



COLLEGE & UNIVERSITY FLU CHALLENGE

INFLUENZA TOOLKIT

2026 - 2027

TABLE OF CONTENTS

3 Introduction

[Flu on Campus](#)

[New Jersey Flu Vaccination Data](#)

[Getting Started](#)

[Student Survey](#)

7 Brainstorming

[Recap of Flu Season and College Flu Challenge](#)

[Clinical Updates and Processes](#)

[New Jersey Immunization Information System](#)

[Docket App](#)

[Improving Vaccine Accessibility](#)

[Communicating Health Messages](#)

[Addressing Vaccine Myths](#)

[Social Media](#)

[Personal Stories](#)

[Partnering with Groups on Campus](#)

[Campaign Ideas from other IHES](#)

22 Campaign Planning

[Developing & Mapping Your Campaign Plan](#)

[Challenges & Solutions](#)

[Template Messaging](#)

[Calendar of Events](#)

29 Influenza Planning During Respiratory Season

[Communicating Benefits of Influenza Vaccine](#)

[Resources for Respiratory Viruses](#)

32 Additional Resources

Why Influenza?

Influenza viruses can affect anyone, but several lifestyle factors of higher education students can put them at increased risk of contracting the flu. These factors may include close contact on college and university campuses at locations such as dorms, classrooms, public transportation, parties, and sporting events. Furthermore, disrupted sleeping patterns, unhealthy eating habits, and irregular exercise can make a person's immune system less resilient, therefore making young adults more susceptible to the flu.

Outbreaks of influenza on college campuses are common because influenza can spread within student populations with attack rates as high as **73%**.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 virus. 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-aged 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 us in a friendly competition this 2026-2027 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 the flu vaccine on your campus.

If you have any questions, you can 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 Benjamin SM, Bahr KO. Barriers Associated with Seasonal Influenza Vaccination among College Students. *Influenza Res Trat*. 2016; 2016:4248071.

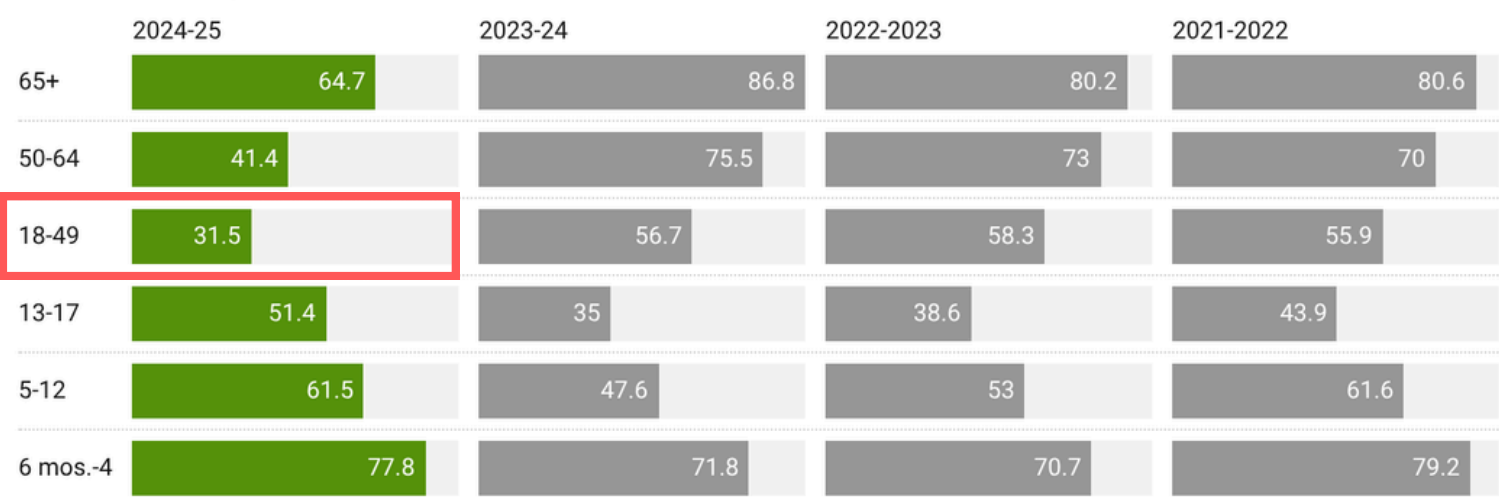
² Nichol, KL, Tummers K, Hoyer-Leitzel A, et al. Modeling Seasonal Influenza Outbreak in a Closed College Campus: Impact of Pre-Season Vaccination, In-Season Vaccination and Holidays/Breaks. *PLoS ONE*, 5(3), e9548. <http://doi.org/10.1371/journal.pone.0009548>

New Jersey Flu Vaccination Data

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 2025-26 flu season in New Jersey indicates that we are not yet achieving that goal with 46.9% of adults 18 years and older receiving the flu vaccine.

