

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



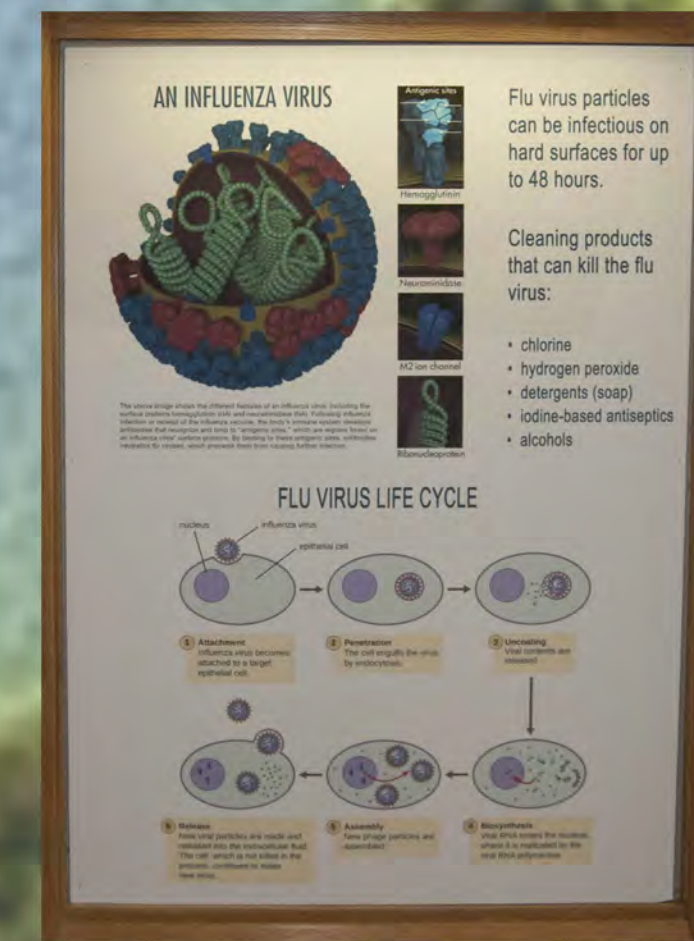
Keynote address by Dr. Shelia Simons, September 13, 2018. Opening remarks by EIU president Dr. David Glassman, Provost Dr. Jay Garrell, and Dean of Library Services Zach Newell.

The presentation covered historical flu pandemics, flu transmission through animal hosts, prevention strategies, and reporting.

Formative evaluation: Students, health professionals, and community members attended, and stayed well over 90 minutes to ask questions. 50 people attended. The lecture was recorded and posted to YouTube and has over 50 views.



Masks were given to all attendees as they arrived. Dr. Simons demonstrated how to wear the masks.



Flu exhibits developed by librarians were displayed throughout the library.

