

**TO:** Colleges

**FROM:** CDPH

**SUBJECT:** National Survey Shows Ways to Increase Flu Vaccination on College Campuses

**DATE:** 1/3/18

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Influenza activity is now widespread in California. Are your students vaccinated? Consider [findings](#) from a National Foundation for Infectious Diseases (NFID) survey for ways to increase flu vaccination rates on your campus.

Flu vaccination rates among US college students (8-39%) are significantly lower than Healthy People 2020 goals (70%).<sup>1</sup> While 70% of students surveyed believe it is important to get an annual flu shot, only 46% say they typically get vaccinated. Findings suggest that a strategy combining education, access, and incentives may raise vaccination rates. **Access to the vaccine at low or no cost (61%) and incentives, such as free food or gift cards (61%), were shown to have the greatest impact on student decision-making regarding flu vaccination.** Nearly half (48%) say that having the vaccine available at multiple locations on campus would increase their likelihood of getting vaccinated.

Please share the [press release](#) and the [infographic](#) with your colleagues. Below are sample social media posts that you can use to help spread the word:

- New #NFID survey shows ways to increase #flu #vaccination on college campuses #FightFlu [[www.adolescentvaccination.org/college-flu-survey.html](http://www.adolescentvaccination.org/college-flu-survey.html)]
- New #NFID survey suggests education, access, & incentives may help increase #flu #vaccination on college campuses #FightFlu [[www.nfid.org/newsroom/press-releases/college-student-incentive-survey.pdf](http://www.nfid.org/newsroom/press-releases/college-student-incentive-survey.pdf)]

**You can follow NFID on [Twitter](#), [Facebook](#), and [Instagram](#) and share these posts widely.**

<sup>1</sup>National Foundation for Infectious Diseases. Addressing the Challenges of Influenza Vaccination on US College Campuses Report. Published May 2016.