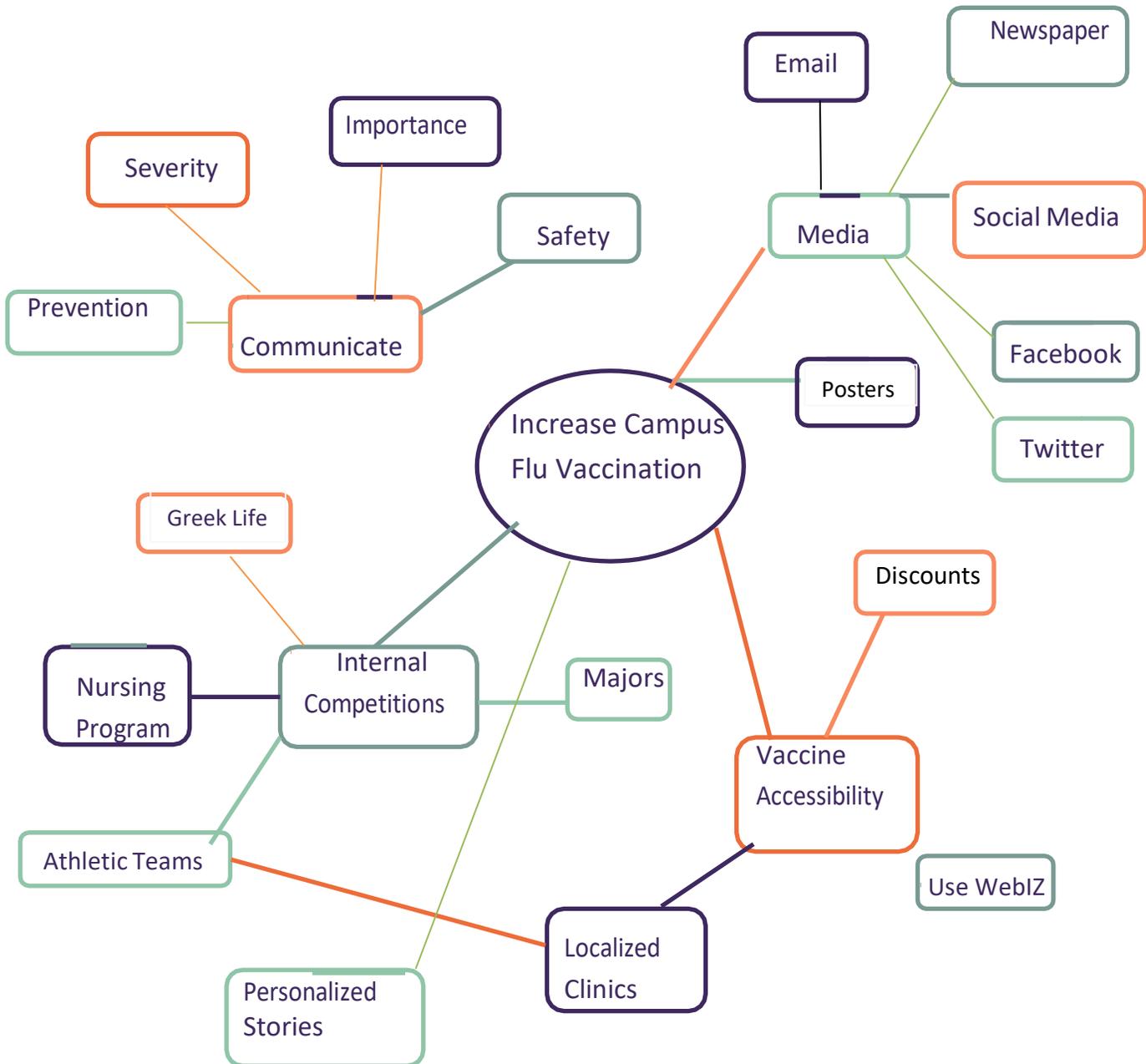
Reaching the college/university student population with important health messages can be difficult to do. Despite any difficulties, it's important that we protect them from the flu.

We would like to challenge you to ramp up your flu vaccination efforts this season!

Join ImmunizeAR and other colleges and universities in a friendly competition this fall, to challenge students to get vaccinated against the flu.

Please use these materials to drive demand for flu vaccine at your campus today! If you have any questions, contact Heather Mercer, Executive Director, ImmunizeAR – heather@immunizear.org

We understand that persuading college students to change their health behaviors can be challenging. However, annual flu vaccination is an important preventive behavior that we want students continuing throughout their lifetime. Use the resources in this toolkit to create awareness on your campus and **map out a plan** for your institution. Pick and choose the ideas that work best for your school!