Though there are currently no data available specific to college students in New Jersey, we can see that the age group with the lowest flu vaccination coverage among adults is ages 18 to 49 years. During the 2024-25 flu season, an estimated 31.5% of young adults received a flu vaccine, significantly dropping from previous years. This data indicates that there are still too few young adults who choose to get the vaccine, and we need to continue to target additional messaging towards adults within those age groups.

Estimated percentage of flu vaccination coverage by age group and year, New Jersey, FluVaxView, 2021-22 through 2024-25



Created with Datawrapper

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

Data source: CDC FluVaxView, cdc.gov/fluvoxview/index.html, accessed July 2026.

HOW TO GET 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.

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

The resources in this toolkit can assist in creating awareness about the flu vaccine on your campus and in mapping 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	• Fraternity/Sorority Life • Nursing/Public Health Programs • Academic Majors • Athletic Teams • Student Life • Residence Halls	• Local Clinics, Pharmacies, Local Health Departments • Insurance • Statewide Immunization Registry (NJHIS) • CDC Resources • NJDOH Resources	• Social Media • Posters/Flyers • Emails • Newspaper/College Newspaper • TV • Radio

SHARING STUDENT SURVEY

Data to determine the Flu Challenge winners is 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 can 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!

IDEAS TO PROMOTE THE QR CODE

-  Encourage professors to post a slide with a link and/or QR code before starting class.
-  Create a flyer with the QR code to post in bathroom stalls.
-  Share the link via campus-wide email when promoting flu vaccination.
-  Encourage students to complete the survey if flu vaccination clinics are held on campus. Possibly having tablets or a laptop available to complete the survey.
-  Share link to the survey on all social media platforms.
-  Consider a parent/family newsletter to encourage parents to speak with their children about getting vaccinated.

**New Jersey College &
University Flu Challenge
Student Survey Link 2026-27**



BRAINSTORMING

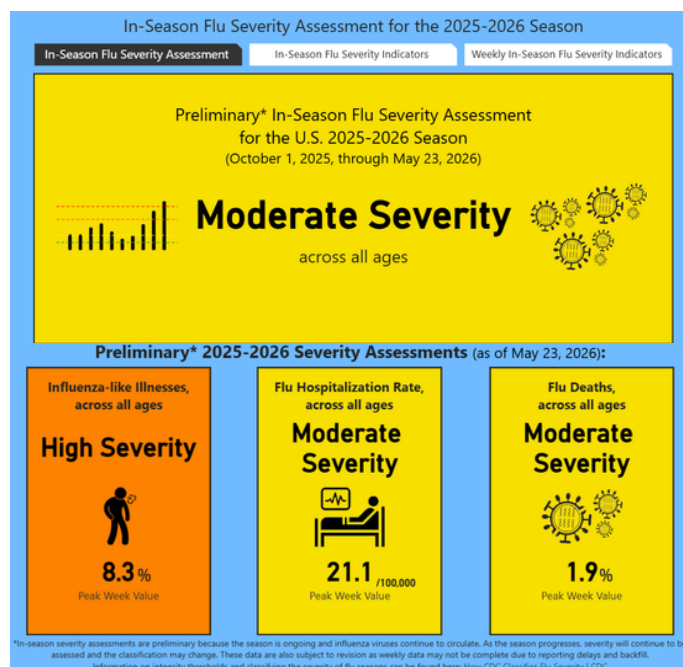


This section contains ideas and information such as clinical strategies, case studies, potential partnerships, and other possible interventions to increase flu awareness and immunization coverage on campus.

Recap of 2025-26 Flu Season

The 2025-26 flu season was classified as “moderate.” The 2025-26 flu season resulted in approximately 56 million illnesses, 25 million medical visits, and 770,000 hospitalizations occurred this past flu season. Influenza vaccine coverage varied by age group, ranging from 35% to 71%. Based on recent data, influenza-associated pediatric deaths have been reported to be the highest number reported in a non-pandemic influenza season.

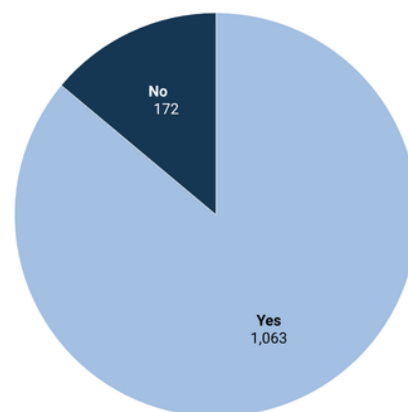
1. [cdc.gov/acip/downloads/slides-2025-06-25-26/03-dugan-influenza-508.pdf](https://www.cdc.gov/acip/downloads/slides-2025-06-25-26/03-dugan-influenza-508.pdf)



Recap of 2025-26 College Flu Challenge

During the 2025-26 College & University Flu Challenge, **1,235** students completed the self-reported survey detailing how many chose to receive the flu vaccination. The majority of students (**86%**) reported receiving the flu vaccine compared to **13.9%** who opted not to receive the flu vaccine.

