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

A regional public awareness campaign

Our goal: increase student attendance by 2 percentage points (average 3 days/student)

MORE STUDENTS ACHIEVE $34 MILLION
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
What Did We Find?

% of Absences by Absence Reason

- Acute Illness: 48%
- Skipping: 5%
- Chronic Illness: 4%
- Family Emergency: 4%
- Routine Dental Appt: 3%
- Preventative Medical: 2%
- Travel: 2%
- Mental Health Issue: 2%
- Suspension (not ISS): 1%
- Family Responsibility: 1%

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

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 and Austin/Travis County Health and Human Services Influenza - Like Illness doctor visit data from 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