

Keep Flu out of School!

Strengthening and Enhancing Disease Prevention Through Collaboration

We disclose the absence of personal financial relationships with commercial interests relevant to this education activity within the past 12 months

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Supported by Cooperative Agreement #5U38IP000845 funded by CDC. Its contents are solely the responsibility of the authors & do not necessarily represent the official view of the CDC.

Purpose

- Strengthen and enhance disease prevention through collaboration with targeted stakeholders.
- Increase accurate information about the importance of flu vaccination among elementary students (K-5), families, and teachers.
- Explore use of social and digital media to promote immunization information.

KFOS Outcomes

- Long-term: Increase influenza vaccination coverage for K-5 students
- Short-term:
 - Increase regular dissemination of accurate information to stakeholders
 - Increase social and digital media metrics
 - Increase parent/guardian and teacher knowledge of flu and flu prevention

Background & Significance

- Flu is serious and highly unpredictable – 20,000 children hospitalized annually – 1,362 pediatric deaths between 2004/05 & 2015/16 seasons
- Flu can be prevented – CDC recommends everyone six months and older get vaccinated every year (CDC, 2015)
- Children in schools play a significant role transmitting flu within their family and community (CDC, 2015; Li & Freedman, 2009)
- The entire community benefits when 50% or more of students are vaccinated
- 38 million days of school can be missed in a bad flu season (CDC, 1999)
- 34-56% reduction in school absences for vaccinated students (King et al., 2006; Hull & Ambrose, 2011)

Actions

- Lead by example – receive the vaccination
- Capitalize on trusted position – give a strong recommendation and collaborate with classroom teachers
- Build resonating messages to provide accurate information

Collaborating Stakeholders

National Partners

- NASN – www.nasn.org
- NFID-Childhood Influenza Immunization Coalition – www.preventchildhoodinfluenza.org
- FFF – www.familiesfightingflu.org
- North Sky Health Consulting, LLC

