



## Central Texas Flu Immunization Campaign



## WHY Central Texas Flu Immunization Campaign?

## Missing School Matters Background

- 2011 National & State budget cuts:  
*What can we do to stem the bleeding?*
- Superintendents: community can help increase attendance:
  1. “Triple Bottom Line” benefit
  2. Unlike teacher quality, communities can directly and positively impact



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A regional public awareness campaign  
Our goal: increase student attendance by 2  
percentage points (average 3 days/student)

**MORE  
STUDENTS  
ACHIEVE**

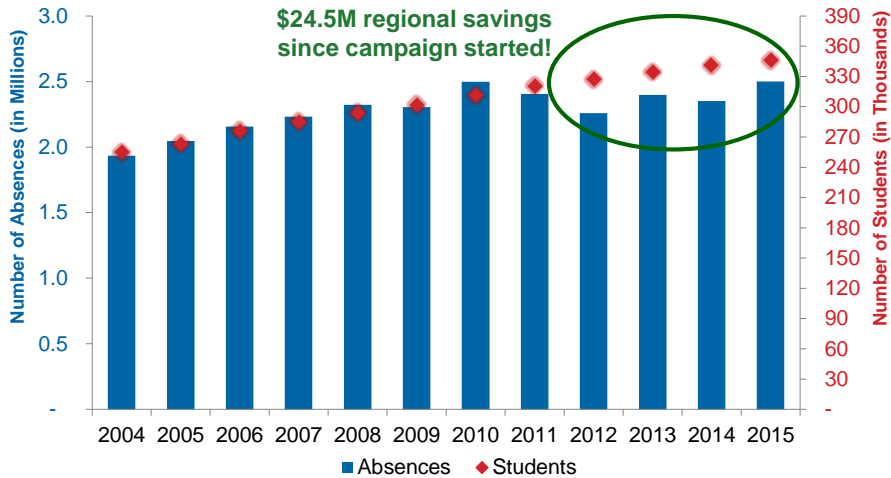
**\$**

**34  
MILLION**

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**Missing School is Working!**  
Matters

**Student and Absence Counts, Central Texas**



Source: E3 analysis of PEIMS data at UT Austin Education Research Center for 2002-2013; TEA ad hoc request for 2014

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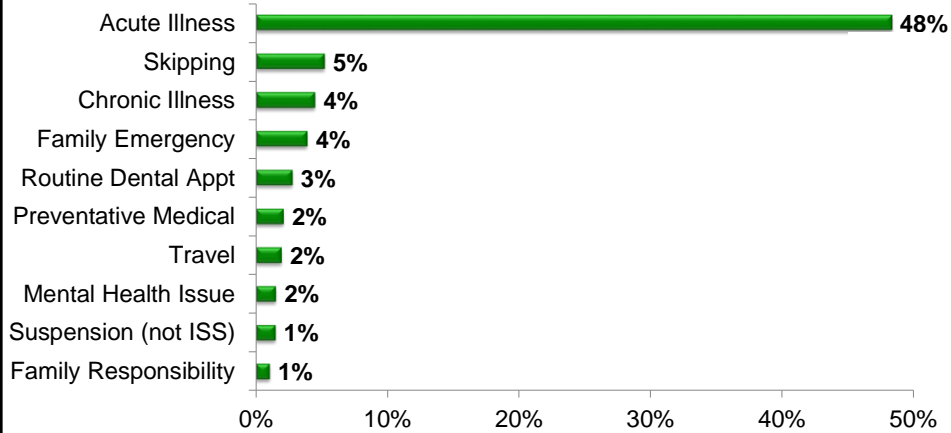
**E3 Alliance Absence Reasons Study**

- **Which** students miss school, **where** and **why**?
- ✓ First of its kind study in Texas (maybe US?)
- ✓ Data to drive regional decision-making
  - How community systems interact with student attendance and achievement
- ✓ Collected, analyzed and mapped **detailed** student attendance data from CTX schools that were a representative sample of regional population

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## What Did We Find?

**% of Absences by Absence Reason**

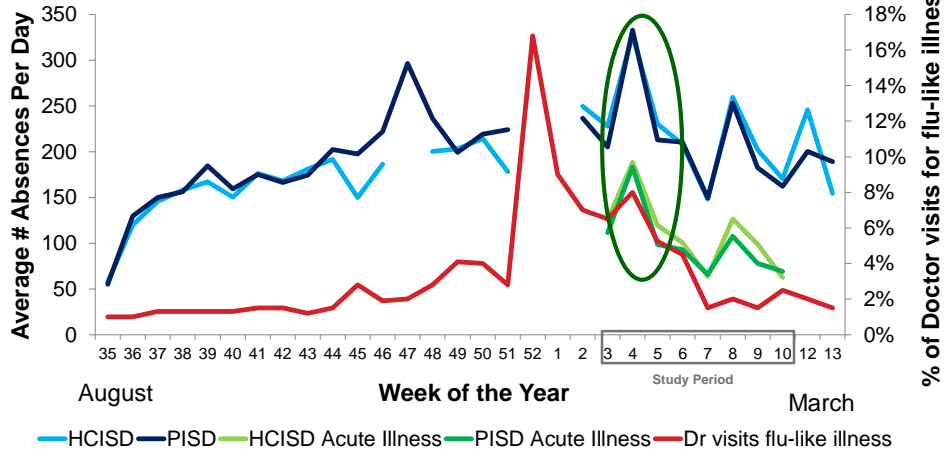


Source: E3 Alliance analysis of absence data from 9 schools in PISD & HCISD, 1/14/13-3/8/13

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## Secondary 'Flu' Peak Matches Acute Illness Absences

**Absences By Week August – March for 2012-13**



Source: E3 Alliance analysis of Absence data from 9 schools in PISD & HCISD August 2012 through March 2013

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## WHAT Flu Immunization Campaign?



## 2014-15 CAMPAIGN

- ✓ Flu immunizations provided at no cost to districts or families in 56 elementary schools
- ✓ Over 6500 vaccines given – largest in-school immunization campaign in state history!
- ✓ Supported by St. David's Foundation, SETON, Central Health, other community groups and FQHC's



## 2015-16 CAMPAIGN

- ✓ 136 elementary and middle schools in 9 school districts
- ✓ **Almost 20,000 vaccines given!**
- ✓ Evaluation of impact on student attendance currently underway



## 2016-17 CAMPAIGN

- ✓ 304 elementary and middle schools in 14 Central Texas school districts
- ✓ **75,000 vaccines planned!**
- ✓ Expanding to Houston area



## WHO

### Flu Immunization Campaign

- E3 Alliance, Regional Schools Coordinator
- Healthy Schools, LLC, Flu Clinic Implementer
- Schoolhouse Pediatrics, Texas Medical Protocols Director
- Texas Department of State Health Services Immunization Branch
- MANY other community partners who launched and are supporting this work