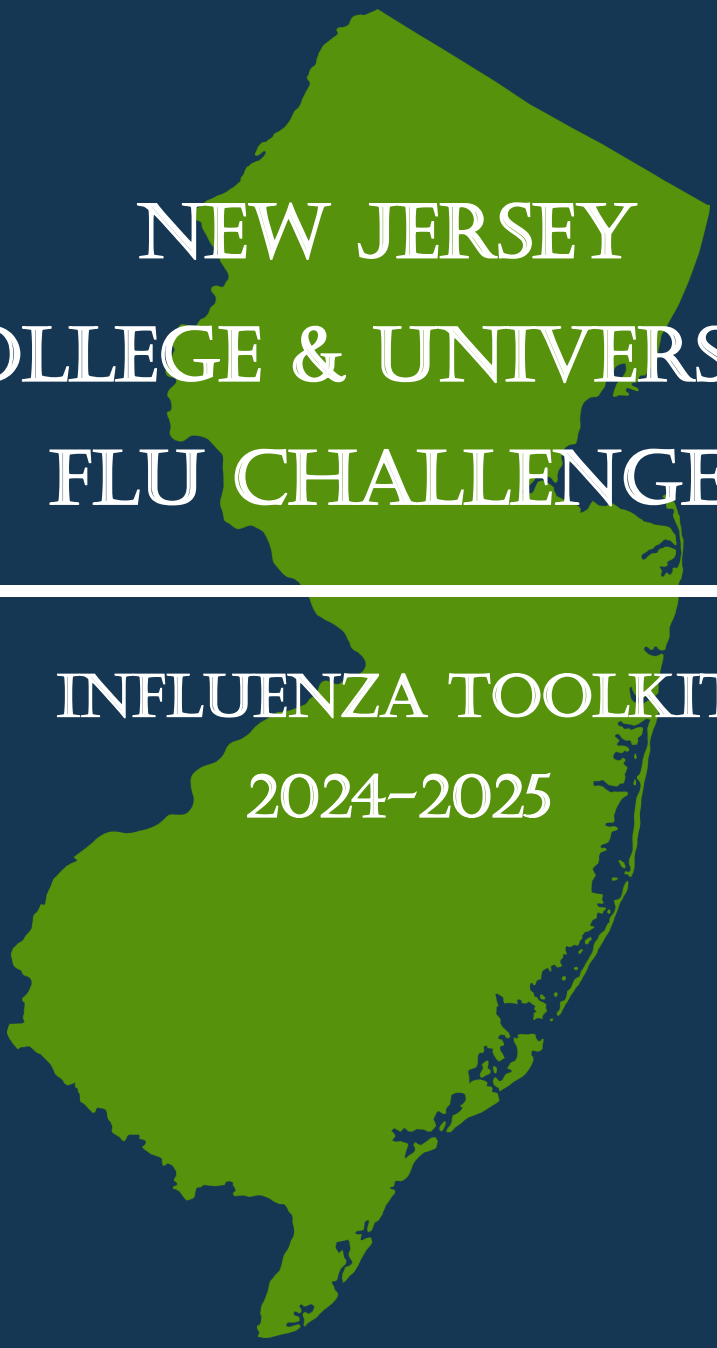
NEW JERSEY COLLEGE & UNIVERSITY FLU CHALLENGE

INFLUENZA TOOLKIT

2024-2025



Adapted from the Michigan Department of Health and Human Services Toolkit

NJHealth
New Jersey Department of Health

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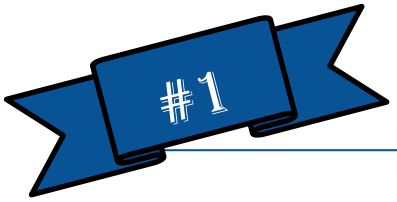
Why influenza?

Flu can affect anyone, but several lifestyle factors of college/university students can put them at increased risk of contracting the flu. These factors may include close contact at places such as dorms, classrooms, public transportation, parties, and sporting events. Further, lack of sleep, unhealthy eating, and irregular exercise can weaken the immune system, making these young adults more vulnerable to the flu.

Influenza outbreaks on campus have been reported to have a prevalence ranging from **9 to 48% of college students**.[1] These outbreaks can place a huge burden on the health system, and can also impact student academic performance. On average, when a college student gets the flu, they experience illness for **8 or more days**.[2]

Each time a student contracts the flu, they are also at risk of further spreading the disease. Working to raise awareness of the benefits of influenza vaccination can help to keep your campus and student body healthy throughout the flu season.



Are you up for the challenge?

You are in a unique position to help spread the word about recommended vaccines for college-age students, and the New Jersey Department of Health (NJDOH) would like to team up! While reaching the college/university student population with important health messages can be tough, it is critical that we protect them from the flu. NJDOH would like to challenge you to ramp up your flu vaccination efforts this season. Join NJDOH in a friendly competition this 2024-2025 flu season to encourage students to get vaccinated against the flu.

The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students. These materials have been created to aid you in developing a campaign plan and to increase demand for flu vaccine on your campus.

If you have any questions, you may contact the Adolescent/Adult Immunization Coordinator at Rafia.Siddiq@doh.nj.gov.

More information on the Challenge is available at: nj.gov/health/cd/edu_training/vpdp_flu_challenge.shtml.

[1] Poehling, K, Blocker J, Ip E, Peter T, Wolfson M. 2009-2010 Seasonal Influenza Vaccination Coverage Among College Students from 8 Universities in North Carolina. J Am Coll health. 2012;60(9):541-7.

[2] Nichol, KL, Tummers K, Hoyer-Leitzel A, et al. Modeling Seasonal Influenza Outbreak in a Closed College Campus: Impact of Pre-Season Vaccination, In-Season Vaccination and Holidays/Breaks. PLoS ONE, 5(3), e9548. http:doi.org/10.1371/journal.pone.0009548

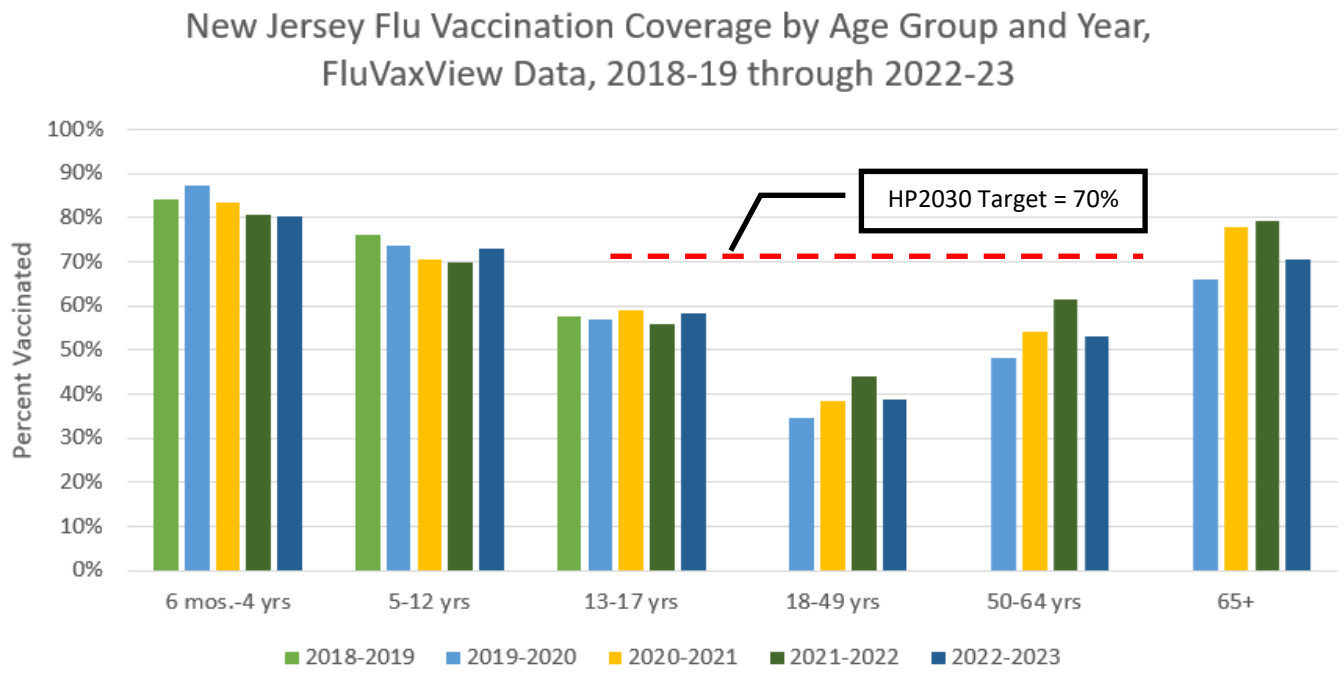
New Jersey Flu Vaccination Data

Trends in vaccination coverage from 2018 through 2023

One objective of Healthy People 2030 is to increase annual seasonal influenza vaccination for adults 18 and older. The target for the year 2030 is to reach at least 70%.[1] Data from the 2022-23 flu season in New Jersey indicates that we are not yet achieving that goal.

