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Fight Flu in 3 Steps
1—Get the flu vaccine
2—Stop the spread of germs—wash hands
3—See a doctor if you have flu symptoms
**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 **nine 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 **eight 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.

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**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 2019-2020 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 Erika.Lobe@doh.nj.gov.*


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One objective of Healthy People 2020 is to increase annual seasonal influenza vaccination for adults 18 and older. The target for the year 2020 is to reach at least 70%.\(^1\) Data from the 2017-18 flu season in New Jersey indicates that we are not yet achieving that goal.

Though there is not currently 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. Between the 2016-17 and 2017-18 flu seasons, there was a slight decrease of 4.3% flu vaccination coverage for this age group, 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.

![New Jersey Flu Vaccination Data Table]

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2016-17</th>
<th>2017-18</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>≥ 6 mos.</td>
<td>49.1</td>
<td>48.1</td>
<td>1.0%</td>
</tr>
<tr>
<td>≥ 18 yrs</td>
<td>44.0</td>
<td>42.3</td>
<td>-1.7%</td>
</tr>
<tr>
<td>6 mos. – 4 yrs</td>
<td>84.7</td>
<td>83.8</td>
<td>-0.9%</td>
</tr>
<tr>
<td>5-12 yrs</td>
<td>72.4</td>
<td>70.3</td>
<td>-2.1%</td>
</tr>
<tr>
<td>13-17 yrs</td>
<td>48.3</td>
<td>55.0</td>
<td>+6.7%</td>
</tr>
<tr>
<td>18-49 yrs</td>
<td>34.4</td>
<td>30.1</td>
<td>-4.3%</td>
</tr>
<tr>
<td>50-64 yrs</td>
<td>45.4</td>
<td>43.7</td>
<td>-1.7%</td>
</tr>
<tr>
<td>≥ 65 yrs</td>
<td>65.5</td>
<td>66.6</td>
<td>+1.1%</td>
</tr>
</tbody>
</table>

\(^1\)www.healthypeople.gov/2020/topics-objectives/topic/immunization-and-infectious-diseases/objectives
Data source: CDC FluVaxView, 2018

![New Jersey Flu Vaccination Coverage by Age Group and Year, FluVaxView Data, 2012-13 through 2017-18]

HP2020 Target = 70%
What are the next steps?

**Getting started**

1. **Register your school.** After reviewing the rules and regulations, complete the short registration form to let us know that you would like to participate.

2. **Start planning!** Use the toolkit to get ideas and start putting together your team.

3. **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!

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**Goal: Increase campus flu awareness and vaccination coverage**

<table>
<thead>
<tr>
<th>Key Themes</th>
<th>Internal Competitions</th>
<th>Vaccine Accessibility &amp; Resources</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severity of Flu Illness</td>
<td>Greek Life</td>
<td>Local Clinics, Pharmacies, Local Health Departments</td>
<td>Radio</td>
</tr>
<tr>
<td>Importance of Vaccination</td>
<td>Nursing/Public Health Programs</td>
<td>Insurance</td>
<td>Posters</td>
</tr>
<tr>
<td>Vaccine Safety</td>
<td>Academic Majors</td>
<td>Statewide Immunization Registry (NJIIIS)</td>
<td>Emails</td>
</tr>
<tr>
<td>Prevention of Flu</td>
<td>Athletic Teams</td>
<td>CDC Resources</td>
<td>Newspaper</td>
</tr>
<tr>
<td></td>
<td>Student Life</td>
<td>NJDOH Resources</td>
<td>TV</td>
</tr>
<tr>
<td></td>
<td>Residence Halls</td>
<td></td>
<td>Social Media</td>
</tr>
</tbody>
</table>

---

*NJ College Flu Challenge*
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.
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, [www.cdc.gov/flu/freeresources/flu-finder-widget.html](http://www.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.

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**RESOURCES FOR IMPROVING VACCINATION COVERAGE**

- **Template standing orders**: [www.immunize.org/standing-orders](http://www.immunize.org/standing-orders)
- **Tips for improving immunization services**: [www.immunize.org/catg.d/p2045.pdf](http://www.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 2020 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 njis.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**
  www.cdc.gov/flu/professionals/vaccination/vax_clinic.htm

- **Information for Businesses and Employers**
  www.cdc.gov/flu/business/

- **Tools to Assist Satellite, Temporary, and Off-Site Vaccination Clinics**
  www.izsummitpartners.org/nais-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 requirements, why students should get vaccinated, where they can get vaccinated, and address cost issues for people who have questions about out-of-pocket expenses.

**Newspaper:** Does your school have a newsletter or newspaper that is distributed to all students? If so, find out what it takes to write an article for one of these publications and get the message out there about the flu challenge and what students need to do to participate (and win!).

**Use Online Resources:** 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: [www.youtube.com/watch?v=Itb4RfTrm1c](http://www.youtube.com/watch?v=Itb4RfTrm1c). See additional resources at the end of the toolkit.