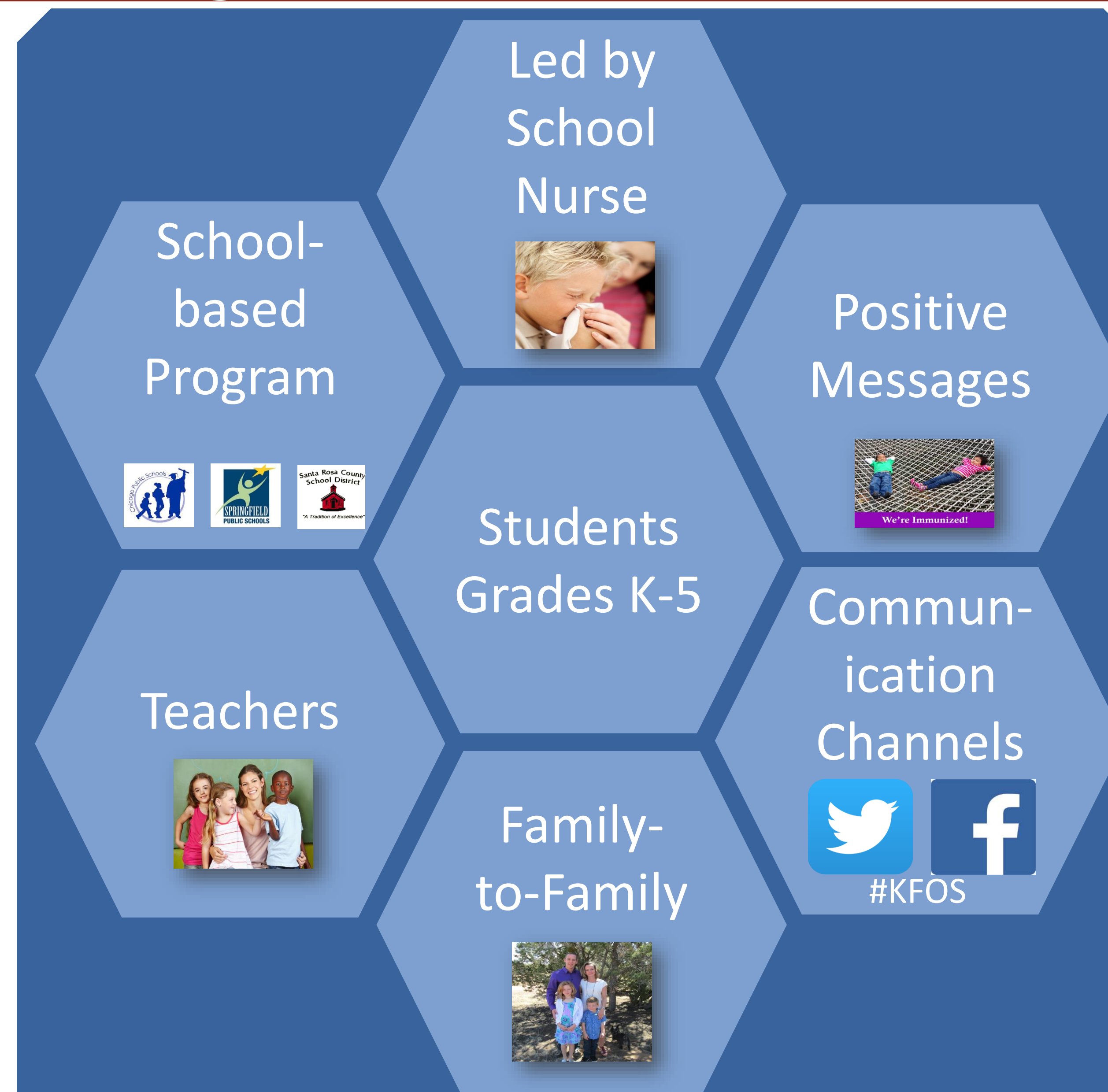


Local Partners

- Chicago Public Schools – CPS (IL)
- Springfield Public Schools – SPS (MO)
- Santa Rosa Public Schools – SRPS (FL)