Though there is currently no data available specific to college students in New Jersey, we can see that the age group with the lowest flu vaccination coverage is among ages 18 to 49 years. During the 2022-23 flu season, an estimated 38.6% of young adults received a flu vaccine, indicating that there are still too few young adults who choose to get the vaccine. This data lets us know that we need to continue to target additional messaging towards adults within those age groups.

Age Group	2021-2022	2022-2023	Change
≥ 6 mos.	59.30%	54.00%	-8.94%
≥ 18 yrs	57.00%	49.70%	-12.81%
6 mos.-4 yrs	80.60%	80.20%	-0.50%
5-12 yrs	70.00%	73.00%	4.29%
13-17 yrs	55.90%	58.30%	4.29%
18-49 yrs	43.90%	38.60%	-12.07%
50-64 yrs	61.60%	53.00%	-13.96%
≥ 65 yrs	79.20%	70.70%	-10.73%



[1] *health.gov/healthypeople/objectives-and-data/browse-objectives/vaccination/increase-proportion-people-who-get-flu-vaccine-every-year-iid-09*

Data source: CDC FluVaxView, 2021. Note: New Jersey did not collect data for the 2018-2019 flu season for adults 18 and older.

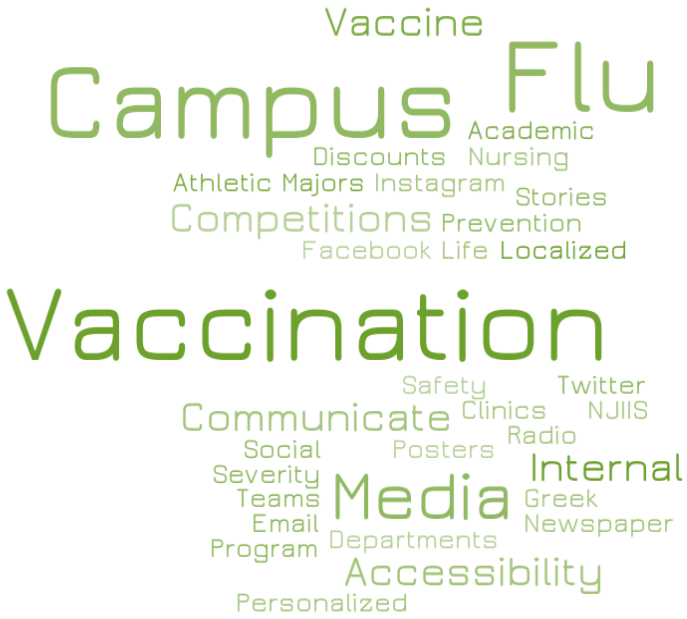
What are the next steps?

GETTING STARTED

1. **Visit the Challenge webpage** to view resources and rules.
2. **Register your school.** After reviewing the rules and regulations, complete the short registration form (link on webpage) to let us know you would like to participate.
3. **Start planning!** Use the toolkit to get ideas and start putting together your team.
4. **Stay involved** throughout the flu season with monthly updates.

We understand that persuading college students to change their health behaviors can be challenging. However, annual flu vaccination is an important preventive behavior that students should continue throughout their lifetime.

You may use the resources in this toolkit to assist in creating awareness on your campus and to map out a plan for your institution. There are numerous ideas and strategies proposed. Feel free to pick and choose the ones that will work best on your campus, or develop your own!



Goal: Increase campus flu awareness and vaccination coverage			
Key Themes	**Internal Competitions**	**Vaccine Accessibility & Resources**	**Media**
• Severity of Flu Illness • Importance of Vaccination • Vaccine Safety • Prevention of Flu	• Greek Life • Nursing/Public Health Programs • Academic Majors • Athletic Teams • Student Life • Residence Halls	• Local Clinics, Pharmacies, Local Health Departments • Insurance • Statewide Immunization Registry (NJIIS) • CDC Resources	• Radio • Posters • Emails • Newspaper • TV • Social Media

Sharing the Student Survey

Data to determine the Challenge winners are pulled from the student self-reported survey. It is important to share a link to the survey with all students. Some ideas for how to share the survey link are below. In addition to sharing a link to the survey, it may be helpful to include a QR code on posters or flyers. Most smartphones have the ability to hover over the QR code, which will take the student directly to the survey rather than having to type in a link. The QR code included below can be used, or an image of the QR code can be found on the Challenge webpage for your use.

A modifiable half-page handout with the QR code is available for download on the Challenge webpage.

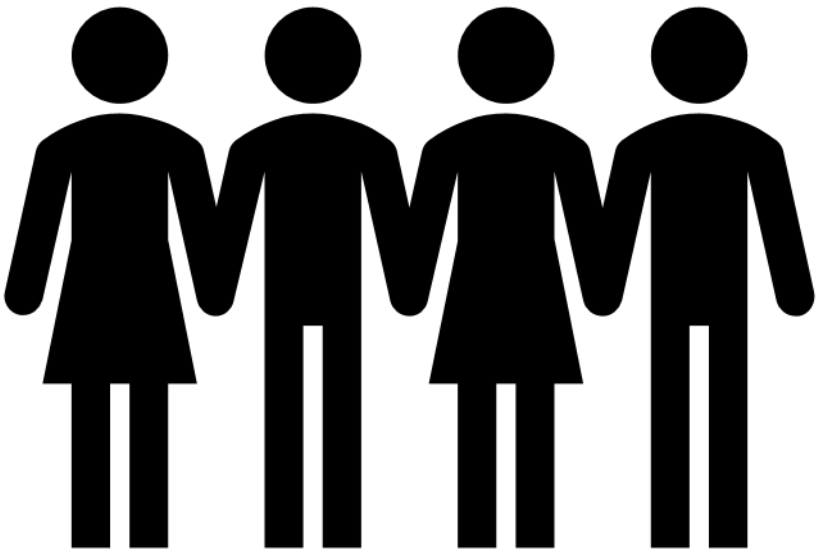
Students should complete the survey no matter where they received the vaccine!

1. Encourage professors to post a slide with the link and/or QR code prior to starting class.
2. Create a flyer with the link and/or QR code to post in bathroom stalls.
3. Share the link via a campus-wide email when promoting flu vaccination.
4. If conducting flu vaccination clinics, encourage students to complete the survey as part of the clinic process. It may be helpful to have a tablet or laptop on hand to facilitate students completing the survey.
5. Link to the survey on all social media channels.
6. Consider parent publications to encourage parents to speak with their children about getting vaccinated.

