



UMassAmherst

# Vaccinating College Students

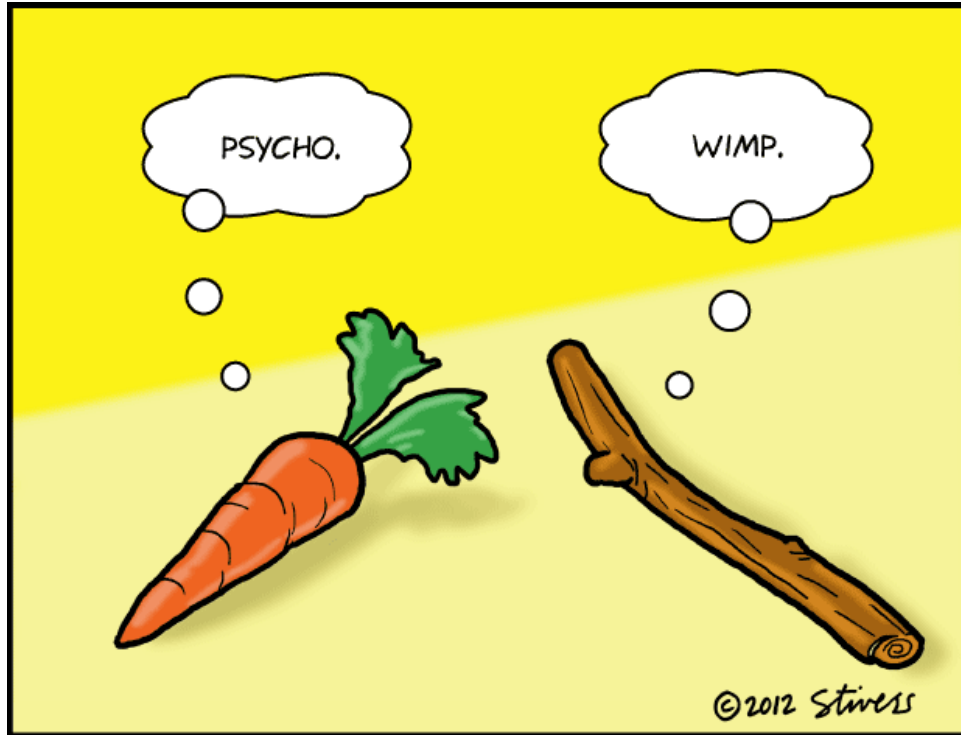
Ann Becker RN, DNP  
Public Health Nurse



ALUMNI ASSOCIATION  
DEVELOPMENT OFFICE



# The Carrot & Stick..... and beyond



**23,300 Undergraduate Students,  
6,900 Graduate Students,  
+  
One College Health Center**



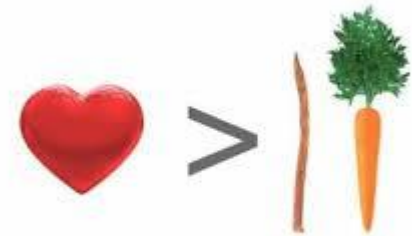
# What we need to give: MDPH Requirements

- 2 MMR's
- Tdap
- 2 Varicella
- 3 Hepatitis B
- 1 Meningococcal ( ACWY)



# What else we like to give: ACIP Recommended Vaccines

- Influenza Vaccine - *everyone*
- HPV - *not completed the series*
- Hepatitis A– *travelers & high risk*
- Typhoid – *travelers*
- Yellow Fever – *travelers*
- Pneumococcal – *high risk*



# Challenges in reaching college students in annual flu campaigns

- *Risk Perception*: “Flu isn’t a big deal”, I won’t get sick”
- *Transitional Period* in managing their own healthcare decisions
- *Knowledge, Attitudes, and Beliefs* vary greatly between students dependent upon previous experiences, major, living on/off campus
- *Competing Priorities/Busy Schedules* – capturing their attention, relevant messages, **convenience to the student**
- *Limited campus resources*: Cost of vaccines, staffing, billing capabilities, incentives
- *Insurance Complexities*: Coverage in network or out of network, billing process cumbersome at best

(NFID, 2016)

## NFID Recommendations

- Conduct research on student motivators, influencers
- Build collaborations to highlight the importance of flu prevention – Healthcare professionals/Students Affairs/Campus Leaders/Athletics/Student Groups
- Facilitate best practice sharing
- Instill annual flu vaccination habit before transition to college
- Make accessible – **remove barriers**

(NFID, 2016)



