Improving Adult Flu Vaccination Rates: Ongoing Efforts in Four States

October 6, 2015
NAICP Quarterly Call
MICHIGAN’S COLLEGE AND UNIVERSITY FLU VACCINATION CHALLENGE

2015-15 Flu Season
College & University Flu Vaccination Challenge

How does your university stack up?

Join us in a friendly competition this fall and winter. MDHHS is teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in this challenge, your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDHHS will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Ensuring your students are in class and ready to learn. Join us to plan a successful vaccination campaign at your institution!

Are you part of the challenge?

Enrolled Schools in 2015-16 Flu Challenge:
- Albion College
- Alma College
- Aquinas College
- Calvin College
- Eastern Michigan University
- Grand Valley State University
- Hope College
- Kalamazoo College
- Michigan State University
- Midwestern Community College
- Oakland University
- Rochester College
- Southwestern Michigan College
- University of Michigan
- Wayne State University

Campaign Materials
- Flu Challenge: Rules and Regulations
- School Logo, Campaign Plan

Enrollment Materials
- Enrollment Link

Webinars
- Jan 2015 Kick Off Webinar Slides

www.michigan.gov/flu
ENROLLED SCHOOLS

- **Small (less than 10,000 students):**
  - Albion College, Alma College, Aquinas College, Calvin College, Hope College, Kalamazoo College, Muskegon Community College, Rochester College, Southwestern Michigan College

- **Medium (10,001 - 25,000 students):**
  - Eastern Michigan University, Ferris State University, Grand Valley State University, Oakland University, Wayne State University, Western Michigan University

- **Large (more than 25,000 students):**
  - Michigan State University, University of Michigan
Campaign Promo Flyer

- Survey link & QR code →

**CAMPUS FLU VACCINATION BATTLE**

**WHAT**
How does your school stack up?
Let us know when you got your flu vaccine to help your school win the challenge!

**HOW**
www.surveymonkey.com/r/CFC1516
The survey should take less than 1 minute! Visit the link above or scan the QR code on your smartphone.

**WHO**
Albion College • Alma College • Aquinas College • Calvin College • Eastern Michigan University • Ferris State University • Grand Valley State University • Hope College • Kalamazoo College • Michigan State University • Muskegon Community College • Oakland University • Rochester College • Southwestern Michigan College • University of Michigan • Wayne State University • Western Michigan University

WWW.MICHIGAN.GOV/FLU
Minnesota Influenza Season Activities

National Adult Immunization Coordinators’ Partnership (NAICP) Quarterly Call
10/6/15

Presenters:
Jennifer Heath, DNP, MPH, RN & Andrea Ahneman, MA, MPH
Influenza Vaccine Provider Materials

• Easy url: www.mdhflu.com
• Minnesota Fall Flu Guide
  • PDF, condensed ‘everything you need to know’ about flu
  • We used to actually mail this!
• Minnesota Fall Flu Guide Webinar
  • New in 2014-15 season
  • Flu Guide explained
• Protocol Templates
  • IIV, IIV under 9 and LAIV
  • Guidance for adaptation
• Several other resources
  • Factsheets for specific audiences
  • Algorithms for egg allergy and second doses
  • Excipient table
Public Outreach - Flu Twitter Chat

• During National Influenza Vaccination Week (NIVW)
• Opportunity for public and providers to ask questions about flu and flu vaccine.
• Partnered with Mayo Clinic and Star Tribune to help increase reach.
• Promoted the chat and hashtag (#fluchat) with partners and on the MDH social media channels.
• Drafted “tweetable” responses ahead of time.
Public Outreach - Flu Twitter Chat

<table>
<thead>
<tr>
<th>The #fluchat Influencers</th>
<th>Top 10 by Mentions</th>
<th>Top 10 by Tweets</th>
<th>Top 10 by Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>@robertjm 160</td>
<td>@mayoclinickids 108</td>
<td>@mayoclinic 16,632,036</td>
</tr>
<tr>
<td></td>
<td>@mnhealth 94</td>
<td>@drangelamattke 64</td>
<td>@mnhealth 233,637</td>
</tr>
<tr>
<td></td>
<td>@mayoclinic 92</td>
<td>@voices4vaccines 55</td>
<td>@voices4vaccines 109,568</td>
</tr>
<tr>
<td></td>
<td>@allieshah 80</td>
<td>@robertjm 46</td>
<td>@startribune 102,431</td>
</tr>
<tr>
<td></td>
<td>@drangelamattke 72</td>
<td>@mayoclinickids 69</td>
<td>@kelleyluckstein 22</td>
</tr>
<tr>
<td></td>
<td>@mayoclinickids 69</td>
<td>@startribune 38</td>
<td>@allieshah 21</td>
</tr>
<tr>
<td></td>
<td>@startribune 38</td>
<td>@mayoclinic 17</td>
<td>@mayoclinic 50,204</td>
</tr>
<tr>
<td></td>
<td>@dailyrx 26</td>
<td>@healtheo360 10</td>
<td>@healtheo360 43,640</td>
</tr>
<tr>
<td></td>
<td>@voices4vaccines 21</td>
<td>@kelleyluckstein 11</td>
<td>@voice4vaccines 43,640</td>
</tr>
<tr>
<td></td>
<td></td>
<td>@dailyrx 8</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Numbers</th>
<th>17,537,408 Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>605 Tweets</td>
</tr>
<tr>
<td></td>
<td>173 Participants</td>
</tr>
<tr>
<td></td>
<td>25 Avg Tweets/ Hour</td>
</tr>
<tr>
<td></td>
<td>4 Avg Tweets/ Participant</td>
</tr>
</tbody>
</table>

Share Analytics

- Tweet: 0
- Tweet: 3
- Tweet: 0
Employee Engagement Poll

• Address internal stakeholder hesitancy concerns
• Shared results, acknowledged concerns
• Education shared through online newsletter
• Announced employee vaccination clinics
Positive Results

- 25% overall increase in employee vaccination
- Tripled rate of Tdap doses administered
- Free union publicity of “walking the talk”
- New perspective on initiating outreach/education
Ask The Questions First