New Jersey College & University Flu Challenge

2024-2025 Student Survey Link

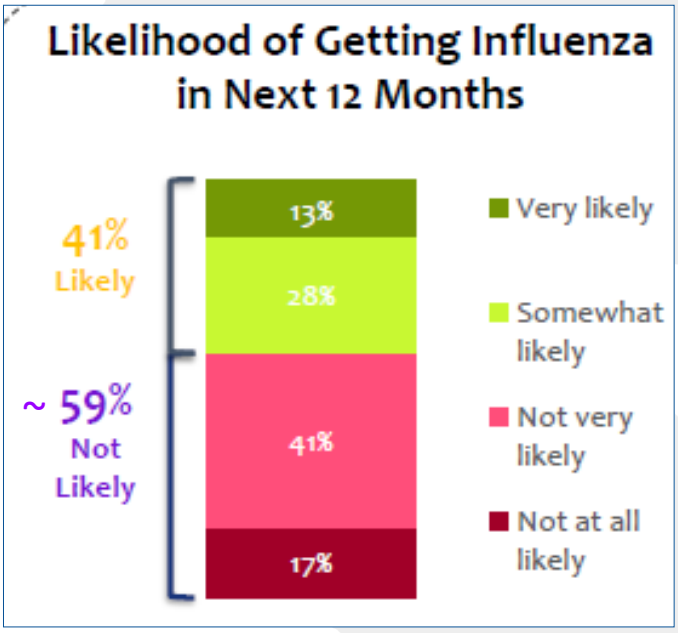
BRAINSTORMING

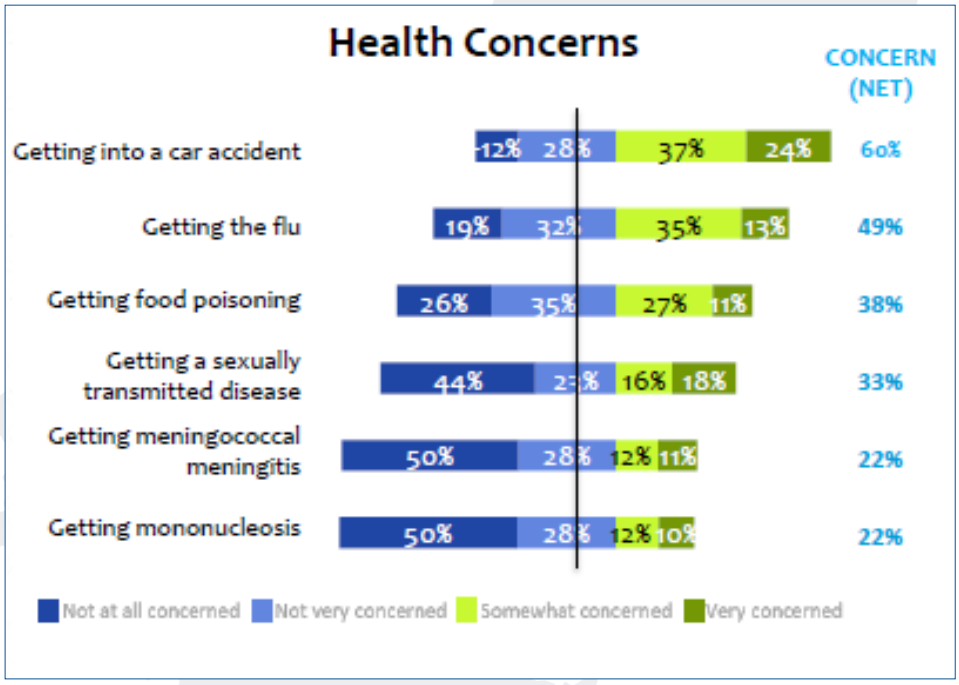


This section contains ideas and information such as clinical strategies, case studies, potential partnerships, and other possible interventions to increase flu awareness and immunization coverage on campus.

Student Concern Regarding Influenza

A national survey of undergraduate students suggests that 59% of students do not think it is likely that they will get the flu in the next year. That's about **1 out of 2** students.

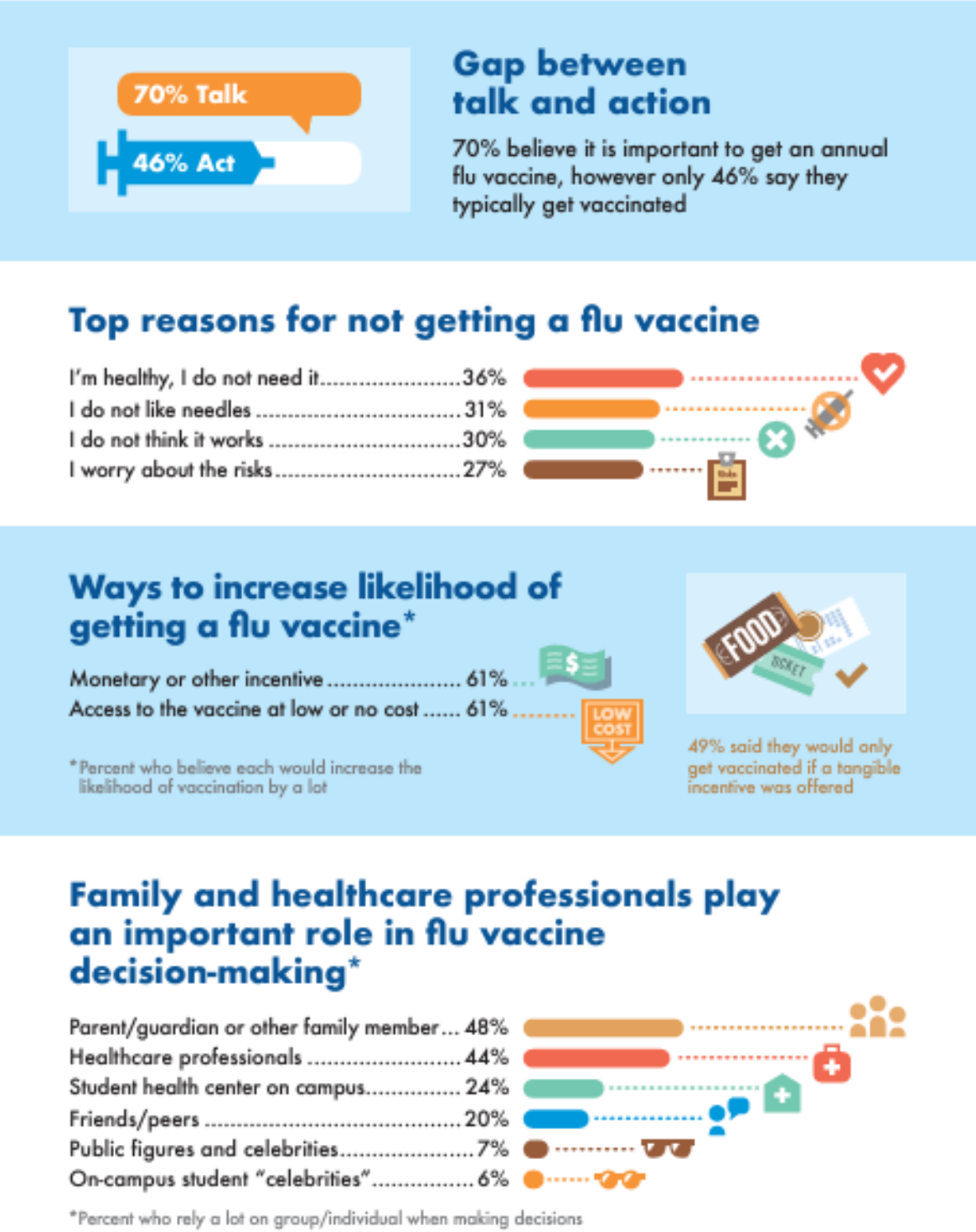




Source: National Foundation for Infectious Diseases (NFID) nfid.org/infectious-diseases/national-survey-on-college-students-flu/

Student Participation in Influenza Vaccination

A national survey of undergraduate students suggests a combination of education, access, and incentives may help increase flu vaccination on college campuses.



Source: National Foundation for Infectious Diseases (NFID) nfid.org/infectious-diseases/national-survey-on-college-students-flu/

Clinical Updates & Processes

Strategies for improving immunization coverage rates

If your campus health services are able to provide immunizations, the strategies below may help to identify methods to improve immunization coverage rates.

- **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 authorize nurses and pharmacists to administer vaccines to all persons meeting certain criteria. Standing orders include:

  - Protocol to identify 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

- **Notify patients**—Send reminder/recall letters, emails, or texts to patients through the New Jersey Immunization Information System (NJIIS) or another system (*See information on NJIIS on next page*). Reminder/recall is a proven strategy to increasing immunization coverage levels (see case study 2).

- **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 are working can be useful as you adapt your plan and in preparing for future years.

- **Identify vaccination locations**—Especially when there are no vaccination services on campus, put together a list of locations in the community that offer flu vaccination. When possible, list services that provide vaccinations at low or no cost for uninsured and underinsured students. Off-campus immunization services may include: pharmacies, local health departments, clinics, grocery store pharmacies, health fairs, hospitals, cdc.gov/flu/freeresources/flu-finder-widget.html, etc.
  - Talk to participating partners about the challenge and provide them with materials.
  - Encourage them to enter all flu vaccinations administered into NJIIS.

