MICHIGAN COLLEGE FLU CHALLENGE

Goal: To increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities

Sponsors: Michigan Department of Health and Human Services and Alana’s Foundation

Participants: Colleges/Universities in Michigan that wanted to increase flu vaccination rates by participating in the Challenge

Outcomes: Increase in flu vaccination rates among adults aged 18-24 years of age, increase in number of doses entered in MCIR by Colleges/Universities, and more education and outreach on the importance of the flu vaccine

College Flu Challenge Website
Influenza Vaccination 1+ Coverage by Age Group, Michigan Care Improvement Registry (MCIR) Data, 2011-2016

OUTCOMES
NATIONAL COLLEGE FLU CHALLENGE

We want to make it bigger!
We want to extend the College and University Flu Challenge to include institutions located in any state!

High-level Details:

- Enrollment: Starting in August 2017
- Student Self Report Vaccination Survey: Link to be distributed
- Communication: Email, Webinars, Newsletters
NATIONAL FLU CHALLENGE: BENEFITS AND REQUIREMENTS

Communicating with Schools about the National Flu Challenge:

❖ Benefits
  ❖ Increased flu vaccination rates on campus
  ❖ Access to resources, toolkit, and promotional and educational materials
  ❖ Chance to win bragging rights and a trophy

❖ Requirements
  ❖ Create a campaign on campus to encourage students to get vaccinated
  ❖ Provide promotional materials that include the link to the Student Self Report Survey
  ❖ Engage with other schools to share best practices, good ideas, etc.
  ❖ Enter all doses given at the health center into IIS
NATIONAL COLLEGE FLU CHALLENGE: NEXT STEPS

So what next?

- We are looking for someone who can take on the National College Flu Challenge!
  - A national group that can coordinate the National Flu Challenge
  - MDHHS can provide advice, best practices, and technical support
Questions?

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