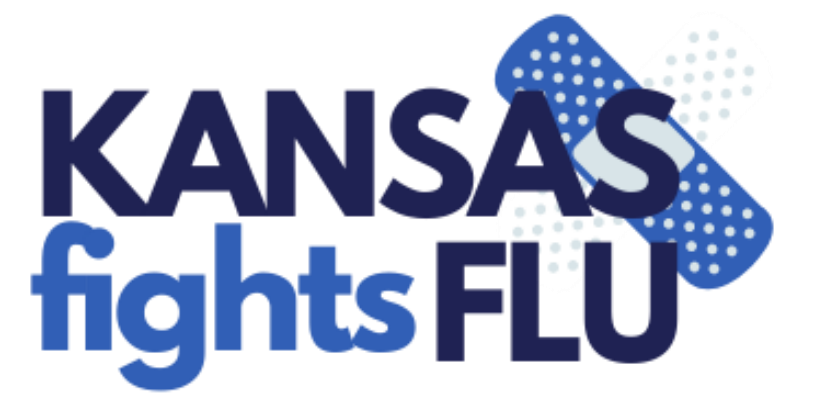




# Insights Gained and Lessons Learned During the Inaugural Kansas Collegiate Flu Challenge

Jason Geslois, MPH, MAS, EMBA<sup>1</sup>, Kellie Wark, MD, MPH<sup>1, 2</sup>, Jaime Gabel, MPH<sup>1</sup>, Paige Lewis<sup>3</sup>, Nadyne Hagmeier, RN<sup>4</sup>

- (1) Kansas Department of Health and Environment, Topeka, KS, USA
- (2) University of Kansas Medical Center, Kansas City, KS, USA
- (3) Immunize Kansas Coalition, Topeka, KS, USA
- (4) KFMC Health Improvement Partners, Topeka, KS, USA



## Background

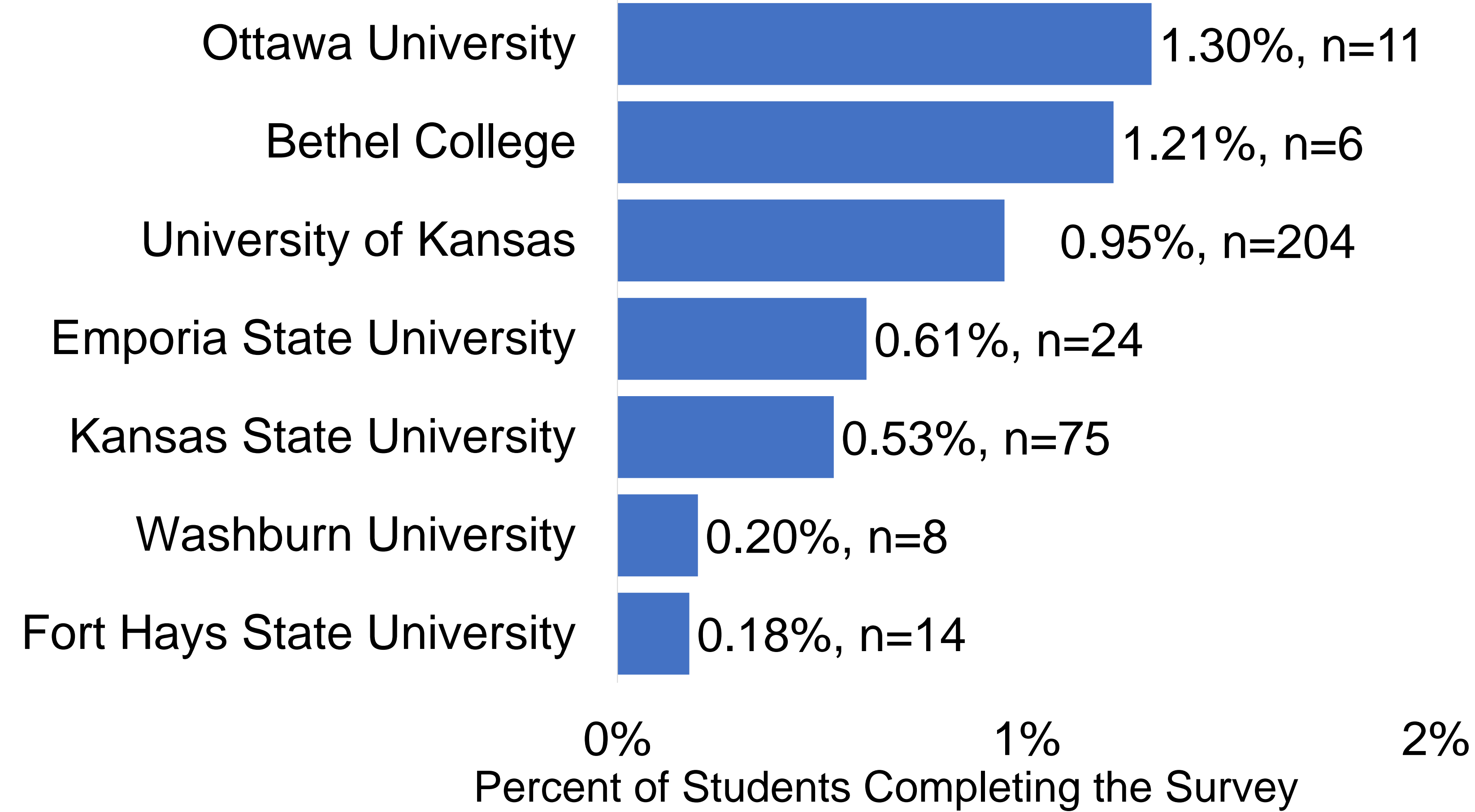
- The 2022 Collegiate Flu Challenge was a campaign partnership between multiple organizations and several colleges and universities to raise awareness of the importance of influenza immunization rates in our communities
- The goal aimed to increase vaccination in the student population for the 2022-2023 flu season across school campuses. The 2022-2023 flu season was the inaugural year of this challenge in Kansas