RESOURCES FOR IMPROVING VACCINATION COVERAGE

- **Template standing orders**: immunize.org/standing-orders
- **Tips for improving immunization services**: immunize.org/catg.d/p2045.pdf

New Jersey Immunization Information System

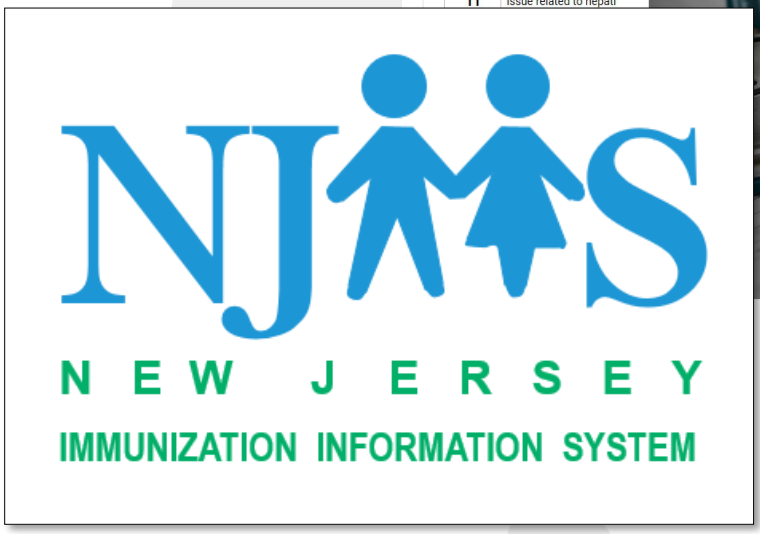
New Jersey's statewide electronic registry

The New Jersey Immunization Information System (NJIIS) is a great tool to assist in increasing immunization rates. NJIIS is the official statewide, web-based registry designed to capture all immunizations administered in New Jersey for all age groups. It provides a centralized location for all immunization records and provides significant advantages for health management by:

- Providing patients, healthcare providers, schools, and child care facilities timely access to complete, accurate, and relevant clinical immunization records.
- Assisting healthcare providers and communities assess immunization coverage and identify areas of need.
- Helping the nation and state meet Healthy People 2030 target immunization rates.

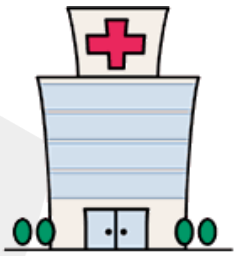
If you are currently registered as an NJIIS user, please continue to log all immunizations in NJIIS, including those administered during the Challenge.

If you are not yet registered and would like to do so, please contact NJIIS at njiis.nj.gov to start the intake process. You may also request read-only access if you would only like to view existing records.



Improving Vaccine Accessibility

If you are able to provide immunizations on-campus, convenient times and locations for administering immunizations can help to increase coverage rates. Below are some strategies to improve vaccine accessibility.



Host clinics: Why make students come to you for their flu vaccine? Set up a clinic at a major event (e.g. welcome back events, sporting events, popular study areas, dining areas, etc.) to make it more convenient for students to get their flu vaccine. Several resources are available to help with planning large-scale or off-site flu clinics.

- **Guidelines for Planning**
  cdc.gov/vaccines/hcp/admin/mass-clinic-activities/vaccination-clinic-supply-checklist.html
- **Information for Businesses and Employers**
  cdc.gov/flu/business/
- **Tools to Assist Satellite, Temporary, and Off-Site Vaccination Clinics**
  izsummitpartners.org/naiis-workgroups/influenza-workgroup/off-site-clinic-resources/

Reduce financial barriers: Students will not want to pay a lot of money 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 healthcare insurance providers are accepted at your facility. You can also provide the option to bill vaccines administered at your facility to students' university accounts.

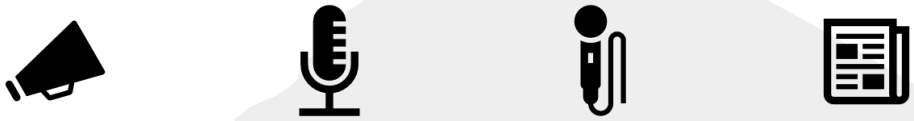
Easy scheduling: Make time for vaccination! Designate a specific clinic room or area for flu vaccine administration appointments and walk-ins.

Provide educational materials on vaccines: The strongest predictor of vaccination is a strong provider recommendation. Make sure that both providers and students have ample resources available to learn about influenza vaccine, and to make an informed decision. The flu vaccine can also be given with other needed immunizations, such as tetanus, diphtheria, acellular pertussis (Tdap), human papillomavirus (HPV), meningococcal vaccines, or others depending on the student's need (see case study 4).

Schedule around classes: 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 am and 5:00 pm may not be ideal timing for students (see case study 7).

Some campuses do not have the resources needed to offer immunization services on-campus. If that is the case for you, identify locations near campus that provide those services. Make sure this information is readily available to students. Circulating a list of identified locations will help students in taking the next step towards getting vaccinated.

Communicating Health Messages



Email Blasts: Partner with your university public relation's team to send blast e-mails to students. This is a great exercise to practice emergency communications messaging capabilities. Use this opportunity to share information about the flu, the Flu Challenge, 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 Challenge and what students need to do to participate (and win!).

Use Online Resources: Use credible videos and websites to create awareness about flu vaccine. Share these widely. For example, you could use the *Mom Knows Best* public service announcement (PSA) showing a college student who gets a visit from mom. View the PSA here: youtube.com/watch?v=Itb4RfTrmIc. See additional resources at the end of the toolkit.

Posters: Use existing print materials from the New Jersey Department of Health website (nj.gov/health/cd/topics/flu.shtml), or other sites listed in the additional resources section on page 31 to promote flu vaccination across your campus. Many excellent resources are downloadable and free to use. Hanging posters around campus and in your health center can allow important health messages to reach students and bring their attention to the benefit of the flu vaccine and the flu challenge (see case studies 3 & 5).

Engage Resident Assistants (RAs): RAs across campus update bulletin boards in residence halls. Provide them with posters and information that they can use to decorate their boards during the flu season.

CDC RESOURCES

cdc.gov/flu/resource-center/freeresources/

- ***Print Materials***
- ***Video/Audio Visual***
- ***Mobile Content***
- ***Web Tools***

Addressing Myths

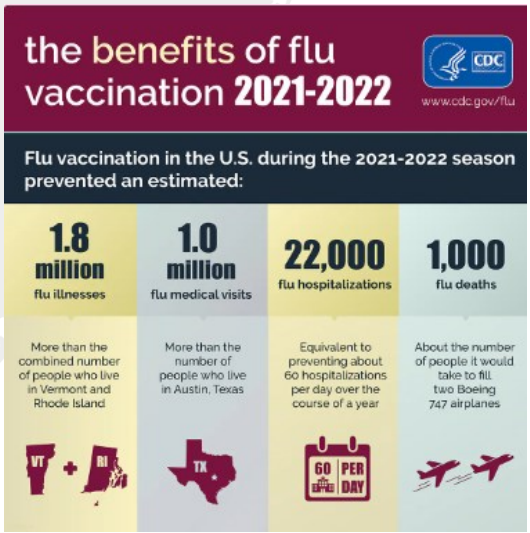
Listed below are a few of the common myths surrounding influenza immunization. It may be beneficial to address some of these common myths during your campaign.

Myth	Fact
I will get the flu from the vaccine.	The vaccine can't give you the flu. The flu vaccines given with a needle do not contain live viruses. If a person experiences flu-like illness following vaccination, it could be a non-flu cold virus or other illness.
Healthy people don't need to be vaccinated.	Everyone six months and older should be vaccinated. Getting the flu shot can also help prevent people from spreading the virus to others. Even healthy people are at risk from getting the flu. Getting the flu may lead to missing class, work, or other obligations.
I don't need a flu shot every year.	The influenza virus has the ability to change and mutate each year. Vaccines are developed each year to attempt to match the strains that are likely to circulate in the coming year. You need a flu shot each year to make sure that you have the best protection possible against the flu.
I can't get that sick from the flu.	Even among healthy people, the flu can cause serious complications. During the 2022-2023 flu season in the U.S., there were an estimated **31 million** influenza illnesses, **14 million** influenza-associated medical visits, and **360,000** influenza-related hospitalizations, and **21,000** deaths from influenza. Getting vaccinated also helps you to protect others from the flu. Having a relatively mild case of the flu still means that you can expose others in the community.
The flu vaccine does not work.	In the 2022-2023 influenza season, an estimated **6 million illnesses, 65,000 hospitalizations, and 3,700 flu deaths** were prevented by flu vaccination.[1]

Additional Resource!

CDC webpage to address common misconceptions about the flu.

cdc.gov/flu/pdf/freeresources/general/no-excuses-flu-vaccine-print.pdf



[1] cdc.gov/flu/about/burden-prevented/2022-2023.htm
[2] cdc.gov/flu/vaccines-work/averted-estimates.htm

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 Challenge or provide them with a sample message they can post or tweet to help encourage students to get vaccinated.

"Don't miss the action this season! #GetVaccinated to #FightFlu"

#NJFluChallenge

Engage Greek life: Student leaders in Greek life can also have a vast social media reach. Asking them to post about the Challenge can spread the word to a large group of students.

Hashtags: Create a hashtag that is specific to your campus and the 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!