# The keys to vaccinating young adults

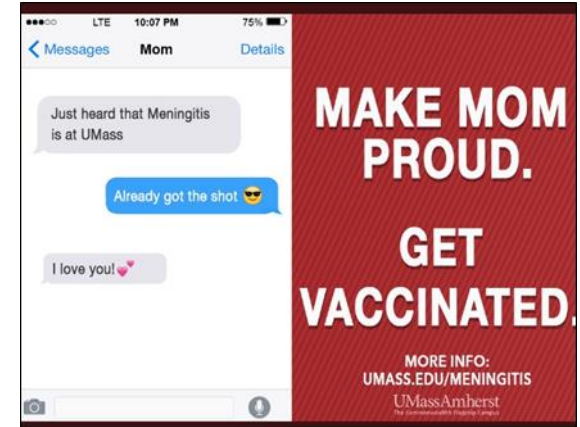
- Decreasing Barriers
  - Walk-In Clinics
  - Convenient Locations All Around Campus
  - Evening and Weekend hours
  - No out of pocket costs





# Keys

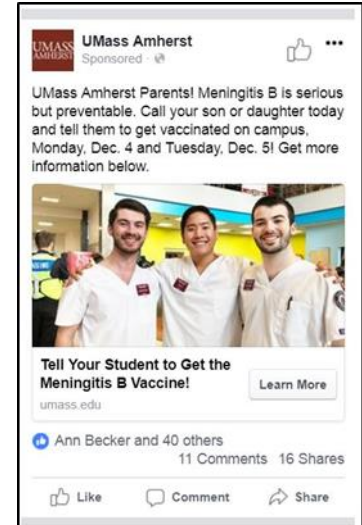
- Extrinsic Motivators
  - Carrots – giveaways,
  - Sticks – required vaccines – holds on registration



# Keys

- Intrinsic Motivators

- Positive messaging & reinforcement by health professionals – all the health professionals – CMAs, RNs, NPs, MDs
- **Peer Messaging & Modeling**
- Modeling of campus leaders
- Identifying with our group



# Empower through Education

- Bathrooms and buses

## Flu prevention tips

• **Clean:** Wash hands often with soap & water, or use alcohol-based hand sanitizer.

• **Cover:** Cough or sneeze into a tissue or your elbow, not your hands. Throw away used tissues.

• **Keep your distance:** Avoid close contact with people who're ill.

• **Get your flu vaccination !**

If you're sick, call your healthcare provider for advice. Stay home and limit contact with others.

• **Don't share:** Keep things like drinking glasses, bottles and utensils to yourself.

• **Hands off:** Don't touch your eyes, nose or mouth; germs spread easily this way.

• **Stay strong:** Eat well, drink water, get plenty of sleep and be physically active.

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Triage Advice Nurse: (413) 577-5229

## Be Health Smart... for you and your community!

• **Wash your hands:**

Use soap and water and wash for at least 20 seconds. To prevent the spread of germs, wash your hands often throughout the day, especially after coughing, sneezing, using the restroom or before handling food!

• **Avoid touching your eyes, nose or mouth.**

• **Use hand sanitizer** when you're on the go and can't wash.

• **Cough or sneeze** into a tissue or your elbow, not your hands. Throw used tissues into the trash.

• **Don't share** food, drinks, utensils or similar items.

• **If you're sick, stay home** from school or work. Limit contact with others.

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# Research....

**DON'T LET  
FLU BUG**



**Walk-in  
campus  
flu clinics**  
for students and other  
University Health Services  
(UHS) patients

- No cash payment needed
- Bring your insurance ID card with you
- More information:  
[www.umass.edu/uhs](http://www.umass.edu/uhs)

**Around campus:**

- Thursday, Oct. 5, 3–7 p.m., Commonwealth Honors College, W. Event Rm.
- Friday, Oct. 13, 3–6 p.m., North Village Apartments
- Saturday, Oct. 14, 1–4 p.m., Cape Cod Lounge
- Thursday, Oct. 19, 3:30–6:30 p.m., North Apartments, Building D
- Thursday, Oct. 26, 4–7 p.m., Berkshire Dining Commons
- Friday, Oct. 27, 10 a.m.–2 p.m., Cape Cod Lounge
- Thursday, Nov. 2, 3:30–6:30 p.m., Webster Lounge
- Friday, Nov. 3, 10 a.m.–2 p.m., Commonwealth Honors College, W. Event Rm.
- Thursday, Nov. 9, 3:30–6:30 p.m., Van Meter Lounge
- Friday, Nov. 10, 11 a.m.–2 p.m., Hampshire Dining Commons
- Thursday, Nov. 16, 3:30–6:30 p.m., Recreation Center

**In UHS room 302:**

- Friday, Oct. 6, 9 a.m.–noon
- Friday, Oct. 20, 9 a.m.–noon
- Friday, Nov. 17, 9 a.m.–noon
- Thursday, Nov. 30, 1–4 p.m.
- Thursday, Dec. 7, 1–4 p.m.