## Methods

- Students that were vaccinated for the flu were asked to scan a QR code and complete a short voluntary survey
- Identifying information was not collected in the survey; the surveys collected self-reported information, and the honor system was used
- Rates for each campus were calculated based on students that completed the survey as a fraction of the Full Time Equivalent (FTE) enrollment number from the Kansas Board of Regents (Figure 1)

## Results

Figure 1: Collegiate Flu Challenge Campus Results, Kansas 2023



## Results (continued)

- Overall, 345 students from 7 schools participated
- Most students finished the 9-question survey in about 60 seconds (median time)
- Ottawa University had the highest rate of students completing the survey at 1.30% (Figure 1)
- 65% of students surveyed were female
- 92% of students surveyed were not hesitant about vaccination
- 84% of students surveyed reported receiving a flu shot last year
- 66% of students surveyed were in Bachelor degree level programs

Figure 2: Collegiate Flu Challenge Survey Data Compared to Student Health Clinic Vaccinations in Kansas' Immunization Registry (WebIZ)

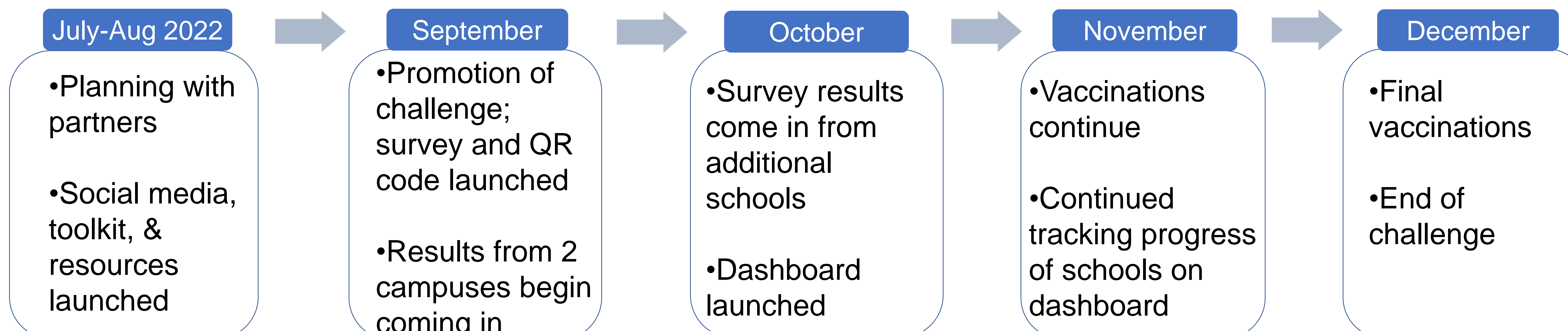
	Kansas State University (Lafene)	University of Kansas (Watkins)	Washburn University (WUSH)
Number Vaccinated in KS WebIZ*	681	1077	355
Students that Completed Flu Challenge Survey	75	204	8
Estimated Percent of Vaccinated Students that Completed Flu Challenge Survey	11%	19%	2%

\*Dates of WebIZ data pulled from 08/01/22 – 12/31/22, for those aged less than 25 (approximating student age)  
 • If age limit was removed, the number of vaccinations would be higher, with the percent having completed the survey lower  
 • WebIZ is unable to distinguish if a vaccination was a student just from the age alone  
 • Data are limited to schools with health clinics in WebIZ

## Discussion

- Providing incentives was discussed to encourage more students to take the survey
- Recruiting student champions within on-campus groups would benefit the promotion of the Challenge
- Improving the language of survey questions including for race, ethnicity, and insurance type were discussed to adequately capture and understand the differences between groups for vaccine access and equity
- Earlier selection of which rate denominator to use would allow preparation of the dashboard sooner
- The survey results represent an underestimation of the vaccinations given by the schools, WebIZ comparisons indicate that not all students that received a vaccination completed the survey (Figure 2)
- Improvements in the timeline for completing activities of the Challenge are in progress for next year

## Timeline



## Acknowledgement

The Immunize Kansas Coalition, Kansas Healthcare Collaborative, and Kansas Department of Health and Environment are partners in the KS Fights Flu Challenge.

## Contact Information

Jason Geslois, MPH, MAS, EMBA  
 Advanced Epidemiologist  
 Kansas Immunization Program  
 Bureau of Epidemiology and Public Health Informatics  
 Kansas Department of Health and Environment  
 1000 SW Jackson St, Suite 200  
 Topeka, KS 66612  
 Email: jason.geslois@ks.gov