Engage 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 SOCIAL MEDIA

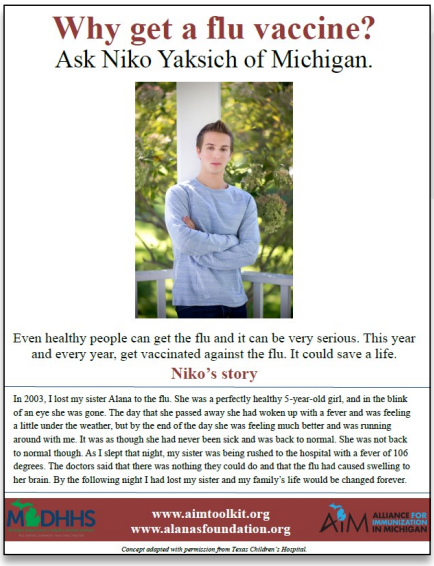
CDC has many examples of how you can use social media to engage users for your health campaigns. Their website has many ideas that you can use, or adapt specifically for your campus flu vaccination campaign. Get creative!

Social Media at CDC: cdc.gov/digital-social-media-tools/index.html

Social Media Toolkit: cdc.gov/flu/resource-center/toolkit/social-media-toolkit.htm

Personal Stories

Presenting personal stories can help to emphasize the importance of annual flu vaccination. People of all ages have been affected by influenza illness and mortality across the United States. Bringing attention to some of those stories may help students to relate to the individuals in those stories. Check out the links below for resources documenting personal stories through both written narratives and videos.



Alliance for Immunization in Michigan (AIM)*
aimtoolkit.org/health-care/general-public.php

Families Fighting Flu*
familiesfightingflu.org/

Shot By Shot*
shotbyshot.org

**The links to these websites are intended to provide additional information pertaining to immunizations strictly for informational or educational purposes. The New Jersey Department of Health is not responsible for the content of this website and does not endorse private organizations.*

Internal Competitions

1. **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!

2. **RESIDENCE HALLS**— Work with campus housing to disseminate information on flu awareness to all dormitories. Students living in close quarters can be at increased risk of getting the flu and spreading the disease. If there is the possibility for mobile vaccination clinics, they can help to coordinate a date for vaccination of students within or near dorms to make vaccination more accessible.

3. **CAMPUS ORGANIZATIONS**— Connecting with on-campus groups can help your message reach a large number of students without reaching out to them individually. Also, be thinking 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.

4. **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 can 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!

Connecting with Partners

Ideas for both on- and off-campus partnerships

On-Campus Partners

Student Groups Encourage student groups to come up with their own ideas for the campaign. Allow them to be involved in setting up and promoting events. Peer endorsements have often been a successful factor in motivating students to get vaccinated.	**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 degree? You can work with these schools to host clinics, train nurses on how to give vaccines, or have them communicate within their circles the importance of vaccination (see case study 1).	**Communications** Engage students through current campus communication and public relations initiatives. Work with the Communications team to post on the college/university-wide social media pages. What about your school's newspaper, radio, or other existing channels?

Community partners

Identifying off-campus partners

Contact community partners to identify locations where students may be able to get vaccinated. Encourage those locations to promote the challenge by posting flyers and other information. If your campus cannot offer immunizations, some partners may be able to conduct mobile health clinics.

- **Pharmacies**
- **Local Health Departments**
- **Hospitals**
- **Get creative!** Partner with local sports teams, radio stations, TV stations, news channels, movie theaters, bowling alleys, etc. Some partners may be able to help draw attention to campus events, provide incentives, or participate in other ways.

Incentives!

Providing incentives to student groups you work with on campus can be very motivating. That may include gift cards, iPads, sporting event tickets, etc. Often, grants to purchase these incentives are available through various corporations.

Case studies from Michigan

This version of the toolkit features experiences from Michigan, where a similar challenge has been implemented successfully for the past four years. Next year, we hope to be able to feature additional case studies from New Jersey as well as those from other states.

1-Calvin College: Nursing Students as Campus Advocates

Calvin College engaged nursing students to be influencers on campus, and they also used it as a training opportunity. "Nursing students helped provide flu shots at each flu clinic as a part of their clinical skills course." They also invited friends to the clinics, and were campus advocates for the flu shot.

2-Wayne State University: Electronic Health Record (EHR) Utilization

Wayne State University used their electronic health system to alert staff to ask every patient who came in about getting the flu vaccine. This EHR acted as a reminder for staff to ask about flu vaccine so that no one would forget to ask the student if they had received the vaccine yet. Using clinical strategies to optimize processes can be an effective way to increase the number of students getting vaccinated.

3-Hope College: Branding and Marketing Flu Vaccine Efforts

Hope College branded their flu campaign "Flunado", and created posters that read "Stop Flunado: Get vaccinated now!" By creating a theme for their efforts to vaccinate students, they help create awareness around the challenge, and were consistent in their messaging. These posters also included information about an incentive they were offering to students: a drawing to win one of four Fitbits for any student who got their flu vaccine. Incentivizing students can be an effective way to get more students into health clinics to get their flu shot. Also consistent messaging is important. Using branding terms such as "Flunado" can help with recognition of the campaign, and awareness of the efforts on campus.

4-Michigan State University: Support Vaccination Staff

Michigan State University incentivized their staff to vaccinate more students with the flu shot. The person on staff who had the most flu vaccinations in the season won a prize. This strategy can encourage staff to make a recommendation for the flu vaccine to every student who uses the clinic's services. There are many ways to encourage students to get the flu vaccine– clinic staff are partners you will want to engage!

Case studies from Michigan, *continued*

5-Wayne State University: Posters that Encourage Competition

Wayne State University created their own marketing materials that encouraged the competition between schools who were participating in the challenge. It is a good idea to create posters that are specific to campus activities, which show that efforts were made to personalize the campaign which will interest more students. The poster that Wayne State University created included information about completing the student self report survey. Not all students who receive their flu shot will get them at the college health clinic, so it is a good idea to market the self-report survey on posters and other materials so that all students can complete the survey and have their flu shot count towards the overall competition!

6-Penn State University: Social Media Campaign

Penn State University was not a part of the Michigan College Flu Challenge, but they have a great social media campaign for flu vaccination. They use the hashtag #PSUFluFight. Personalizing the hashtag specifically to your campus will help to engage more students. Penn State also encouraged students to take selfies to post with the hashtag, and challenge friends through social media to get the flu vaccine.

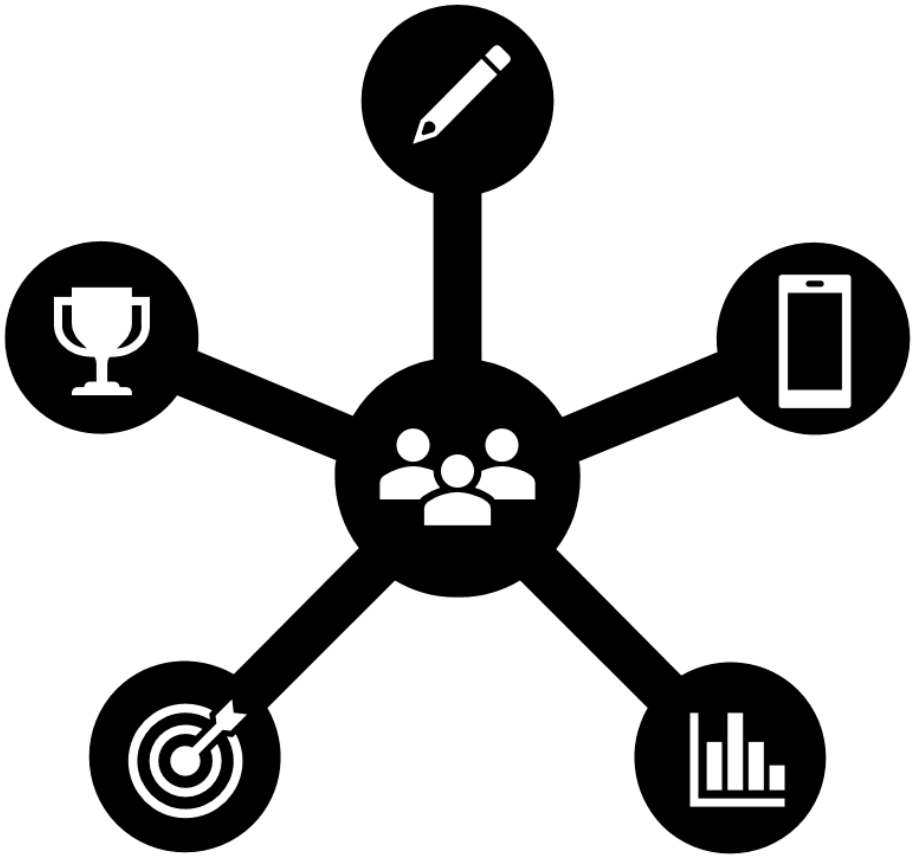
7-University of Minnesota: Guinness World Record

University of Minnesota was not a part of the Michigan College Flu Challenge, but they have challenged students to get vaccinated to help break the Guinness World Record (2008) for the highest number of vaccinations in one day, which led to over 11,000 vaccinations. They also use the idea of students being a part of the herd, and talk about protecting the herd by getting the flu vaccine.