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**DON'T LET  
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**Protect  
the UMass  
community!**  
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for the UMass  
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**DON'T LET  
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**Protect  
Yourself and  
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*People can spread  
the flu to others  
up to 6 feet away!*

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- Friday, Oct. 21, 10:00 a.m.–2:00 p.m., The Spot, Student Union
- Thursday, Oct. 27, 3:30–6:30 p.m., Webster Lounge
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- Friday, Nov. 18, 9 a.m.–noon
- Friday, Dec. 2, 9 a.m.–noon
- Thursday, Dec. 8, 1–4 p.m.

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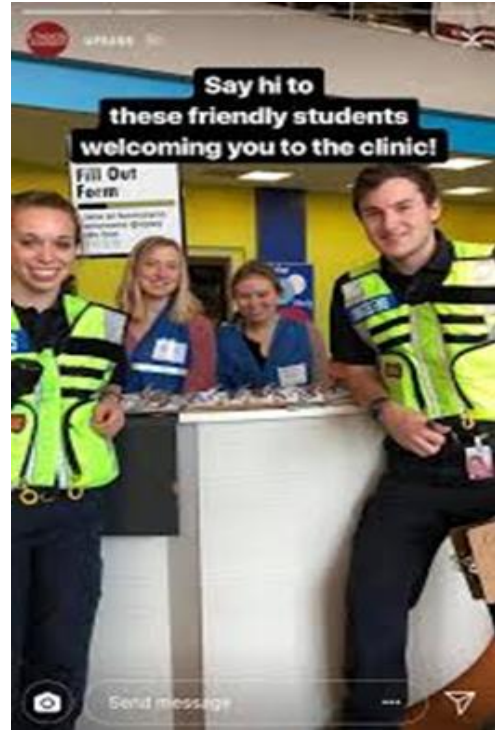
# FLU CLINIC HERE



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# Keep it Positive – UMass Proud





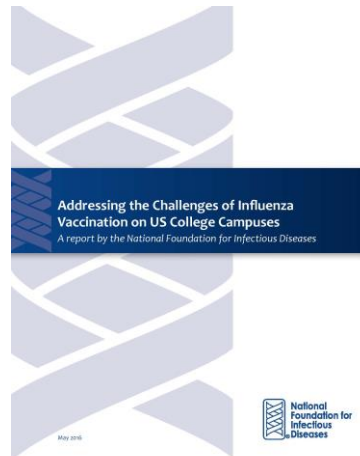
# Communicate Often, Early and varied

- All Campus Email
- Newsletters
- Posters
- Table Tents
- Parent Updates
- Digital Displays
- Twitter
- Facebook



# Reference

- National Foundation for Infectious Diseases (NFID), 2016.  
*Addressing the challenges of influenza vaccination on US college campuses*. Retrieved from:  
<http://www.nfid.org/publications/reports/college-flu-summit-report.pdf>



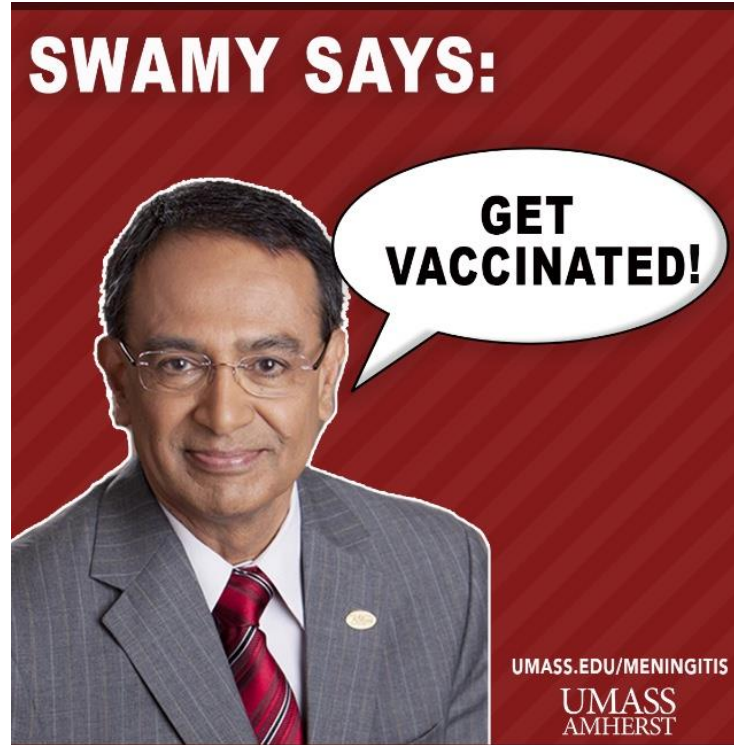
# Consider

- Incorporating nursing students into your practice setting
  - Keeps you up to date
  - Give back to your profession
  - Educate on the importance of vaccination to future nurses – regardless of where they will work
  - It's fun!





# Questions?



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