Increasing flu vaccine awareness and use in college students: A multidisciplinary approach

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Promotion of Flu Vaccination: A Multidisciplinary Approach

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Opening Program:
1918 Influenza: Impact, Implications, and Uncertainty
Departments: Booth Library and Health Promotion

Several departments at Eastern Illinois University collaborated on a multidisciplinary approach to flu education and prevention. Events, exhibits, and publicity throughout semner provided opportunities for students of all disciplines to learn about influenza and the importance of vaccination.

Summary:
40 more students were vaccinated by Health Services in the 2018 season than in 2017. On campus enrollment was 5,082; 620 students were vaccinated. The number of students at the flu shot clinic exceeded the supply of vaccine at the time. A second clinic was offered with additional vaccine to accommodate more students. Health Services also offered flu shots outside of the clinics.

Limitations:
• First clinic had fewer doses available from the supplier than demand.
• Unable to track flu shots given to students at off-campus locations.

Key Observations:
• Multi-departmental coordination provides unique opportunities to spread awareness.
• Cooperative efforts encouraged discussion of influenza in several academic departments and brought area health professionals to campus.
• Activities need to begin before the flu clinic: many of the activities were not completed until after our first clinic.

Health Bash with Flu Vaccines
EIU, community health agencies, and area businesses exhibited at health fair
Evaluation:
300 students received their flu shots from EIU Health Services. 448 faculty, staff, and retirees were vaccinated by the Coles County Health Department.

Student Contributions
1918 Menu at the Café
Students in FCS 3784 prepared menu of foods popular in the early 20th century.

Formative evaluation: 30 meals served

Health Communication 4910 Projects
Students created 4 health message posters that were displayed in the library.

hit-mix
Students wrote and recorded 5 radio spots that aired at least 2 times each day before the flu vaccination clinic.

History 4950 poster presentations

Press and Publicity
The exhibit was featured in two regional newspapers and programs were covered 3 times by the campus paper.

Library staff spoke about the exhibit on the radio program "Insider" and the exhibit was featured on regional television program "CITY TV 149.”

Schedule of Events

Opening program:
Sept. 13, 7 p.m., “1918 Influenza: Impact, Implications, and Uncertainty” by Shaula Simons, professor of health promotion; West Reading Room

Oct. 5, 9 a.m., “Influenza and Influenza Vaccination” by Karin Tendick, R.N., infection preventionist, South Heartland Health Center; Witters Conference Room 4441

Oct. 9 and Oct. 10, 13:00 p.m., "1918 flu" as told by Richard Willowsen, professor: 1411 Kilmer Hall: H6

Oct. 14, 3 p.m., “The Importance of Vaccinating for the Flu - Vaccines Save Lives” by Michelle Johnke, nurse practitioner, Health Education Resource Center; Witters Conference Room 4441

Nov. 7, 3 p.m., “Flu Safety and Vaccination” by Professor Lyle E. Sollinger; West Reading Room

Nov. 13, 10-11 a.m., poster presentations by History 4950 students of Professor Lynda Perry; West Reading Room

Photos, videos, press coverage and more at: http://booth.eiu.edu/flu/