Flu Vaccination Status Among Students, New Jersey Student Survey (n=1235)



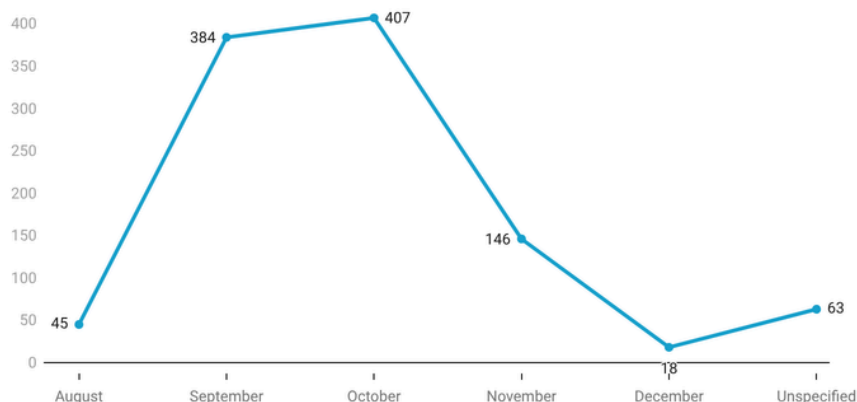
Flu Vaccination Status by Year of Study, New Jersey Student Survey Data (n=1063)



The largest proportion of students who received the flu vaccine were freshmen (**27.8%**), while all other years of study accounted for **25%** or less.

Recap of 2025-26 College Flu Challenge

Student Flu Vaccinations by Month, New Jersey Student Survey, (n=1063)



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The majority of students (**38.3%**) received their flu vaccine in October, consistent with the CDC recommendation to get vaccinated by the end of October. September was the second most common month for vaccination, accounting for **36.1%** of students.

Most students received their flu vaccine at their college/university's health center/on-campus clinics at **67.4%** compared to other locations, indicating that students opt to receive the flu vaccine if it is easily accessible to them.

Locations Where Students Received the Flu Vaccine, New Jersey Student Survey, (n=1063)

College/University (Health Center, On-Campus Clinic, etc.)	716
Pharmacy	180
Other*	74
Health Care Provider's Office	59
Off-Campus Clinic	20
Hospital	14

Created with Datawrapper

Reasons Students Did Not Receive the Flu Vaccination, New Jersey Student Survey, (n=172)

Did not have time	122
Other	26
Combination response	14
Did not have funds	5
The vaccine can make you sick	3
Flu vaccine is ineffective	2

Created with Datawrapper

The majority of students who chose not to receive the flu vaccine (**71%**) reported not having time to get vaccinated. This may reflect competing priorities, such as attending classes, completing assignments and projects, participating in extracurricular activities, commuting, and working.

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 increase immunization coverage levels ([see case study 5](#)).
- ☐ **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, nj.gov/health/respiratory-viruses/flu/#flu-vaccine-information, 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 with timely access to complete, accurate, and relevant clinical immunization records.
- Assisting healthcare providers and communities in assessing immunization coverage and identifying areas of need.
- Helping the nation and state meet the 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.



ATTENTION ADULTS!

New Jersey Immunization Information System (NJiIS):

- Is a secure, web-based, immunization (vaccine) registry that collects vaccination information from health care providers and keeps it in one official record.
- Provides recommended vaccination schedules from birth through adulthood.
- Is managed by the New Jersey Department of Health Vaccine Preventable Disease Program.

NJiIS Provides:

- Official Record Keeping for You**
Serves as an official record when needed for work, college, travel, etc. No more lost records or remembering details about your vaccinations, even if you change health care providers, health insurance, or move.
- Time and Cost Savings**
Saves money and time by avoiding unnecessary visits with your health care provider, and getting vaccines you may not need.
- Accurate Record Keeping for Health Care Providers**
Helps health care providers keep track of your vaccine schedule.

HOW TO ENROLL OR DISENROLL FROM NJiIS

- New Jersey residents born on or after January 1, 1998, are automatically enrolled in NJiIS.
- If you were born before 1998, you must complete an "NJiIS Consent to Participate" form at your health care provider's office. The form is also available on the NJiIS website.
- To disenroll, you must complete a "Registrant Withdrawal from NJiIS" form, available on the NJiIS website.
- For anyone younger than 18, the parent or legal guardian must complete the form.

ARE MY RECORDS CONFIDENTIAL?

Only authorized users who have signed a confidentiality agreement (such as health care providers, staff from health insurance companies, and college and school nurses) can see or use the information on the registry.

FOR MORE INFORMATION ABOUT NJiIS

- Discuss enrolling in NJiIS with your health care provider.
- Visit njiis.nj.gov or scan:

NEW JERSEY DEPARTMENT OF HEALTH DOCKET® APP

Docket is an app that connects you directly with the New Jersey Immunization Information System (NJiIS) to deliver up-to-date personal and family immunization records. You can use the Docket app to provide proof of vaccination status as needed (e.g., school, work, travel, etc.).

Docket supports secure consumer access to all immunization records submitted to NJiIS by health care providers. Docket is a tool that can serve as a cue to action to keep on track with routine vaccinations.