Other Ideas…

1. Student competitions to create posters, flyers, radio PSAs, video PSAs.
2. Themed campus events to promote flu vaccination (sporting events, concerts, holidays, etc.)
3. Bathroom stall campaigns. Post flu vaccine information in bathrooms around campus.
4. Create an influenza march or parade with the school band. Invite prominent campus figures to participate.
5. Place challenge information in the napkin holders in the dining halls.

INTERACTIVE CAMPAIGN PLANNING MATERIALS



Interactive forms to help you start planning. Begin identifying specific activities, groups, dates, and other ideas to implement during your flu campaign.

Step-by-Step Planning

Developing your ideas

STEP 1: GATHER YOUR TEAM

Get together with a group of partners. Take a look at the information on page 5 to brainstorm who would be good team members (e.g. Greek life, communication 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.

Notes:

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 may be feasible for you. Pick a few ideas that work for your institution and execute them well.

Notes:

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.

Notes:

STEP 4: IMPLEMENT & MONITOR

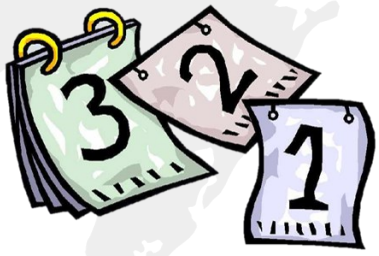
Monitor how things are going as your team makes progress. If something isn't working, change it. Individualizing your plan to your campus will produce the best results. Remember, the way to win the challenge is to get students talking about flu prevention and taking the survey!

Notes:

STEP 5: INCREASE VACCINATION COVERAGE ON CAMPUS!

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

Notes:



Mapping out your plan

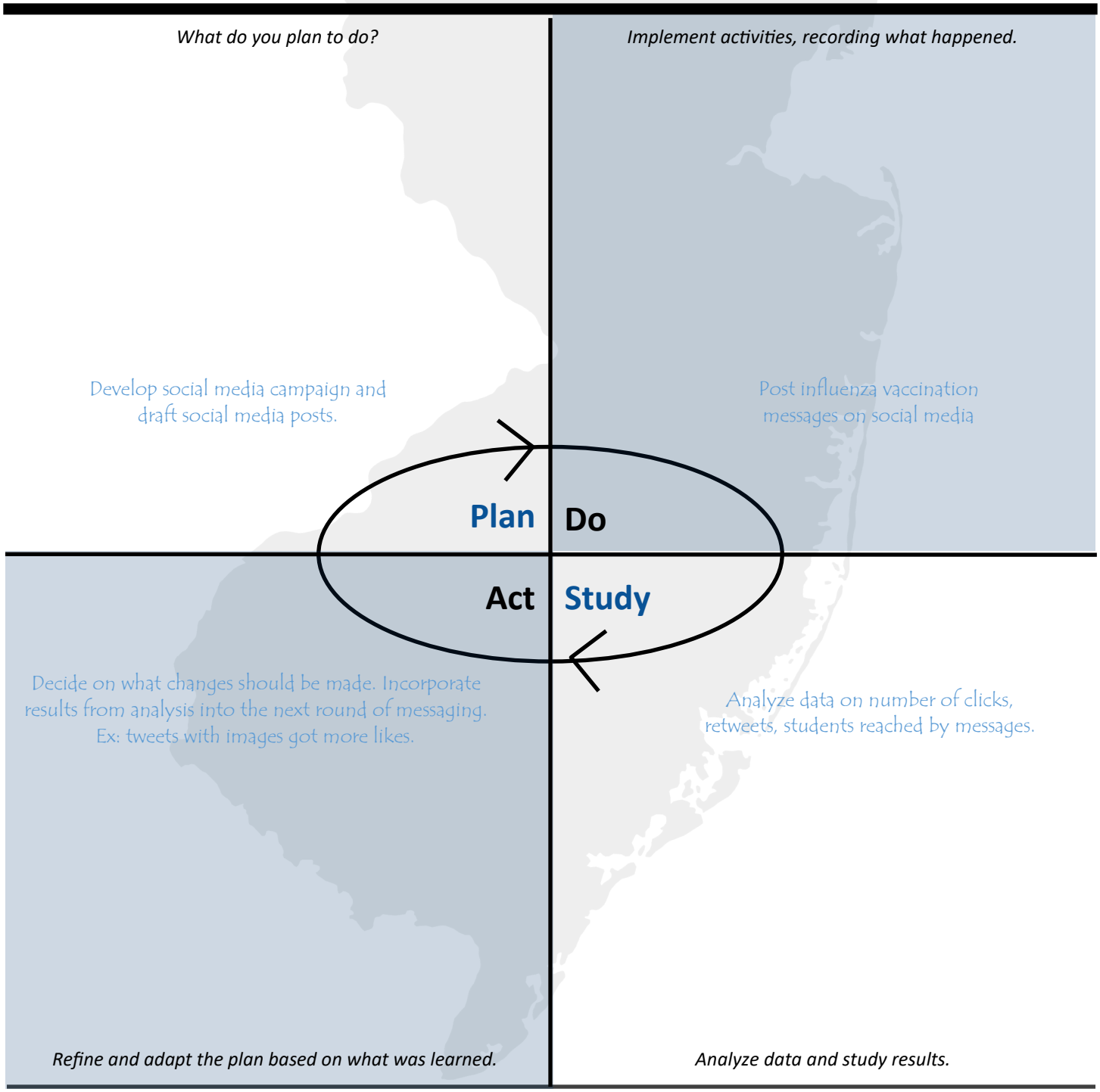
Writing out your plans will help keep you on track throughout the flu season. You can use the diagram below to list out ideas and goals for your campus flu vaccine campaign this year.

Goals:

_____

_____

_____



Identify Challenges and Develop Solutions

College students have many competing priorities, which can present a challenge to reinforcing the need for their annual seasonal flu vaccination. Use the table below to list out some of the challenges that you have experienced, and identify some solutions to help overcome those challenges and to help develop a more targeted campaign.

Challenge	Solution
Low perceived-risk by students	• Disseminate messages describing the risk and results of flu infection. ◊ Flu can circulate rapidly due to lifestyle on campus (dorms, classrooms, shared restrooms, social activities, etc.). ◊ Students who get the flu average up to 8 days or more of illness.
Limited funds to get vaccination	• Messaging: getting the flu can cost more than the vaccination. • Promote list of locations that offer low-cost or free vaccination.
Lack of/limited availability of access to vaccination on campus	• Look to partner with pharmacies, hospitals, clinics, grocery stores, or other locations that offer immunizations during the flu season. • Increase clinic hours to more accessible times.
Busy schedule/competing priorities	Conduct immunization events at varying times and convenient locations.
Don't believe the vaccine is effective	• Use campaigns to dispel myths about flu vaccine. • Offer resources for students to educate themselves, especially through electronic methods (social media, videos, etc.) • Use data to support vaccine effectiveness.
Others? List some challenges that you have experienced with flu immunization and try to identify solutions that can be incorporated into your campaign.	

Template Messages

- **Vaccination is the first and most important step to protect against the flu.** Everyone ages 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 illness, 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 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 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 record. Hundreds of millions of flu vaccines have been given safely.

Write in some of your own!

Template 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: shotbyshot.org/tag/young-adult/
- Spread love. Not the flu. #GetVaccinated
- 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

National Flu Campaigns

Be on the lookout for national flu campaigns, which may provide additional ideas and educational materials.

The CDC and the National Foundation for Infectious Disease also host events to kick-off the start of flu vaccination season with webinars, social media, and other events.

Each year, the CDC hosts National Influenza Vaccination Week to highlight the importance of vaccination through the holiday season. cdc.gov/flu/resource-center/nivw/activities.htm

Write in your own tweets, posts, hashtags, etc. here!

Calendar of Events

Use the calendar below to plan out events that take place on your campus by writing events next to the blank bullet points. Try using a different theme for each month related to holidays or other ongoing events.