**Posters:** Use existing print materials from the New Jersey Department of Health website ([http://nj.gov/health/cd/topics/flu.shtml](http://nj.gov/health/cd/topics/flu.shtml)), or other sites listed in the additional resources section on page 25 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 (RA’s):** RA’s 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**
[www.cdc.gov/flu/freeresources/](http://www.cdc.gov/flu/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.

<table>
<thead>
<tr>
<th>Myth</th>
<th>Fact</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will get the flu from the vaccine.</td>
<td>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.</td>
</tr>
<tr>
<td>Healthy people don’t need to be vaccinated.</td>
<td>Everyone six months and older should be vaccinated. Even healthy people are at risk from getting the flu. They may end up missing class, work, or other obligations. Getting the flu shot can also help prevent people from spreading the virus to others.</td>
</tr>
<tr>
<td>I don’t need a flu shot every year.</td>
<td>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.</td>
</tr>
<tr>
<td>I can’t get that sick from the flu.</td>
<td>Even among healthy people, the flu can cause serious complications. During the 2017-18 flu season in the U.S., there were an estimated 48.8 million influenza illnesses, 22.7 million influenza-associated medical visits, and 959,000 influenza-related hospitalizations, and 79,400 deaths. 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.</td>
</tr>
<tr>
<td>The flu vaccine does not work.</td>
<td>In the 2017-18 influenza season, an estimated 7 million illnesses, 109,000 hospitalizations, and 8,000 flu deaths were prevented by flu vaccination.¹</td>
</tr>
</tbody>
</table>

### Additional Resource!

CDC webpage to address common misconceptions about the flu.

[www.cdc.gov/flu/about/qa/misconceptions.htm](http://www.cdc.gov/flu/about/qa/misconceptions.htm)

1. [www.cdc.gov/flu/about/burden/2017-2018.htm](http://www.cdc.gov/flu/about/burden/2017-2018.htm)

2. [www.cdc.gov/flu/vaccines-work/averted-estimates.htm](http://www.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 flu 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 also can have a huge social media reach. Asking them to post about the flu challenge can spread the word to a large group of students.

**Hashtags:** Create a hashtag that is specific to your campus and the flu challenge. You want consistency among posts about the flu challenge so branding a hashtag that is specific to your school will help increase usage of the hashtag (see case study 6).

**Engage users:** Create a selfie competition on your campus and have students send in selfies of places they go after they got their flu shot. The most creative post can win a prize! Or you could give those who receive the flu vaccine on-campus special Band-Aids that they can use in their selfies to help spread awareness about the importance!

**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:** [www.cdc.gov/socialmedia/](http://www.cdc.gov/socialmedia/)

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)**
www.aimtoolkit.org/health-care/general-public.php

**Families Fighting Flu**
www.familiesfightingflu.org/

**Shot By Shot**
www.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.*
Connecting with Partners
Ideas for both on- and off-campus partnerships

<table>
<thead>
<tr>
<th>On-Campus Partners</th>
<th>Off-Campus Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Groups</strong></td>
<td><strong>Greek Life</strong></td>
</tr>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Nursing School/Public Health</strong></td>
<td><strong>Communications</strong></td>
</tr>
<tr>
<td>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).</td>
<td>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?</td>
</tr>
</tbody>
</table>

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.
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 communication, 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 students-athletes in the game!
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!
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.)
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 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 exact 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:
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

<table>
<thead>
<tr>
<th>What do you plan to do?</th>
<th>Implement activities, recording what happened.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop social media campaign and draft social media posts.</td>
<td>Post influenza vaccination messages on social media</td>
</tr>
<tr>
<td>Decide on what changes should be made. Incorporate results from analysis into the next round of messaging. Ex: tweets with images got more likes.</td>
<td>Analyze data on number of clicks, retweets, students reached by messages.</td>
</tr>
<tr>
<td>Refine and adapt the plan based on what was learned.</td>
<td>Analyze data and study results.</td>
</tr>
</tbody>
</table>
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.

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

Others? List some challenges that you have experienced with flu immunization and try to identify solutions that can be incorporated into your campaign.

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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!**

<table>
<thead>
<tr>
<th>Write your own message here</th>
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*NJ College Flu Challenge*
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: http://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

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

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. [www.cdc.gov/flu/NIVW/index.htm](http://www.cdc.gov/flu/NIVW/index.htm)
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.*

