



To: New Jersey Institutions of Higher Education
From: New Jersey Office of the Secretary of Higher Education,
New Jersey Department of Health
Date: 08/25/2025
Subject: Public Health Info: 2025-2026 New Jersey College & University Flu Challenge

The New Jersey Department of Health is thrilled to announce the commencement of the **9th Annual New Jersey College & University Flu Challenge!**

This challenge is a collaboration between the New Jersey Department of Health and colleges and universities across the state, aimed at bolstering flu vaccination rates among students. Young adults have consistently reported lower flu immunization coverage rates compared to other age groups. In conjunction with the communal nature of college campuses, this creates an ideal situation for rapid flu transmission. The flu can impede a student's ability to attend classes, submit assignments, take exams on time, and participate in social events for over a week, causing students undue stress and missing out on their college experience.

The Flu Challenge is designed to foster a spirit of friendly competition between institutions to see which campus can achieve the highest flu vaccination rates. Each participating institution is encouraged to craft and execute a unique influenza campaign tailored to the needs of its student body. Flu vaccination coverage will be gauged through a brief student self-reported survey.

Participating in the challenge gives institutions access to educational resources and the opportunity to win the coveted traveling trophy for the year!

We have updated the College Flu Challenge toolkit, which is currently going through an internal approval process and will be made available on the [website](#). In the meantime, you can utilize last year's [toolkit](#) for some guidance, if necessary. Additionally, please see below the timeline for this year's Challenge:

- ☐ End of August/Beginning of September: Challenge enrollment (rolling)
- ☐ End of September: Challenge Kick-Off webinar
- ☐ End of October/Early November: Mid-Challenge newsletter
- ☐ December 31st: End of Flu Challenge
- ☐ February: Results will be announced

Together, let's make this year's challenge the most successful one yet. By promoting flu vaccinations, we can safeguard the health of our students, faculty, and staff and contribute to a healthier, happier campus community.

Thank you for your continued support and commitment to the well-being of our students. The deadline to [enroll](#) and [submit student surveys](#) is **December 31, 2025**.

If you have any questions, please email HigherEdVax@doh.nj.gov. More info can be found on the NJDOH website [here](#).