Month	Activity	Details
August	• Challenge enrollment (rolling) • New Jersey's Adult Vaccine Preventable Disease Awareness and Improvement Month • National Immunization Awareness Month	Link to self-report survey will be distributed
September	• Challenge Kick-Off • CDC/NFID Flu Season Campaign Kick-off	
October	• National Health Education Week • Halloween-themed messaging	
November	• Highlight the importance of vaccination for persons with chronic conditions • American Diabetes Month • COPD Awareness Month • Lung Cancer Awareness Month • Thanksgiving-themed messaging	
December	• 1st week in December: National Influenza Vaccination Week • Close of NJ Flu Challenge—Dec 31st	Coordinate campaign activities with CDC promotional messages for the week.
January		
February		
March	• Results Announced	Debrief with all participating schools

STAYING UP TO DATE: PREVENTION TECHNIQUES

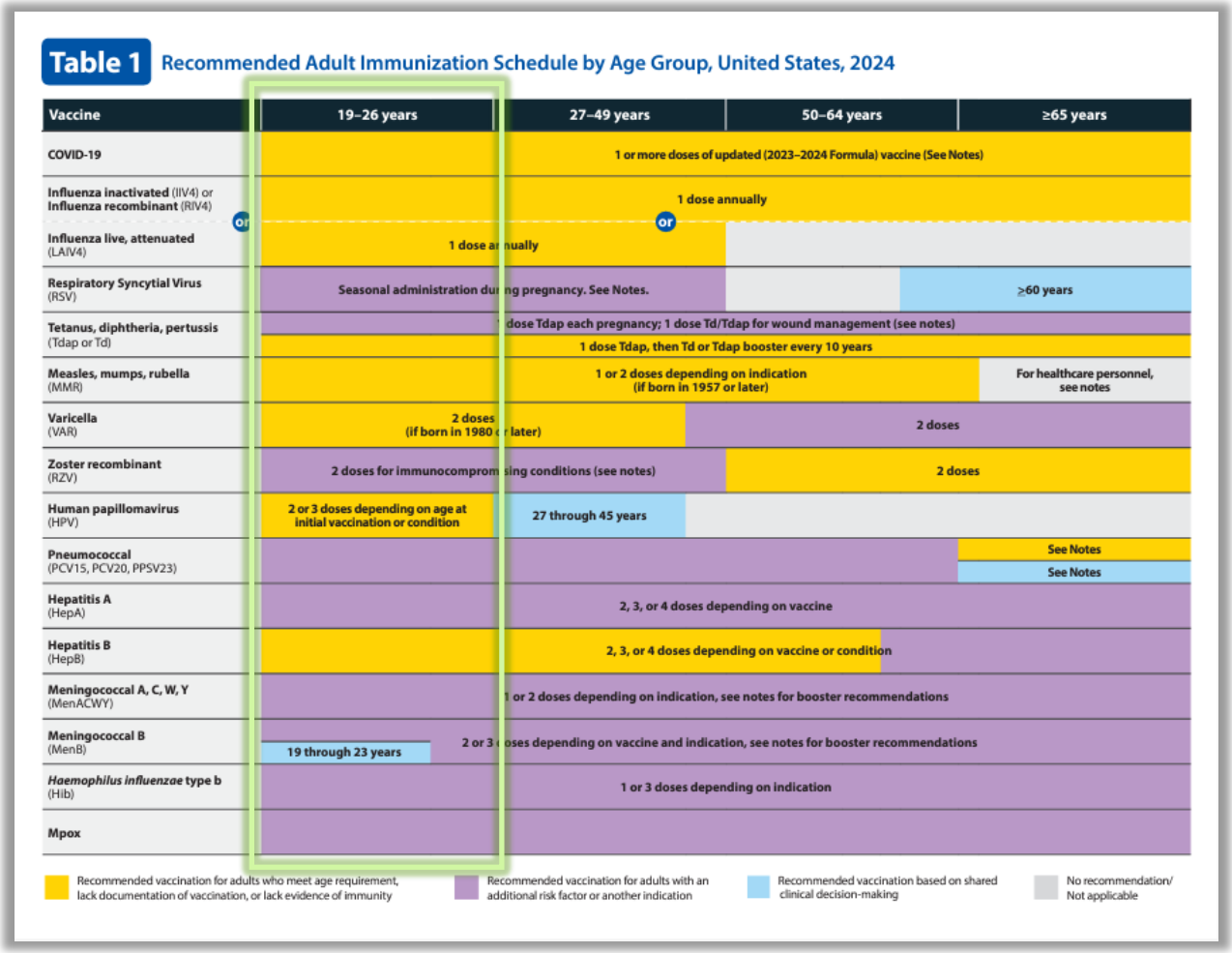


Table 1 Recommended Adult Immunization Schedule by Age Group, United States, 2024

Vaccine	19–26 years	27–49 years	50–64 years	≥65 years
COVID-19	1 or more doses of updated (2023–2024 Formula) vaccine (See Notes)			
Influenza inactivated (IIV4) or Influenza recombinant (RIV4)	1 dose annually			
Influenza live, attenuated (LAIV4)	1 dose annually			
Respiratory Syncytial Virus (RSV)	Seasonal administration during pregnancy. See Notes.			≥60 years
Tetanus, diphtheria, pertussis (Tdap or Td)	dose Tdap each pregnancy; 1 dose Td/Tdap for wound management (see notes)			
	1 dose Tdap, then Td or Tdap booster every 10 years			
Measles, mumps, rubella (MMR)	1 or 2 doses depending on indication (if born in 1957 or later)			For healthcare personnel, see notes
Varicella (VAR)	2 doses (if born in 1980 or later)		2 doses	
Zoster recombinant (RZV)	2 doses for immunocompromising conditions (see notes)		2 doses	
Human papillomavirus (HPV)	2 or 3 doses depending on age at initial vaccination or condition	27 through 45 years		
Pneumococcal (PCV15, PCV20, PPSV23)				See Notes
				See Notes
Hepatitis A (HepA)	2, 3, or 4 doses depending on vaccine			
Hepatitis B (HepB)	2, 3, or 4 doses depending on vaccine or condition			
Meningococcal A, C, W, Y (MenACWY)	1 or 2 doses depending on indication, see notes for booster recommendations			
Meningococcal B (MenB)	19 through 23 years	2 or 3 doses depending on vaccine and indication, see notes for booster recommendations		
Haemophilus influenzae type b (Hib)	1 or 3 doses depending on indication			
Mpox				

Recommended vaccination for adults who meet age requirement, lack documentation of vaccination, or lack evidence of immunity

Recommended vaccination for adults with an additional risk factor or another indication

Recommended vaccination based on shared clinical decision-making

No recommendation/ Not applicable

[CDC] [Recommended Adult Immunization Schedule for ages 19 years or older, United States]

The immunization schedule provides a detailed look at routine vaccination schedules, schedules for those with medical indications, and additional notes for each recommended vaccine.

Immunization Action Coalition (IAC)

https://www.immunize.org/catg.d/p3115.pdf

Communicating the Benefits of Influenza Vaccination

Influenza (flu) severity varies from year to year, but flu season always brings serious consequences. While the 2020–2022 flu seasons were mild due to COVID-19 prevention measures, flu-related hospitalizations returned to pre-pandemic levels during the 2022–23 season. Although flu outbreaks are unpredictable, vaccination is the best protection for any influenza season.

Flu vaccination is the best way to prevent flu and its complications. Everyone age 6 months and older is recommended to get a yearly flu vaccine. This can markedly lower the risk of influenza-related illness, hospitalization, and death. Take advantage of every opportunity to make a strong recommendation for flu vaccine and other vaccines your patients may need, such as COVID-19, RSV, and pneumococcal vaccines. Flu vaccine may be given at the same time as other vaccines.

Vaccination rates* for flu remain well below optimal levels:

- **58%** children 6 months–17 years
- **50%** adults 18+ years
- **74%** adults 65+ years
- **80%** healthcare personnel
- **48%** pregnant people

*Estimates are for 2021–22 season.