For more information on Docket, visit myhealthnj.com, or to get started on the Docket app, go to njiis.nj.gov/docs/requestImmunizationRecord/Getting_Started.pdf.



Scan QR code
above for Apple



Scan QR code
above for Google
Play Store

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.

- **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 the 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 campaign ideas 7](#)).

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 campaign ideas 9](#)).

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, such as connecting with your local health departments. Make sure this information is readily available to students. Circulating a list of identified locations will help students take the next step towards getting vaccinated.

COMMUNICATING HEALTH MESSAGES



Email Blasts: Partner with your university's public relations team to send blast emails 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 the 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=ltb4RfTrmlc](https://www.youtube.com/watch?v=ltb4RfTrmlc). See additional resources at the end of the toolkit.



Informational Materials: Share information about the flu by utilizing the New Jersey Department of Health's [Flu Basics brochure](#), which is available in 14 other languages. This brochure provides information on what the flu is, symptoms to watch out for, what actions to take to fight the flu, etc. You can find the brochure and other flu-related information on NJDOH's Respiratory Viruses website on nj.gov/health/cd/topics/flu.shtml. There are additional sites listed in the additional resources section on [page 32](#) 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 benefits of the flu vaccine and the flu challenge ([see campaign ideas 5 & 6](#)).



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.

Resources

NFID: [nfid.org/infectious-disease/flu](https://www.nfid.org/infectious-disease/flu)

American Lung Association: [lung.org/lung-health-diseases/lung-disease-lookup/influenza/flu-resource-library](https://www.lung.org/lung-health-diseases/lung-disease-lookup/influenza/flu-resource-library)

- Print Materials
- Mobile Content
- Video/Audio Visual
- 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 2025-2026 flu season in the U.S., there were an estimated 32 million influenza illnesses, 15 million influenza-associated medical visits, and 390,000 influenza-related hospitalizations. ¹ 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 2024-2025 influenza season, an estimated 12 million illnesses , 5.7 million medical visits , and 240,00 hospitalizations were prevented by flu vaccination. ²

Additional Resource

Information to address common misconceptions

1) nfid.org/resource/myths-and-facts-about-influenza-flu

2) familiesfightingflu.org/dispelling-common-flu-myths

1. fda.gov/media/193213/download

2. cdc.gov/acip/downloads/slides-2025-06-25-26/03-dugan-influenza-508.pdf

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 campaign ideas 8](#)).

Engage users: Create a selfie competition on your campus and have students send in selfies of places they go after they get 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.



Social Media

There are 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!

Fight Flu Social Media Toolkit: lung.org/lung-health-diseases/lung-disease-lookup/influenza/preventing-influenza/fight-flu-toolkit

Flu Toolkit by AAP: aap.org/en/news-room/campaigns-and-toolkits/flu-campaign-toolkit

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.



The Covert Family

Kaitlyn Covert was a student at the University of Florida in Gainesville when she almost died from the flu.



The Termulo Family

Reese was a 16-year-old who died suddenly from the flu.



The Schwolert Family

Max was a healthy, 17-year-old athlete whose life was tragically cut short by flu.

Additional Resources

Alliance for Immunization in Michigan (AIM)*

aimtoolkit.org/health-care/general-public.php

Families Fighting Flu*

familiesfightingflu.org

Shot By Shot*

shotbyshot.org

Minnesota Department of Health*

health.state.mn.us/people/immunize/basics/stories/index.html



*The links to websites shared throughout this toolkit 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

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!

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.

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 the flu vaccine.

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 the student population, and are great leaders to engage in helping spread the word about the importance of the flu vaccine. A flu shot can help keep student-athletes in the game!

PEER EDUCATORS/ADVOCATES — Some institutions have established peer educators or peer advocates programs, which consist of students who are trained to educate and support their peers on various topics on well-being and encourage positive changes in their behavior and/or within the campus community. Partnering with these groups to co-host events or do a tabling event on the importance of getting the flu vaccine will encourage their peers to not only think about why getting the flu vaccine is important, but also provide information on where they could receive the flu vaccine.



CONNECTING WITH PARTNERS

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 a 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 campaign ideas 4](#)).

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?

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.

CAMPAIGN IDEAS FROM OTHER IHE

This version of the toolkit features campaign ideas from other IHEs, such as New Jersey, Michigan, Pennsylvania, and Minnesota, where a similar challenge has been implemented successfully over the years.



1) The College of New Jersey (TCNJ)

At The College of New Jersey, our annual influenza prevention campaign is a comprehensive, multi-platform educational initiative designed to increase influenza vaccination rates and reduce the spread of illness on campus during cold and flu season.

The campaign includes:

- Educational Instagram posts highlighting ways to prevent respiratory illnesses, the importance and safety of influenza vaccination, and evidence-based health information.
- Campus-wide email communications announcing vaccine availability, eligibility, clinic dates, and easy appointment scheduling.
- On-campus vaccination clinics that make receiving the flu vaccine convenient for students.
- Health promotion tabling events where students receive information on cold and flu prevention, proper handwashing techniques, respiratory etiquette, and other healthy habits to reduce illness transmission.