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>August</td>
<td>• Challenge enrollment&lt;br&gt; • New Jersey’s Adult Vaccine Preventable Disease Awareness and Improvement Month&lt;br&gt; • National Immunization Awareness Month</td>
<td>Link to self-report survey will be distributed</td>
</tr>
<tr>
<td>September</td>
<td>• Challenge Kick-Off&lt;br&gt; • CDC/NFID Flu Season Campaign Kick-off</td>
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<tr>
<td>October</td>
<td>• National Health Education Week&lt;br&gt; • Halloween-themed messaging</td>
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<tr>
<td>November</td>
<td>• Highlight the importance of vaccination for persons with chronic conditions&lt;br&gt; • American Diabetes Month&lt;br&gt; • COPD Awareness Month&lt;br&gt; • Lung Cancer Awareness Month&lt;br&gt; • Thanksgiving-themed messaging</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>• 1st week in December: National Influenza Vaccination Week&lt;br&gt; •</td>
<td>Coordinate campaign activities with CDC promotional messages for the week.</td>
</tr>
<tr>
<td>January</td>
<td>•</td>
<td></td>
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<tr>
<td>February</td>
<td>• Close of NJ Flu Challenge—Feb 29th</td>
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</tr>
<tr>
<td>March</td>
<td>• Results Announced</td>
<td>Debrief with all participating schools</td>
</tr>
</tbody>
</table>
**Additional Resources**

**GENERAL**

1. New Jersey Department of Health, Vaccine Preventable Disease Program (NDOH—VPDP)
   www.nj.gov/health/cd/vpdp.shtml

2. CDC Vaccine Information for Adults
   www.cdc.gov/vaccines/adults/rec-vac/index.html

3. CDC Adult Immunization Schedules
   www.cdc.gov/vaccines/schedules/hcp/adult.html

4. CDC Vaccine Information Statements (VIS)
   www.cdc.gov/vaccines/hcp/vis/current-vis.html

5. You Call the Shots: Web-based Training Course
   www.cdc.gov/vaccines/ed/youcalltheshots.html

6. CDC Vaccines for Travel
   www.cdc.gov/travel

7. Immunization Action Coalition (IAC)*
   http://immunize.org

**HUMAN PAPILLOMAVIRUS (HPV)**

1. New Jersey Department of Health: Human Papillomavirus
   http://nj.gov/health/cd/topics/hpv.shtml

2. CDC HPV Vaccination
   www.cdc.gov/vaccines/vpd/hpv/index.html

3. CDC Speakers Bureau
   www.cdc.gov/hpv/partners/outreach-hcp/speakers-bureaus.html

4. Someone You Love: The HPV Epidemic*
   www.hpvepidemic.com/

5. Lady Ganga: Nilza’s Story*
   www.ladyganga.org/

**HEPATITIS B**

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

2. CDC Hepatitis B Vaccination
   www.cdc.gov/vaccines/vpd/hepb/index.html

**INFLUENZA**

1. New Jersey Department of Health
   Flu Website
   http://nj.gov/health/cd/topics/flu.shtml

2. CDC Influenza
   www.cdc.gov/flu/index.htm

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

4. New York State Department of Health: Influenza*

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

6. Families Fighting Flu*
   www.familiesfightingflu.org/

7. National Foundation for Infectious Diseases (NFID): National Survey on College Students & Flu*
   www.nfid.org/idinfo/influenza/college-students-flu-survey.html

*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.
**MENINGOCOCCAL**

1. New Jersey Department of Health: Meningococcal

2. CDC Meningococcal Vaccination
   [www.cdc.gov/vaccines/vpd/mening/index.html](http://www.cdc.gov/vaccines/vpd/mening/index.html)

   [www.nmaus.org/educational-resources/pledge-2-prevent/](http://www.nmaus.org/educational-resources/pledge-2-prevent/)

4. MenACWY—Give 2 Doses*
   [www.give2menacwy.org/](http://www.give2menacwy.org/)

5. Voices of Meningitis*
   [www.voicesofmeningitis.org/stories.html](http://www.voicesofmeningitis.org/stories.html)

6. NFID Meningococcal Disease College Toolkit*
   [www.nfid.org/idinfo/meningococcal/meningococcal-college-toolkit](http://www.nfid.org/idinfo/meningococcal/meningococcal-college-toolkit)

**TETANUS, DIPHTHERIA, PERTUSSIS (Tdap)**

1. New Jersey Department of Health: Tetanus

2. New Jersey Department of Health: Diphtheria

3. New Jersey Department of Health: Pertussis

4. CDC Vaccine Recommendations of the ACIP: Tdap-Td
   [www.cdc.gov/vaccines/hcp/acip-recs/vacc-specific/tdap-td.html](http://www.cdc.gov/vaccines/hcp/acip-recs/vacc-specific/tdap-td.html)

5. CDC Tetanus Vaccination
   [www.cdc.gov/vaccines/vpd/tetanus/index.html](http://www.cdc.gov/vaccines/vpd/tetanus/index.html)

6. CDC Pertussis Vaccination Basics
   [www.cdc.gov/vaccines/vpd/pertussis/index.html](http://www.cdc.gov/vaccines/vpd/pertussis/index.html)

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

[https://www2.cdc.gov/nip/adultimmsched/](https://www2.cdc.gov/nip/adultimmsched/)

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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 Erika.Lobe@doh.nj.gov.