

Impact of a campus-based flu shot clinic on vaccination rates

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Overview



- Describe the campus-based flu shot clinic
- Briefly review literature re: choosing to be vaccinated, or not to be vaccinated, for influenza
- Methods and results of the current study
- Limitations of the current study
- Implications and next steps

Objectives



- Describe three reasons for non-participation in a campus-based flu clinic.
- Identify strategies to increase flu vaccination on a college campus.

The Flu Shot Clinic



- **Flu shot clinic on campus**
 - Started in 2013
 - Senior nursing students organize the event with faculty supervision
 - Vaccine provided by external organizations; participants must bring insurance information or pay \$25 fee
 - Between 400 and 600 vaccinations given during the 8-hour event (575 in 2018)
- **Advertised across campus, using multiple methods**
 - university announcements, social media
 - signs in classroom and residential buildings
 - student radio station and newspaper stories
 - Nursing student outreach: their activities on campus and “tabling”

The Flu Shot Clinic



- Evaluations of the clinic
 - Satisfaction surveys of participants
 - How they learned about the clinic
 - Why they came for the flu shot
 - Data not saved from prior years
 - More than 95% of participants who completed a survey in 2018 were “very satisfied” with the clinic.

The Flu Shot Clinic

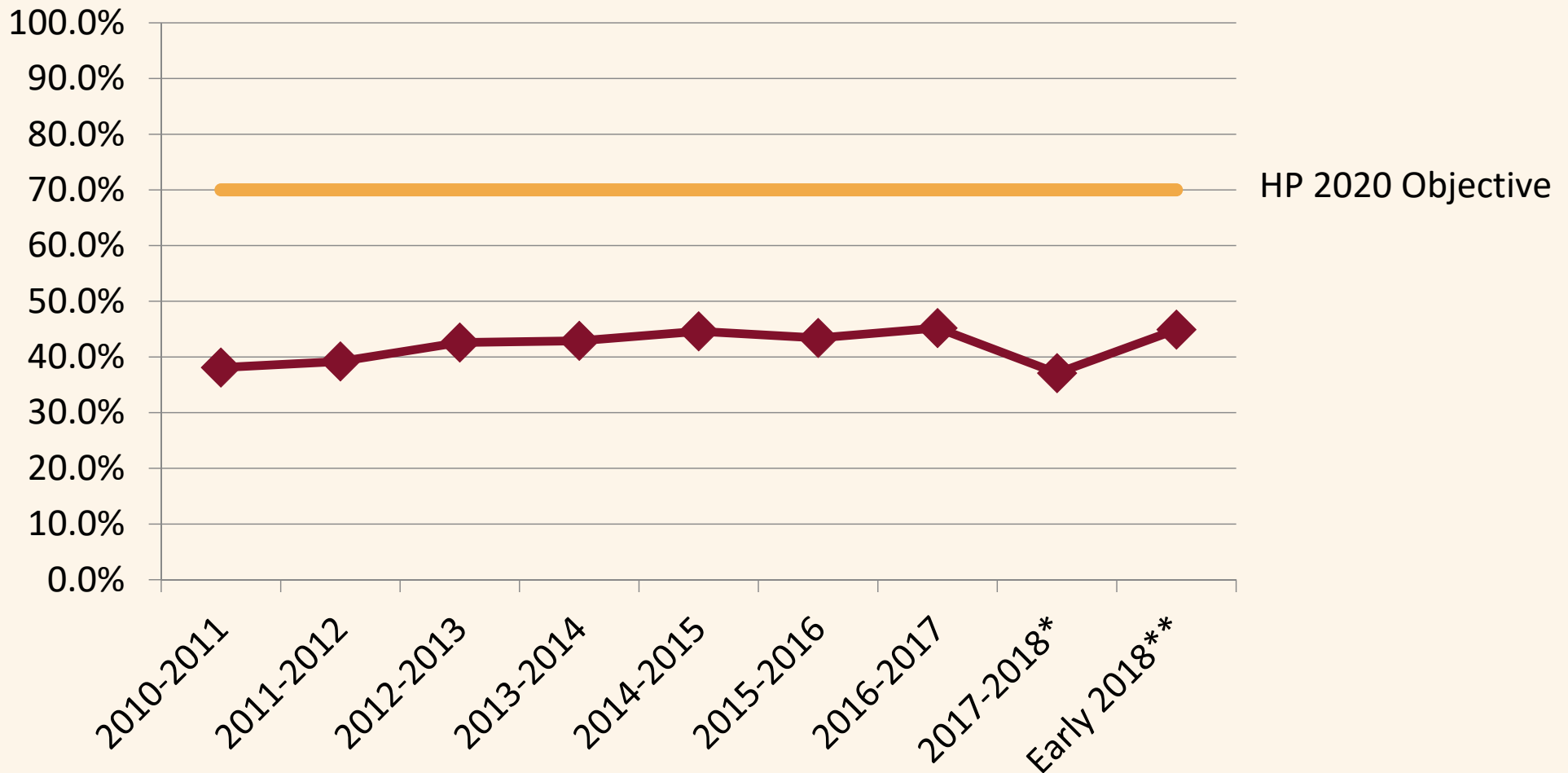


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Flu Vaccination: Adults



% Adults receiving seasonal influenza vaccination



Data reported on HP 2020 website are from NHIS, available through the 2016-2017 season.

*CDC estimate based on BRFSS alone

**CDC estimate based on National Immunization Survey-Flu

Flu Vaccination: College Students



- American College Health Association's "Healthy Campus 2020"
 - Baseline of 39.9% in 2010 (National College Health Assessment)
 - Goal is 43.9%
- 2016 report by National Foundation for Infectious Diseases noted vaccination rates between eight and 39 percent.
 - Third Level Bullet
 - Second Level Bullet
- Barriers to flu vaccination in college students
 - Believe myths about vaccine (Benjamin & Barr, 2016; Rogers, Barr, & Benjamin, 2018)
 - Low perceived susceptibility (Bednarczyk et al., 2015; Benjamin & Barr, 2016; Rogers, Barr, & Benjamin, 2018)
 - Unmotivated (Bednarczyk, et al., 2015)

Flu Vaccination: Faculty and Staff



- Qualitative study of university employees (Stedman-Smith, Kingsbury, Dubois & Grey, 2016)
 - Low perceived susceptibility
 - Low perceived effectiveness of vaccine
 - Believed vaccination myths
 - Financial and time barriers
 - Dislike/fear of injections