Over the years, our campaign has been highly successful. Student Health Services has been recognized by the New Jersey Department of Health's Vaccine Preventable Disease Program as the Flu Challenge winner in the medium-sized college and university category for nine consecutive years. We attribute this success to consistent messaging across multiple platforms, making vaccination convenient and accessible, and engaging students through a variety of educational opportunities.

Our greatest challenge continues to be dispelling misinformation and myths surrounding influenza vaccination. Many students arrive on campus with misconceptions about vaccine safety, effectiveness, or the belief that the vaccine can cause influenza. Addressing these concerns requires ongoing education, one-on-one conversations with healthcare providers, and sharing evidence-based information through trusted communication channels. We have found that repeated messaging, accessibility to healthcare professionals, and providing students with credible resources are essential to overcoming vaccine hesitancy and maintaining high vaccination participation.

2) Best Care College

When students apply to the College of Nursing and pass the entrance exam, they are enrolled in a 3- to 4-week preparation course. During this course, we help them understand the importance of completing their physical examination and required immunizations before beginning the nursing program. These requirements are necessary because students must meet the health and safety standards of the clinical facilities where they will complete their clinical training. They cannot become nurses without completing the required clinical hours. We also explain that nurses must be physically and mentally healthy to provide safe and compassionate care to patients who rely on us throughout their healthcare journey, including those receiving end-of-life care. In addition, we strive to instill the values of empathy, respect, and understanding for people from different cultures, religions, family backgrounds, languages, and environments, recognizing that these differences make each person unique.

CAMPAIGN IDEAS FROM OTHER IHE

2) Best Care College Continued: Some students wait until the last minute to receive their required immunizations, which may prevent them from attending their assigned clinical rotations. If a student states that they are allergic to the influenza vaccine, they must provide a letter from their physician explaining why they cannot receive the vaccine and describing the specific reaction they experienced after a previous vaccination. Some healthcare facilities also require students to receive the COVID-19 vaccine before participating in clinical experiences. We explain that if they choose not to receive the vaccine, they may not be permitted to attend clinical training at those facilities. After weighing the risks and benefits of vaccination, many students choose to receive the required vaccines.

3) New Jersey Institute of Technology (NJIT)

The NJIT Flu Challenge is a campus-wide initiative designed to increase influenza vaccination rates through education, accessibility, and friendly competition. NJIT participates in the challenge alongside other colleges and universities, encouraging students to represent NJIT by helping us achieve the highest influenza vaccination participation rate. Our student peer educators also play an important role in the campaign by promoting the clinics through peer-to-peer outreach, engaging with students across campus, and encouraging participation in the Flu Challenge.

Our campaign begins several weeks before the first vaccination clinic with a comprehensive marketing and outreach effort. We promote the clinics through social media, posters placed in high-traffic areas across campus, and email reminders sent approximately one month before the clinics begin, one week before each clinic, and again on the day of the event. These consistent reminders have helped keep the clinics top of mind as students balance busy academic schedules. We also encourage student organizations and campus departments to share our campaign materials on their social media platforms and display promotional materials within their offices, helping expand the campaign's reach and increase awareness across campus.

Accessibility is a key component of our campaign. NJIT partners with Walgreens to host multiple on-campus vaccination clinics throughout the fall semester, typically offering at least two clinic dates each month. To further improve access, we also partner with CityMD, our on-campus health services, so students who miss a Walgreens clinic can still receive their influenza vaccine and remain eligible to participate in the Flu Challenge. We also offer additional recommended vaccines during our on-campus clinics, which helps increase attendance and provides an opportunity for our staff to educate students on the importance of receiving the annual influenza vaccine while they are at the clinic.

Students who receive their influenza vaccine through either our Walgreens clinics or CityMD are asked to complete a QR code survey to verify participation, provide feedback, and ensure their vaccination is counted toward NJIT's participation in the Flu Challenge.

One of our greatest successes has been increasing student participation through consistent marketing, improved accessibility, and strong campus and community partnerships. Initially, one of our biggest challenges was ensuring students completed the QR code survey after receiving their vaccine. Since survey completion is required for participation to count toward the challenge, we revised our workflow by requiring students to complete the survey before leaving the clinic and before receiving proof of vaccination. This change significantly improved survey completion rates and ensured more accurate participation reporting.

CAMPAIGN IDEAS FROM OTHER IHE

4) 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.

5) 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 the 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.

In addition, Wayne State University created its own marketing materials that encouraged competition between schools that 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 it 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) 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 helped 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 shots. 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.

7) Michigan State University: Support Vaccination Staff

Michigan State University incentivized its 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!

CAMPAIGN IDEAS FROM OTHER IHE

8) 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.

9) 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.