This toolkit can be used as a working document to plan and implement a flu campaign that is unique to your institution and student body. We have left space for you to use to write in thoughts and ideas and map out your challenge.

Step 1: Gather your Team

Get together with a group of partners. Use the map on the previous page to brainstorm who would be good team members (e.g. Greek life members, communications team, student health and wellness, nursing program contacts, resident life, etc.). Make sure to engage your students as well to help spread the word about the competition!

Step 2: Create a Plan

Using the toolkit to guide your plan, lay out exactly what steps you are going to take to increase vaccination coverage. There are many ideas, but we know that not all of them are feasible for you. Pick a few ideas that work for your institution and execute them well.

Step 3: Assign Tasks

While you have your team together, divide the plan into tasks for each person and set deadlines for people to stick to. Check in regularly with teammates to ensure accountability.

Step 4: Implement & Monitor

Monitor how things are going as your team makes progress. If something isn't working, change it. Individualizing your plan to your campus will produce the best results. Remember, the way to win the challenge trophy is to get students to talk about the flu and **take the self-report survey!**

Step 5: Increase Vaccination Coverage on Campus

The overall goal of this campaign is to increase vaccination coverage and create a healthier campus. Focus on the outcome!



Strategies for Partnering with Groups on Campus

- Greek Life: Fraternities and Sororities on campus can be great resources to help spread the word to a large campus population. Contact your campus Panhellenic Council about communication channels you can use to reach all Greek students.
- Nursing School/Public Health: Does your campus have a nursing program or public health program? You can work with these schools to host clinics, train nurses on how to give vaccines, or have them communicate the importance of vaccination within their circles.
- Communications: Do you have a contact in the Communications department at your school? Reach out to them find out how to engage students through current campus communication and public relations initiatives. There may also be someone on the Communications team who knows how to reach students through social media. You could reach a lot of students by working with the Communications team to post on the college/university-wide social media pages.



- Animal Shelter: Do you have an animal shelter in your community? Bring in dogs for a “stress relieving” visit for students who love animals. Coincide this with a flu clinic at your health center so you can educate students while they pet and play.
- Incentives: Providing incentives to student groups you work with on campus can be very motivating. They will respond to drawings for gift cards, iPads, sporting event tickets, etc. Often, grants to purchase these incentives are available through various corporations.

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 provide authorization for 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

- 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 worked 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 WebIZ.

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/>

Strategies for Internal Competitions

- Greek Life: Fraternities and Sororities on campus can be great resources to help create an internal competition. There is a natural rivalry between different houses, so use this rivalry to get all Greek life students vaccinated! Work with the Panhellenic Council to work out details of how you are going to monitor and evaluate the outcome.
- Athletic Teams: Athletes are competitive and love the chance to win. Build a flu vaccination competition between athletic teams on your campus, and work with coaches and staff to measure how many athletes get vaccinated. Athletes make up a significant portion of students and are great leaders to engage in helping spread the word about the importance of flu vaccine. A flu shot can help keep student-athletes in the game!
- Majors/Schools: Do you have contacts with Deans from different majors at your school? If so, start a competition between majors. These groups of students take classes together, study together, and research together. This provides an opportunity to communicate with a large group of students at once. Students do not have time to be sick—a flu shot can help keep them healthy!
- Campus Organizations: Connecting with on-campus groups can help your message reach a large number of students without reaching out to them individually. Also, think about what support you need. A student in communications, health education, or another major might be interested in an internship opportunity focused on implementing some of these ideas, and spreading the word about the importance of flu vaccine.



Strategies for Improving Vaccine Accessibility

- Reduce Financial Barriers: Students will not want to pay out of pocket, so be prepared to help finance the flu vaccine for students. Have a system in place to bill multiple health plans to ensure a variety of health care insurance providers are accepted at your facility. You can also provide the option to bill vaccines administered at your facility to students' university accounts.
- Easy Scheduling: Designate a specific clinic room or area for flu vaccine administration appointments and walk-ins.
- Recommend Vaccines: Recommend influenza vaccine to your patients! A health care provider's recommendation to vaccinate has a major influence on patients. You can also give the flu vaccine with other needed immunizations, such as COVID, tetanus, diphtheria, acellular pertussis (Tdap), human papillomavirus (HPV), meningococcal vaccines (MenACWY, MenB), or others.
- Schedule Wisely: If possible, schedule around student class times and schedules, and offer a variety of clinic times, including nights and weekends. Clinics scheduled between 9:00 a.m. and 5:00 p.m. may not be ideal timing for students.