CDC estimates the annual impact of flu from 2010–2023* ranged from:

9–41 million flu illnesses	4–21 million flu medical visits	100,000–710,000 flu hospitalizations	5,000–52,000 flu deaths

*excludes 2020–21 season when flu cases were limited due to COVID-19 pandemic prevention efforts
SOURCE: CDC Disease Burden of Flu (www.cdc.gov/flu/about/burden/index.html)

What are the Benefits of Flu Vaccination?[1]

Research shows flu vaccination:

Reduces Hospitalization and Death

- ✔ Pediatric deaths from flu were cut in half for vaccinated children with underlying high-risk medical conditions and by two-thirds for healthy children, compared to those who were not vaccinated
- ✔ Influenza hospitalizations were cut in half for all adults (including those 65+ years of age)
- ✔ Influenza hospitalizations dropped dramatically among people with chronic health conditions – by 79% for vaccinated people with diabetes and 52% for those with chronic lung disease
- ✔ Vaccinating long-term care facility (LTCF) staff reduces hospitalizations and deaths in LTCF residents

Reduces Severity of Illness in Hospitalized Individuals

- ✔ Among vaccinated adults hospitalized with flu, intensive care unit (ICU) admissions decreased by more than half (59%), and they spent fewer days in the ICU compared to unvaccinated hospitalized people
- ✔ Children's risk of admission to a pediatric intensive care unit (PICU) for flu-related illness was cut by almost 75%

Reduces Risks for Major Cardiac Events

- ✔ Risk of a major cardiac event (e.g., heart attack) among vaccinated adults with existing cardiovascular disease was reduced by more than one-third

Protects Pregnant People and Their Babies

- ✔ For vaccinated pregnant people, flu-associated acute respiratory infections were cut in half, and flu-associated hospitalizations were reduced by 40%
- ✔ Influenza illnesses and influenza-related hospitalizations in infants under 6 months of age fell by half when their mothers were vaccinated

Tips for Discussing Flu Vaccination

- **Recommend flu and other needed vaccines at every clinical encounter:** "I strongly recommend you get your flu vaccine today. It can be given at the same time as other vaccines."
- **Keep it simple:** "Flu vaccine helps reduce your risk of hospitalization and death." "Flu complications can happen to anyone, but especially babies, children under 5, people with health issues, pregnant people, and older adults."
- **Use a presumptive approach:** "Today we are giving you your annual flu vaccine."
- **Communicate why we vaccinate:** "Vaccination prevents flu and its severe complications." "Preventing the flu means preventing missed workdays, doctor appointments, and testing. While flu vaccination can't prevent COVID-19, it can help prevent flu and COVID-19 co-infections, which can cause more severe illnesses."[2]
- **Communicate the variability and unpredictability of flu:** "Flu seasons are unpredictable. The best way to prepare for any season is to get a flu vaccine."
- **Acknowledge that flu vaccines are not always a perfect match with the circulating virus strains,** but "getting vaccinated is the best way to reduce flu and its complications."

FOOTNOTES

[1] CDC. What are the benefits of flu vaccination? www.cdc.gov/flu/prevent/vaccine-benefits.htm

[2] Dao, 2021, *Journal of Clinical Virology Plus*. https://doi.org/10.1016/j.jcvp.2021.100036

AIM Association of Immunization Managers

Immunize.org

FOR PROFESSIONALS www.immunize.org / FOR THE PUBLIC www.vaccineinformation.org

www.immunize.org/catg.d/p3115.pdf
Item #P3115 (9/12/2023)

Scan for PDF

Resources for Respiratory Viruses

Fall season is the start of respiratory virus season. It is the best time to get the flu, COVID, and & RSV vaccine to help protect you and your loved ones. Seasonal flu and updated COVID vaccines are recommended for all adults and RSV vaccine is recommended for adults in specific age groups.

The following resources pertain to flu vaccination during the 2024-2025 flu season.

[NJDOH] New Jersey COVID-19 Disease Page

This page features links to all NJDOH COVID-19 guidance and daily case summaries.

[CDC] Guidance for Planning Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations

This guidance primarily focuses on clinical considerations for planning a vaccination clinic, including vaccine storage, handling, administration, and documentation.

[CDC] Flu Vaccine Finder

This web widget allows users to enter their zip code to locate vaccine providers in their area.

[CDC] Influenza Preventive Steps

This page provides detailed information for the general public on how to prevent influenza infection. Steps include vaccination, everyday preventive actions, and following doctor's recommendation for antivirals if recommended.

[Immunization Action Coalition] Handouts for Patients and Staff

These IAC resources cover a broad array of immunization topics from individual vaccines to vaccine administration and storage and handling.

[CDC] Resources to Prepare for Flu, COVID-19, and RSV

This resources page provides information on ways to prepare for Flu, COVID-19, and RSV.

[NJDOH] Respiratory Syncytial Virus (RSV)

This webpage provides information on what is RSV, what symptoms to look out for, who gets RSV, people at high risk for severe RSV, transmission, diagnosis, prevention, and additional resources.

[NJDOH] Vaccines

This webpage provides vaccine information by topic, New Jersey Immunization Requirements, and information about the Vaccine Preventable Disease Program.

Additional Resources

There are other vaccines recommended for adults across the lifespan. Adults need to keep their vaccinations up to date because immunity from childhood vaccines can wear off over time. You are also at risk for different diseases as an adult. Below is a list of resources on general information on vaccines as well as other diseases that you may need protection from.

GENERAL

1. **New Jersey Department of Health, Vaccine Preventable Disease Program (NJDOH—VPDP)**
   nj.gov/health/cd/vpdp.shtml
2. **CDC Vaccine Information for Adults**
   cdc.gov/vaccines/adults/rec-vac/index.html
3. **CDC Adult Immunization Schedules**
   cdc.gov/vaccines/schedules/hcp/imz/adult.html
4. **CDC Vaccine Information Statements (VIS)**
   cdc.gov/vaccines/hcp/vis/current-vis.html
5. **You Call the Shots: Web-based Training Course**
   cdc.gov/vaccines/ed/youcalltheshots.html
6. **CDC Vaccines for Travel**
   cdc.gov/travel
7. **Immunization Action Coalition (IAC)***
   immunize.org

HUMAN PAPILLOMAVIRUS (HPV)

1. **New Jersey Department of Health: Human Papillomavirus**
   nj.gov/health/cd/topics/hpv.shtml
2. **CDC HPV Vaccination**
   cdc.gov/vaccines/vpd/hpv/index.html
3. **Someone You Love: The HPV Epidemic***
   hpvepidemic.com/

HEPATITIS B

1. **New Jersey Department of Health: Hepatitis B**
   nj.gov/health/cd/topics/hepatitisb.shtml
2. **CDC Hepatitis B Vaccination**
   cdc.gov/vaccines/vpd/hepb/index.html

INFLUENZA

1. **New Jersey Department of Health Flu Website**
   nj.gov/health/cd/topics/flu.shtml
2. **CDC Influenza**
   cdc.gov/flu/index.htm
3. **Immunization Action Coalition: Influenza***
   immunize.org/handouts/influenza-vaccines.asp
4. **Alliance for Immunization in Michigan (AIM)***
   aimtoolkit.org/health-care/general-public.php
5. **Families Fighting Flu***
   familiesfightingflu.org/

**The links to these websites are intended to provide additional information pertaining to immunizations strictly for informational or educational purposes. The New Jersey Department of Health is not responsible for the content of this website and does not endorse private organizations.*

Additional Resources, *cont.*

MENINGOCOCCAL

1. **New Jersey Department of Health: Meningococcal**
   nj.gov/health/cd/topics/meningo.shtml
2. **NJDOH Guidance for Implementation of Meningococcal Vaccine Requirements**
   nj.gov/health/cd/documents/topics/meningo/meningo_requirements_highered.pdf
3. **CDC Meningococcal Vaccination**
   cdc.gov/vaccines/vpd/mening/index.html
4. **MenACWY—Give 2 Doses***
   give2menacwy.org/

TETANUS, DIPHTHERIA, PERTUSSIS (Tdap)

1. **New Jersey Department of Health: Tetanus**
   gov/health/cd/topics/tetanus.shtml
2. **New Jersey Department of Health: Diphtheria**
   nj.gov/health/cd/topics/diphtheria.shtml
3. **New Jersey Department of Health: Pertussis**
   nj.gov/health/cd/topics/pertussis.shtml
4. **CDC Vaccine Recommendations of the ACIP: Tdap-Td**
   cdc.gov/vaccines/vpd/dtap-tdap-td/hcp/recommendations.html
5. **CDC Tetanus Vaccination**
   cdc.gov/vaccines/vpd/tetanus/index.html
6. **CDC Pertussis Vaccination Basics**
   cdc.gov/vaccines/vpd/pertussis/index.html

CDC quiz to help adults determine which vaccines they may need:

cdc.gov/nip/adultimmsched/

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NEW JERSEY COLLEGE & UNIVERSITY FLU CHALLENGE

Thank You!

The New Jersey College & University Flu Challenge is hosted by the New Jersey Department of Health. All feedback, questions, and comments can be directed to Rafia.Siddiq@doh.nj.gov.

NJHealth
New Jersey Department of Health