Additional Ideas

- Student competitions to create posters, flyers, radio PSAs, and video PSAs.
- Themed campus events to promote flu vaccination (sporting events, concerts, holidays, etc.).
- Bathroom stall campaigns. Post flu vaccine information in bathrooms around campus.
- Create an influenza march or parade with the school band. Invite prominent campus figures to participate.
- 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

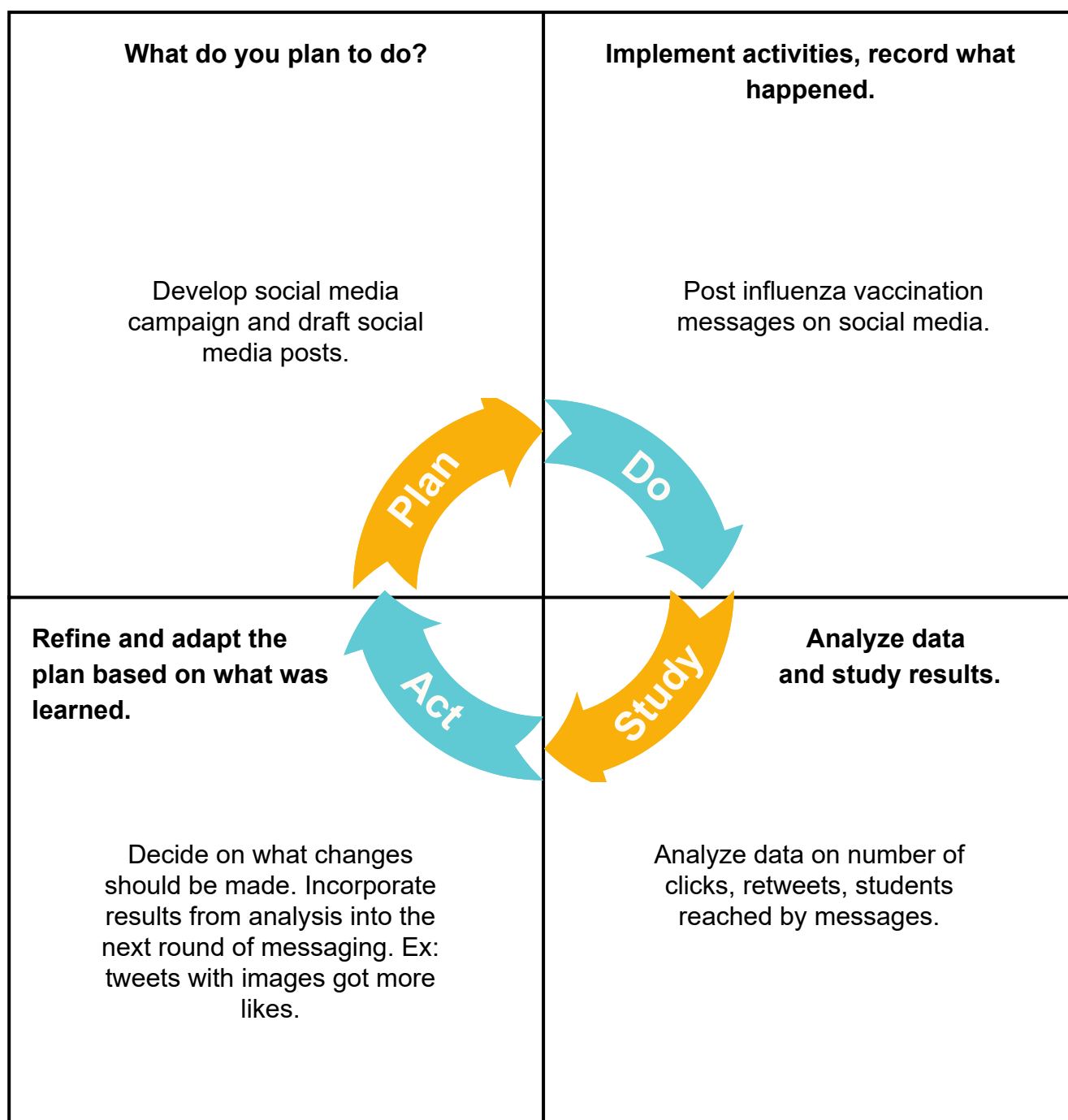
Developing your ideas

		Notes
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.	
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.	
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 is to get students talking about flu prevention and taking the survey!	
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.	

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 & DEVELOP SOLUTIONS

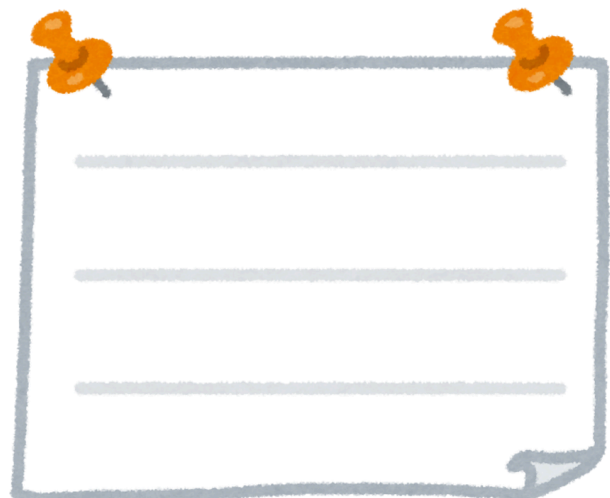
College students have many competing priorities, which can present a challenge to reinforcing the need for their annual seasonal flu vaccination. Use the table below to list out some of the challenges that you have experienced, and identify some solutions to help overcome those challenges and to help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