Strategies for Communicating Health Messages

- Text and Email Blasts: Partner with your university relations team to send blast emails to students. Use this platform to share information about the flu, the flu challenge requirements, why students should get vaccinated, where they can get vaccinated, and address cost issues for people who have questions about out-of-pocket expenses.
- Newspaper: Does your school have a newsletter or newspaper that is distributed to all students? If so, find out what it takes to write an article for one of these publications and get the message out there about the flu challenge and what students need to do to participate (and win!).
- Use Online Resources: Utilize credible videos and websites to create awareness about flu vaccine. Share these widely. For example, you could use the *Moms Know Best* public service announcement (PSA), view the PSA here:
<https://www.youtube.com/watch?v=Itb4RfTrmlc>.
- Posters: Utilize existing print materials from the Centers for Disease Control and Prevention (CDC) to promote flu vaccination across your campus. Many excellent resources are downloadable and free to use. Hanging up posters around campus and in your health center can help reach students and bring their attention to the importance of the flu vaccine and the flu challenge.
- Engage Resident Assistants (RAs): RAs across your campus may update bulletin boards in residence halls. Provide them with posters and information that they can use to decorate their boards during the flu season.



Families Fighting Flu has free resources available at:

[https://www.familiesfightingflu.org/flu-resources-for-schools-universities/.](https://www.familiesfightingflu.org/flu-resources-for-schools-universities/)

Messages to Communicate

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.

The flu is serious. The flu is a contagious disease which affects the lungs and can lead to serious illnesses, including pneumonia. Even healthy people can get sick enough to miss work or school for a significant amount of time or even be hospitalized. The close-contact environment that college students live in can often lead to the rapid spread of influenza, so it is important for students to get their flu shot.

The flu vaccine cannot give you the flu. The vaccine is either made with an inactivated virus, or no virus at all. The most common side effects from a flu shot are a sore arm and sometimes a low fever or achiness. 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 continue till late in 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 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. The flu shot can keep you from catching the flu. So, any discomfort you may feel from the flu vaccine is worth it 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. Hundreds of millions of flu vaccines have been given safely.

Resources:

Immunization Action Coalition: www.immunize.org/handouts/influenza-vaccines.asp

Strategies for Social Media

- Engage Campus Leaders: Campus leaders such as the President, football coach, or school mascot can have a large social media reach. Ask them to tweet about the Arkansas College Flu Vaccine Challenge or provide them with a sample message they can post or tweet to help encourage students to get vaccinated.

“#flushot4ARstudents #GetVaccinatedto#FightFlu”

- Engage Greek Life: Student leaders in Greek life also can have a huge social media reach. Encourage them to post about the flu challenge to spread the message to student bodies.
- Hashtags: Create a hashtag that is specific to your campus and the flu challenge. You want consistency among posts about the flu challenge so branding a hashtag that is specific to your school will help increase usage of the hashtag (see case study 6).
- Engage Users: Create a selfie competition on your campus and have students send in selfies of places they go after they got their flu shot. The most creative post can win a prize! Or you could give those who receive the flu vaccine on campus special Band-Aids that they can use in their selfies to help spread awareness about the importance of vaccination!
- Utilize Interns: This would be a great project for an intern to work on. They know what their peers are reading on social media and can help craft creative posts that will resonate with students on your campus.

CDC has many examples of how you can use social media to engage users for your health campaigns. Their website has many ideas that you can use or adapt specifically for your campus flu vaccination campaign. Get creative!

<http://www.cdc.gov/socialmedia/>

Sample Social Media Posts

- 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 #Fightflu
- 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/> (search influenza)
- 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 schools 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

Write in your own ideas here!