The gate count for the exhibit run, 9/13/2018 to 2/1/2019, was 83,000 visitors



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

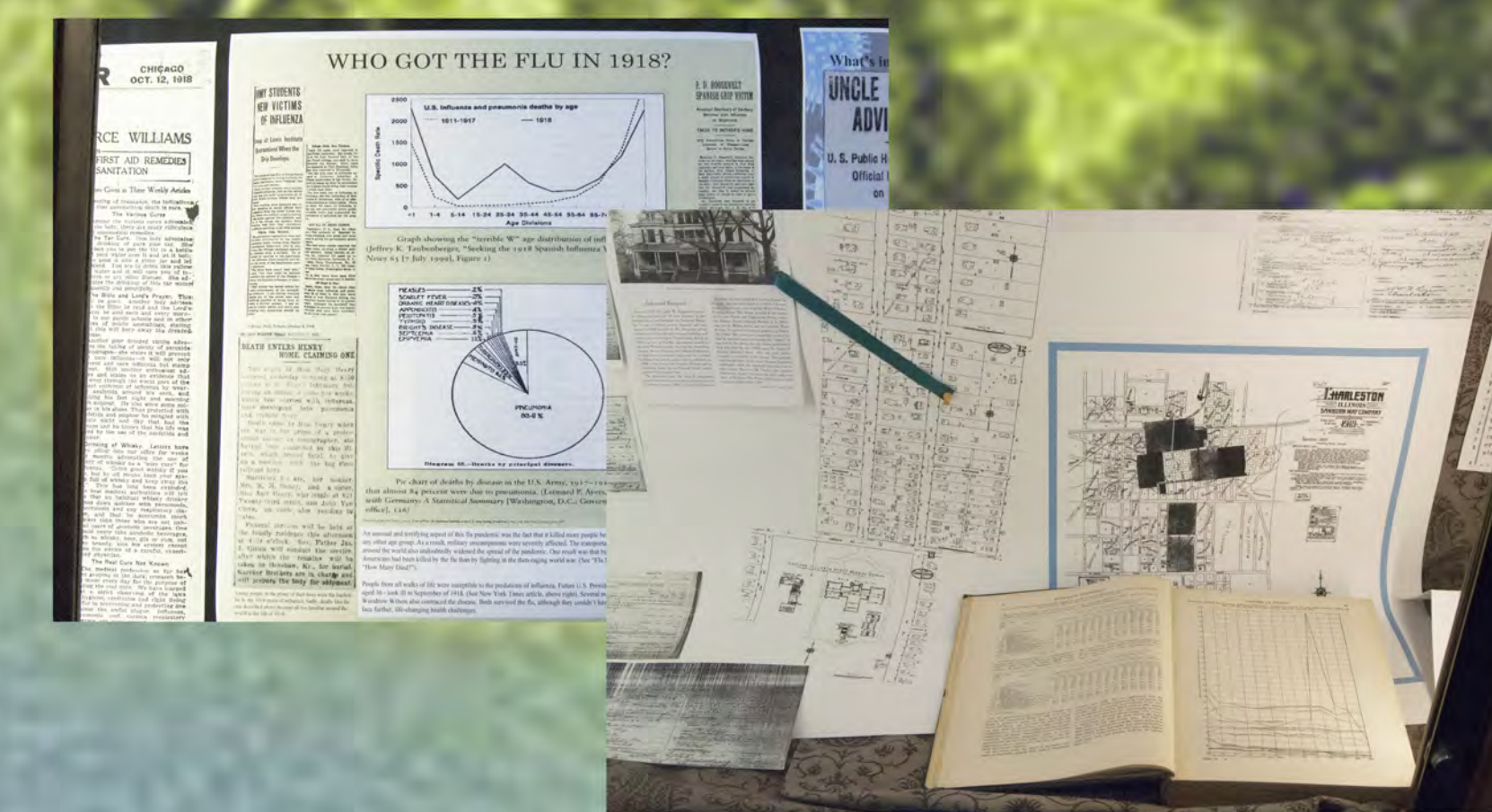
Summary: 40 more students were vaccinated by Health Services in the 2018 season than in 2017. On campus enrollment was 5,082; 620 students were vaccinated. The number of students at the flu shot clinic exceeded the supply of vaccine at the time. A second clinic was offered with additional vaccine to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

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 *Issues and Attitudes* and the exhibit was featured on regional television program *CI Living*.

EIU HEALTH BASH
featuring: **No Flu @ EIU!**
October 23, 2018
10:00am-4:00pm
MLK JR. UNION
FREE flu shots!
Exciting exhibitors!
Super samples!
Join us this year for our annual health fair and campus flu shot day!
Students: Health & Counseling Services - Medical Clinic will provide vaccines in the University Ballroom of the MLK Union. You must bring your Panther Card.
Faculty, staff, and retirees: The Coles County Health Department will provide vaccines in the Bridge Lounge of the MLK Union. Please bring your Panther card and valid insurance or Medicare card.

Schedule of Events

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



Oct. 1, 4 p.m., "Influenza and Infection Prevention – Can you say FLU, SARS, MERS CoV?" by Ramona Tomshack, RN, infection preventionist, Sarah Bush Lincoln Health Center; Witters Conference Room 4440.

Oct. 9 and Oct. 11, 11:30 a.m.-1 p.m., 1918 menu at The Café, led by Richard Wilkinson, professor; 1414 Klehm Hall; \$6.

Oct. 16, 4 p.m., "The Importance of Vaccinating for the Flu ... Vaccinate Your Crew," by Michele Hartke, nurse practitioner, Health Education Resource Center; Witters Conference Room 4440.

Oct. 23, 10 a.m.-4 p.m., flu shot clinic, Martin Luther King Jr. University Union.

Oct. 30, 4 p.m., "Immunity and Contagion: Living in the Age of Bio-politics," by C.C. Wharram, professor and director of Center for the Humanities; Witters Conference Room 4440.

Nov. 7, 3 p.m., film screening and discussion: "1918" (Foote, 1985), discussion led by Lynne Curry, professor of history; Witters Conference Room 4440.