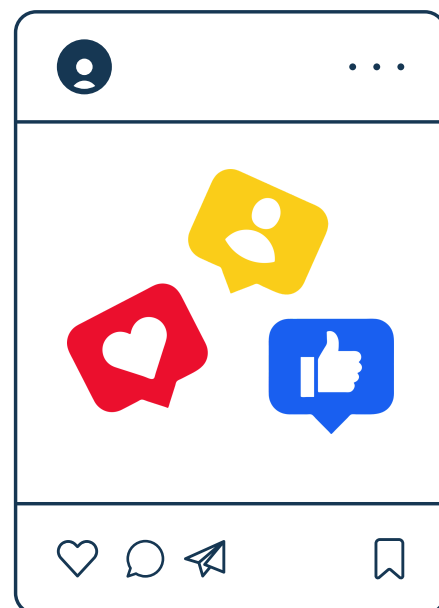
Come up with your own!



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: shotbyspot.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

**Come up with your
own tweets, posts,
hashtags 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.

	August	September	October	November
Activity	- Challenge enrollment (rolling) - New Jersey's Adult Vaccine Preventable Disease Awareness and Improvement Month - National Immunization Awareness Month	- Challenge Kick-Off - CDC/NFID Flu Season Campaign Kick-off	- National Health Education Week - Halloween-themed messaging	- Highlight the importance of vaccination for persons with chronic conditions - American Diabetes Month - COPD Awareness Month - Lung Cancer Awareness Month - Thanksgiving-themed messaging
Details				
	December	January	February	March
Activity	1st week in December: National Influenza Vaccination Week - Close of NJ Flu Challenge—Dec 31st			Results Announced
Details				

INFLUENZA PLANNING DURING RESPIRATORY SEASON



This section includes resources to websites on the various respiratory illnesses during respiratory season.

IMMUNIZATION ACTION COALITION (IAC)

Communicating the Benefits of Influenza Vaccination

Influenza (flu) severity varies from year to year, but flu season always brings serious consequences. During the 2024–25 season, hospitalizations for children and adults were the highest since 2009, when the current surveillance system started, and 275 deaths in children were reported.¹ Though flu outbreak severity is unpredictable, flu viruses will continue to cause illness and deaths each year. Vaccination is the best protection for any influenza season.

Flu vaccination is very safe and the best way to prevent flu and its complications. Everyone age 6 months and older (with rare exception) is recommended to get a yearly flu vaccine. Vaccination lowers the risk of influenza-related illness, hospitalization, and death. Flu vaccination rates have fallen in recent years, leaving more people at risk of severe flu.² Take advantage of every opportunity to make a strong recommendation for getting a 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.

From October 2024–May 2025, the U.S. Centers for Disease Control and Prevention (CDC) estimate that flu caused:³

47–82 million
flu illnesses



21–37 million
flu medical visits



610,000–1,300,000
flu hospitalizations



27,000–130,000
flu deaths



What are the Benefits of Flu Vaccination?

Studies since 2013 have shown that vaccination:⁴

Reduces risk of flu illness

- ✓ In 2023–24, flu vaccination prevented an estimated 10 million flu illnesses, 5 million medical visits, 118,000 hospitalizations, and 8,000 deaths⁵
- ✓ Flu vaccination has been shown to reduce the risk of having to go to the doctor with flu by 40% to 60%

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
- ✓ Flu hospitalizations were cut in half for all adults (including those aged 65+)
- ✓ Flu 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%
- ✓ Flu-related illnesses and influenza-related hospitalizations in infants under 6 months of age fell by half when their mothers were vaccinated

Vaccination rates* for flu remain well below optimal levels

- 55%** children 6 mos–17 yrs (2%↓)
- 45%** adults 18+ years (2%↓)
- 70%** adults 65+ years (same)
- 75%** healthcare personnel (same)
- 47%** pregnant people (same)

*Estimates are for 2023–24 season (change is from 2022–23)⁶

Quick Tips

How to discuss 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."
- **Use a presumptive approach:** "Today we are giving you your annual flu vaccine."
- **Communicate why we vaccinate:** "Millions of people get sick from flu each year. Vaccination helps prevent flu and its severe complications." "Preventing the flu means preventing missed work, doctor, and emergency room visits."
- **Communicate the variability and unpredictability of flu:** "Flu seasons happen every year, but each season's severity is 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:** "While the flu vaccine won't prevent all illnesses, it is the best way to reduce severe flu illness and its complications."