Strategies



preventchildhoodinfluenza.org/school

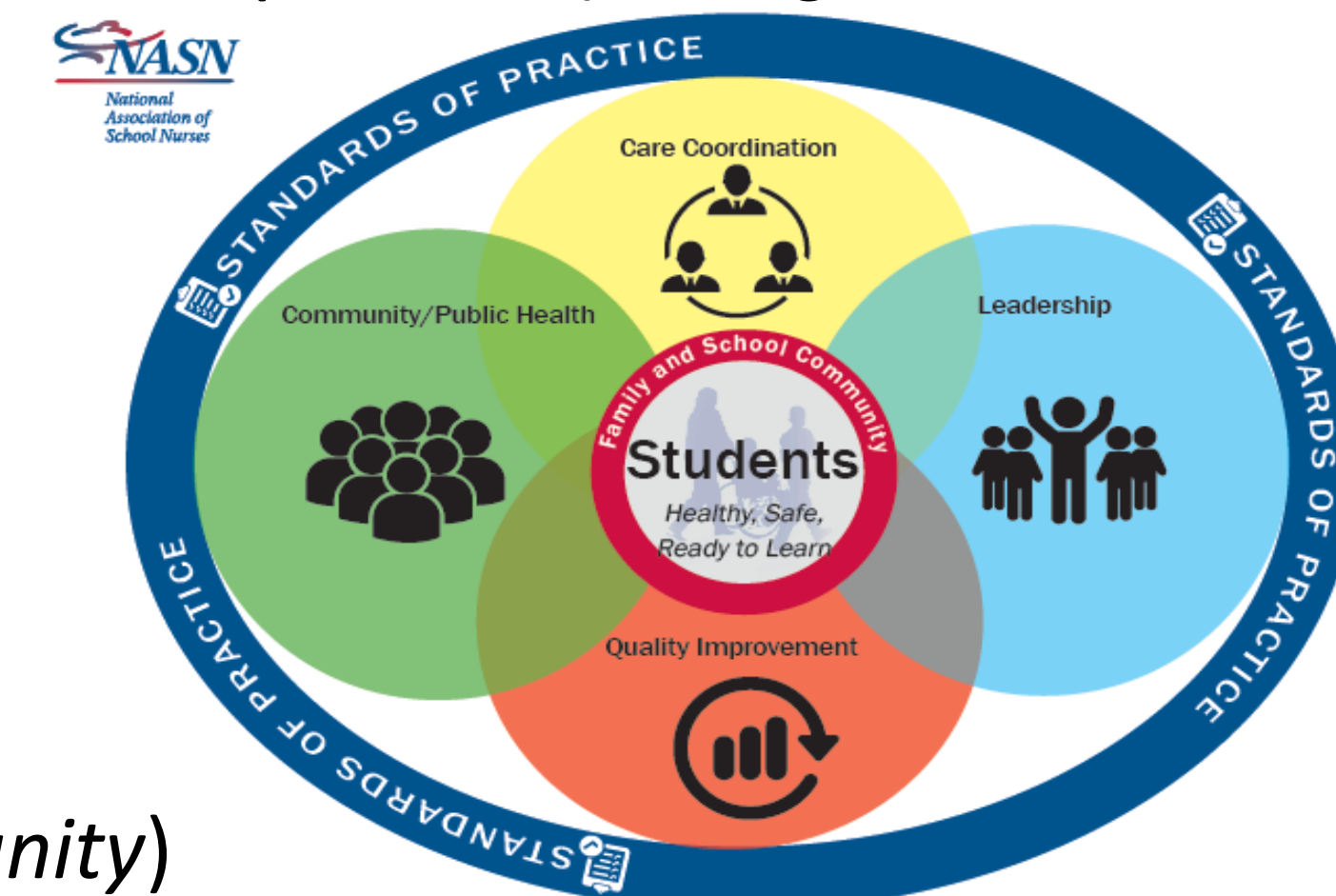
Year 3 (2015-2016) Findings

	PARENT/GUARDIANS	TEACHERS*	SCHOOL NURSES*
SRPS	<ul style="list-style-type: none"> • 40% said flu messages from school helped them learn about the flu • 74% vaccinated their child • Top reasons for not vaccinating include fear of side effects (33%), vaccine efficacy (22%), and belief that child is healthy (22%) 	<ul style="list-style-type: none"> • HCPs are most trusted resource on flu, followed by school nurses • 72% preferred hard copy information for students • Focused on educating students 	<ul style="list-style-type: none"> • Trusted sources for flu information include NASN, local health dept., FFF, and CDC
SPS	<ul style="list-style-type: none"> • 40% said flu messages from school helped them learn about the flu • 64% vaccinated their child • Top reasons for not vaccinating include fear of side effects (66%) and belief that child is healthy (50%) 	<ul style="list-style-type: none"> • School nurses are most trusted resource on flu • 80% preferred hard copy information for students • Focused on educating parents 	<ul style="list-style-type: none"> • Trusted sources for flu information include SN leadership, NASN & local health dept.

*Low response rates

Implications for SN Practice

- Standards of Practice – Evidence-based practice (*Strong vaccine recommendation*)
- Community/Public Health – Population-based Care (*K-5 students and families*); Disease prevention (*Flu*)
- Care Coordination – Education (*Flu vaccine important to students, families, school community*)
- Leadership – Systems-level leadership (*Improved health improves academic success*)
- Quality Improvement – Continuous quality improvement (*Annual KFOS evaluation*)



Next Steps

- Year 5 (9/1/17): Pilot a customizable KFOS toolkit for school nurses and families; sustainability strategy

References

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