Methods



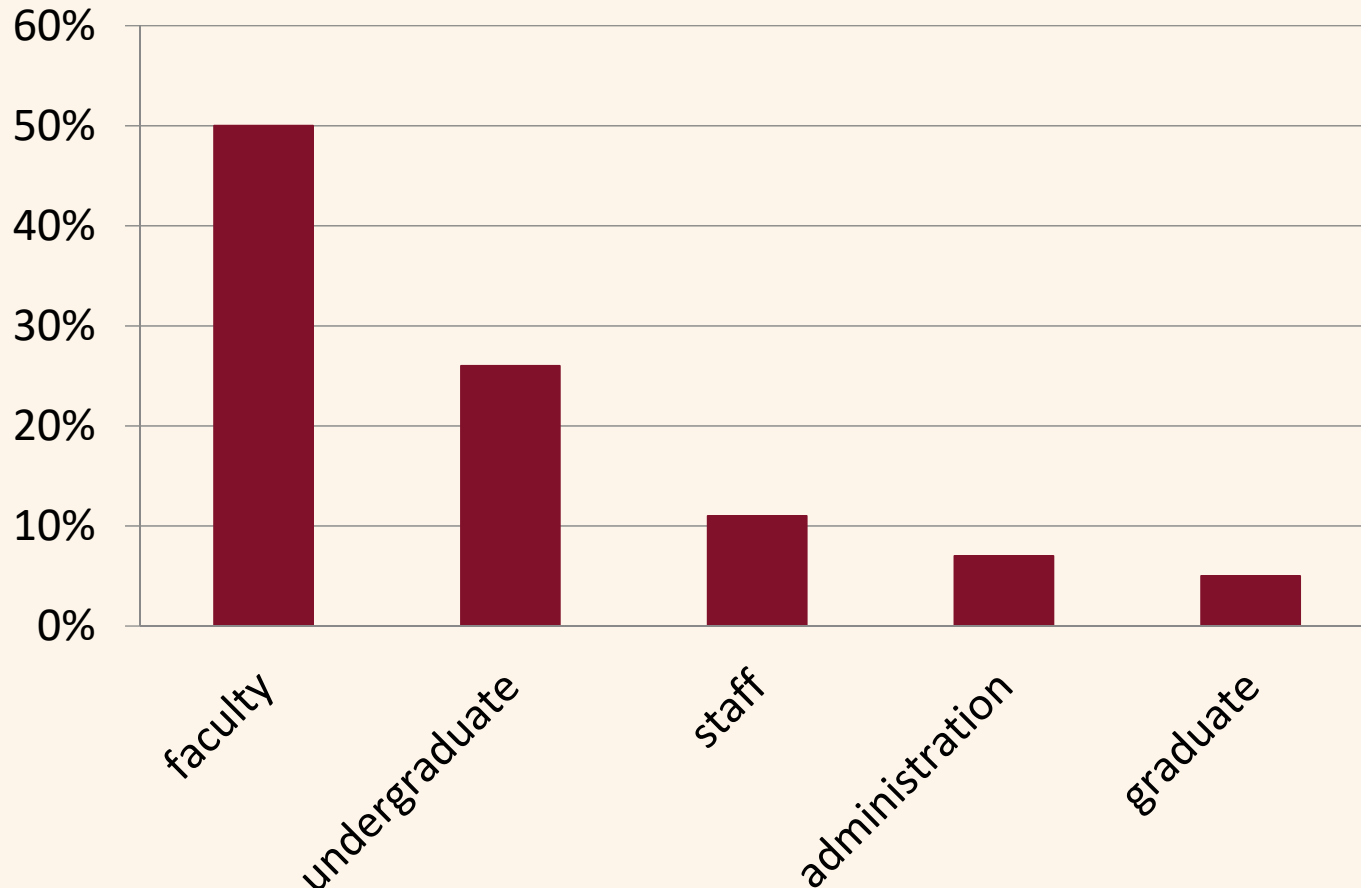
- On-line survey of university students, faculty, and staff
 - Invitation sent via emails from deans of each college and directors of administrative divisions
 - Intention to send one month after clinic; actually sent two months after
 - Intention to send reminder email one week after first; no reminder sent
- Survey questions
 - Vaccination status
 - Intention to be vaccinated
 - Usual practice
 - Reasons for choosing/not choosing vaccination
 - Where obtained vaccination
 - Reasons for choosing that location

Results



- Low # responses: 115; unknown response rate
 - Difficulty in sending initial invitation and inability to send reminder
 - Unsure if all Dean's offices and division directors sent the invitation
 - Several university surveys and survey requests for PA & DNP projects sent at same time

- Frequencies



Results



- 70% of respondents had received a flu vaccination
 - Ranged from 81% (faculty) to 33% (graduate student)
- Of those who had not yet received a flu vaccination, 44% intended to be vaccinated
 - Ranged from 60% (administration) to 20% (graduate student)
- Vaccination practice

How often do you get a seasonal flu shot?	Faculty	Graduate student	Administration	Staff	Undergraduate student	Total
%Always or Almost Always	76%	50%	75%	69%	60%	70%
% About Half or Some Years	10%	33%	13%	15%	13%	13%
% Never	14%	17%	13%	15%	27%	17%

Results



- Of those who had been or intended to be vaccinated, 40% were vaccinated on campus
 - Ranged from 67% (administration) to 0% (graduate student)
- Other locations included
 - Provider's office (29%)
 - Pharmacy (18%)
 - Work (10%)
- Most important reason for choosing location
 - Easy to get to (61%)
 - Already there for another reason (30%)
 - Other (6%)

Results



- Reasons for choosing vaccination
 - Don't want to be sick: 58%
 - Had flu before: 22%
 - Required: 6%
- Reasons for choosing not to be vaccinated
 - Preservatives are harmful: 19%
 - Gives you the flu: 13%
 - Healthy/don't need it: 13%
 - Flu is not serious: 6%
 - Unmotivated: 28%
 - Unsure: 6%
 - Time: 6%
 - Ineffective: 1%

Implications



- Findings on this campus similar to other studies
- Opportunities to provide education about flu vaccination
- Research suggestions for improving vaccination:
 - Competition among departments/majors
 - Major prize drawing
 - Appeals based on need to protect others

Next Steps



- Repeat the study
 - Include other methods of data collection
 - Use prize incentive
- Add new methods of communication
- Add incentives beyond drawings for participating on campus