Use the SHARE method⁸

- **Share** why a flu vaccine is right for a patient
- **Highlight** positive experiences with flu vaccines
- **Address** patient questions
- **Remind** patients a flu vaccine can protect them and their loved ones from serious complications
- **Explain** the potential costs of getting sick with flu

FOOTNOTES

- ¹ CDC. Laboratory-Confirmed Influenza Hospitalizations <https://gis.cdc.gov/grasp/Flu/view/FluHospRates.html>
- ² CDC. Coverage by Season www.cdc.gov/flu/avaxview/coverage-by-season/index.html
- ³ CDC. 2024–25 U.S. Flu In-Season Burden. www.cdc.gov/flu-burden/shp/data-viz/2024-2025.html
- ⁴ CDC. What are the benefits of flu vaccination? www.cdc.gov/flu-vaccines-work/benefits/index.html
- ⁵ CDC. Disease burden prevented by vaccination www.cdc.gov/flu-burden/shp/data-viz-vac/2023-2024-prevented.html
- ⁶ CDC. Talking about flu vaccination recommendations www.cdc.gov/flu/hcp/vax-summary/flu-vaccine-recommendation.html



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

www.immunize.org/catg.d/p3115.pdf
Item #P3115 (9/19/2025)



Scan for PDF

immunize.org/wp-content/uploads/catg.d/p3115.pdf

Resources for Respiratory Viruses

The fall season is the start of the 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 the RSV vaccine is recommended for adults in specific age groups.

The following resources pertain to the current respiratory season.

[NJDOH] New Jersey COVID-19 Disease Page

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

[NAIIS] Tools to Assist Satellite, Temporary, and Off-Site Vaccination Clinics

This guidance primarily focuses on clinical considerations for planning a vaccination clinic.

[NJDOH] Influenza

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

[NJDOH] General Information about Influenza

This page provides detailed information for the general public on symptoms, transmissions, prevention tips, and flu vaccine information. Steps include vaccination and everyday preventive actions.

[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.

[NFID] Is It Flu, COVID-19, or RSV? How to Tell the Difference

This resources page provides information on how to tell the difference between Flu, COVID-19, and RSV, the importance of getting tested, treatment options, and prevention.

[NJDOH] Respiratory Syncytial Virus (RSV)

This webpage provides information on what RSV is, 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

New Jersey Department of Health, Vaccine Preventable Disease Program (NJDOH – VPDP)
nj.gov/health/cd/vpdp.shtml

AAFP Adults 19 Years and Older Immunization Schedule
aafp.org/family-physician/patient-care/prevention-wellness/immunizations-vaccines/immunization-schedules/adult-immunization-schedule.html

Immunize.org Vaccine Information Statements (VIS) immunize.org/vaccines/vis/about-vis

NJDOH Vaccines for Travelers
nj.gov/health/vaccines/for-travelers/

Immunization Action Coalition*
immunize.org

Influenza

New Jersey Department of Health – Flu Website
nj.gov/health/respiratory-viruses/flu/

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

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

Families Fighting Flu*
familiesfightingflu.org

Human Papillomavirus (HPV)

New Jersey Department of Health – Human Papillomavirus (HPV)
nj.gov/health/cd/topics/hpv.shtml

ACS Prevent 6 Cancers with the HPV Vaccine
cancer.org/cancer/risk-prevention/hpv/hpv-vaccine.html

Someone You Love: The HPV Epidemic*
hpvepidemic.com

*The links to websites shared throughout this toolkit 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

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.

Tetanus, Diphtheria, and Pertussis (Tdap)

New Jersey Department of Health – Diphtheria, Tetanus, and Pertussis
nj.gov/health/cd/topics/diphtheria.shtml

nj.gov/health/cd/topics/tetanus.shtml

nj.gov/health/cd/topics/pertussis.shtml

Immunize.org Diphtheria, Tetanus, and Pertussis
immunize.org/vaccines/a-z/diphtheria

immunize.org/vaccines/a-z/tetanus

immunize.org/vaccines/a-z/pertussis

Hepatitis B

New Jersey Department of Health – Hepatitis B
nj.gov/health/cd/topics/hepatitisb.shtml

Immunize.org Hepatitis B Clinical Resources immunize.org/vaccines/a-z/hepb

Meningococcal

New Jersey Department of Health – Meningococcal
nj.gov/health/cd/topics/meningo.shtml

NJDOH Guidance for Implementation of Meningococcal Vaccine Requirements
nj.gov/health/cd/documents/topics/meningo/meningo_requirements_highered.pdf

NJDOH Meningococcal Disease: Are You Protected? Brochure
nj.gov/health/cd/documents/topics/meningo/are_you_protected.pdf

NJDOH Invasive Meningococcal Disease FAQ
nj.gov/health/cd/documents/faq/Invasive-Meningococcal-Disease-2026-FAQs.pdf

AAFP Meningococcal Disease Vaccine
aafp.org/family-physician/patient-care/prevention-wellness/immunizations-vaccines/disease-pop-immunization/meningococcal-disease-vaccine.html

MenACWY – Give 2 Doses*
give2menacwy.org

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Thank You & Good Luck!

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.