#

#

#

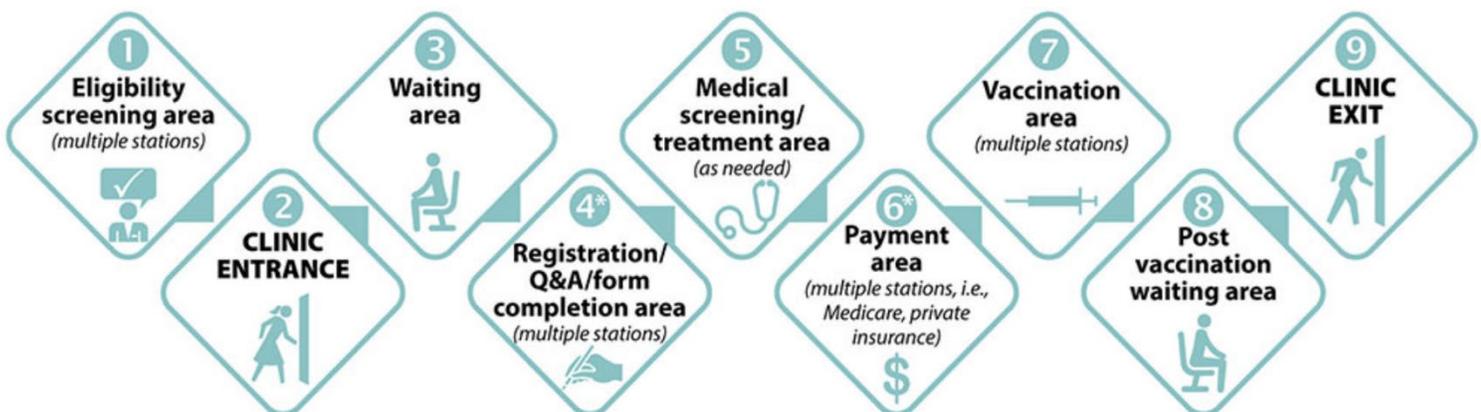


Planning a Flu Vaccine Clinic During COVID

This year planning your flu vaccination clinic will be different than other years. Here are some suggestions on the logistics of your clinic:

- A screening station at the entrance for temperature checks (if required) and any screening questions for COVID-19
 - Vaccination stations should be at least 6 feet apart, and clinic flow should be one way and allow maintenance of 6 feet between individuals whenever possible, including in all waiting areas.
 - Signage, banners, and floor markers to instruct patients to remain 6 feet apart from other patients and clinic staff and to move clinic flow in one direction
 - Hard plastic barriers at patient contact areas, as appropriate, to provide barrier protection, and consider desks and counters at registration and screening areas to minimize contact
- **Vaccination Clinic Layout:**
 - Signs and posters at entrances and in strategic places to provide instructions on hand hygiene, respiratory hygiene, and cough etiquette
 - Signage or staff to ask patients waiting to be seen to remain outside (e.g., stay in their vehicles, if applicable) until they are called in for their appointment or set up triage booths to screen patients safely to help reduce crowding in waiting areas. Provide adequate covered space, taking weather into consideration, for those asked to wait outside.
 - Provide signage making it clear where patients need to wait after receiving their vaccine

Indoor or outdoor walk-through clinics



Planning a Flu Vaccine Clinic During COVID

Supplies and Materials:

- Alcohol-based hand sanitizer with at least 60% alcohol
- Cleaning supplies for more frequent cleanings
- Cloth face coverings for patients who arrive without one
- PPE for staff, including face masks, gloves, and eye protection, based on current guidance for the safe delivery of vaccination services
- Thermometers for checking patients' temperatures before they enter the clinic, if required
- Screening and documentation forms and vaccine information statements (VISs)
- Sharps containers that are closable, puncture-resistant, and leakproof
- Emergency medical kit with epinephrine with signed medical orders
- First aid kit for staff and volunteer use



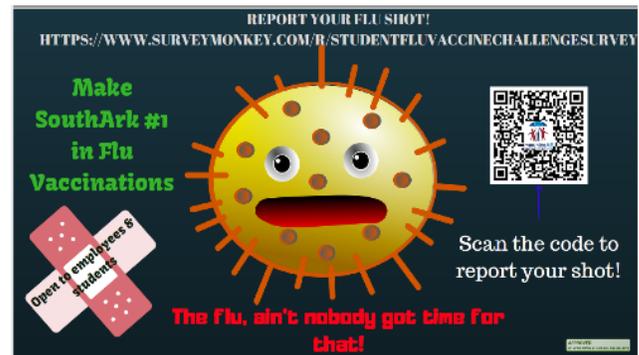
Success Stories

This is the fifth year we have done the college flu vaccine challenge. Below are a few of ideas to promote flu vaccination at your school.

1. Harding University – 2018-19 Innovation Award Winners – Had a very creative campaign using popular TV shows and humor to motivate students and the hashtag #bisonherdimmunity on social media. (Bison is the Harding mascot)



2. South Arkansas Community College – 2017 – 18 Innovation Award Winners -



The College Flu Vaccination Challenge is hosted by ImmunizeAR with the support of the Arkansas Department of Higher Education.

ImmunizeAR is a nonprofit organization dedicated to improving vaccination rates for all Arkansans through education, advocacy, and statewide partnerships.

