



Celebrate Your Flu Vaccination Promotion Activities by Participating in the New Jersey Campaigns

Date: December 1, 2025

Public Health Message Type: ☐ Alert ☐ Advisory ☐ Update ☒ Information

Intended Audience: ☐ All public health partners ☐ Healthcare providers
☐ Infection preventionists ☒ Local health departments
☒ Schools/childcare centers ☐ ACOs ☐ Animal health professionals
☒ Other: Institutions of Higher Education

The New Jersey Department of Health (NJDOH) recognizes National Influenza Vaccination Week (NIVW), observed from December 1 - 5, 2025. The National Influenza Vaccination Week is an annual campaign that promotes flu vaccination. With the holiday season upon us, NIVW provides a timely reminder for everyone to get vaccinated before families gather, travel increases, and flu season reaches its peak. Currently, NJDOH has several campaigns promoting influenza vaccination to help keep you and your loved ones healthy and safe during this holiday season!

The **College & University Flu Challenge** is an initiative that teams the New Jersey Department of Health with colleges and universities in the state to improve flu vaccination rates among students. Young adults have been shown to have lower flu immunization rates than other age groups. In addition, college campuses have many communal settings, which make it easier for the flu to spread. If a college student gets the flu, they can experience illness for eight or more days, causing them to miss classes and other events. Those reasons make it extremely important to bring awareness to the benefits of vaccination.

The Challenge encourages friendly competition between institutions to determine which campus can achieve the highest flu vaccination rates. Each participating institution develops and implements a unique influenza campaign to fit the needs of its student body. Flu vaccination coverage is measured by a short student self-reported survey. By participating in the Challenge, institutions receive access to educational resources, an award of participation, and a chance to win the traveling trophy for the year!

Currently, there are 17 colleges and universities participating in this year's Challenge, but it's not too late to enroll!

The deadline to [enroll](#) and [submit student surveys](#) is **December 31, 2025**.

More info can be found on the NJDOH website [here](#).

The **Protect Me With 3+** is an annual poster and video contest, and a joint initiative between the Partnership for Maternal and Child Health of Northern New Jersey and the New Jersey Department of Health. The contest aims to raise awareness on the importance of adolescent immunizations among preteens, teens, and parents, and increase vaccination rates for several important vaccines. New Jersey students in grades 5-12 are invited to display their creativity by designing a poster or a 30-second video highlighting the importance of vaccines.

Participants can win Visa gift cards up to \$175! Winning art will be featured at statewide vaccine awareness events as well as featured on TV stations such as News 12, BET, Tres, MSNBC, Cartoon Network, and TLC. The submission deadline is **January 31, 2026**. For more information, visit the website [here](#).

The **Influenza Honor Roll** recognizes institutions that are striving to promote influenza awareness and prevention within their communities. Four categories of honorees are eligible:

- Institutions of education
- Businesses
- Community-based organizations, including faith-based organizations
- Health Care facilities

Institutions in these categories are encouraged to submit applications detailing their influenza-related activities implemented during the flu season. The submission deadline is **March 31, 2026**. Possible submissions could include hosting a flu clinic, creating a flu-prevention social media campaign, promoting or creating a flu vaccination policy, etc. All institutions named to the New Jersey Influenza Honor Roll will be highlighted on the NJDOH website and will receive a certificate of recognition. For more information and campaign ideas, visit the [NJDOH VPDP Honor Roll Website](#).

You can register for the honor roll by completing the application [here](#).