Nov. 14, 3-4:15 p.m., poster presentations by History 4950 students of Professor Lynne Curry, West Reading Room.

*Special thanks to Lauri DeRuiter-Willems and her health promotion students for coordinating marketing materials for this exhibit and program series.

For more information on *The Flu Then and Now: 1918 to 2018*, visit <https://thekeep.eiu.edu/flu/>

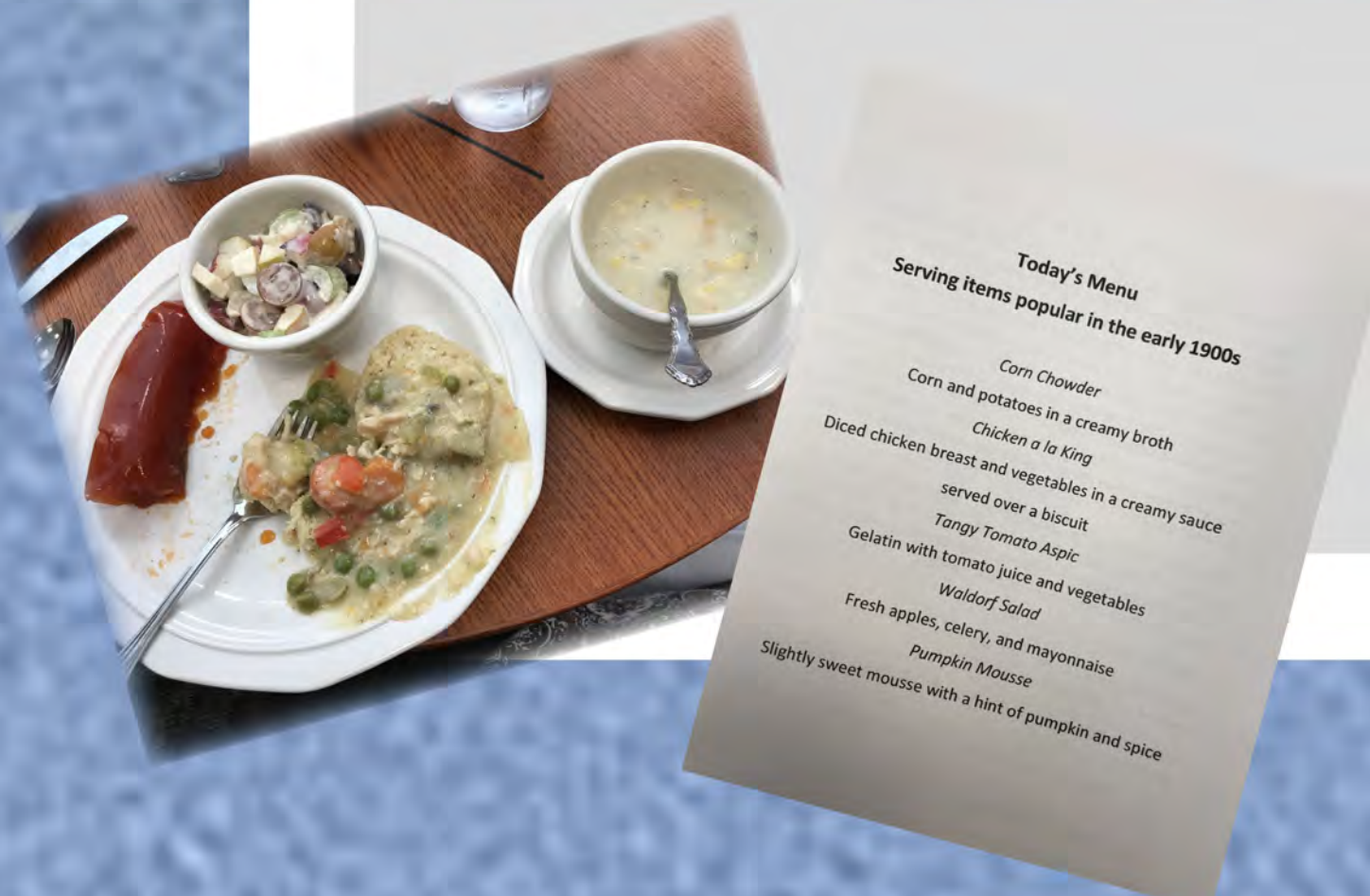
Photos, videos, press coverage and more at: <http://booth.eiu.edu/flu>

Student Contributions

1918 Menu at the Café

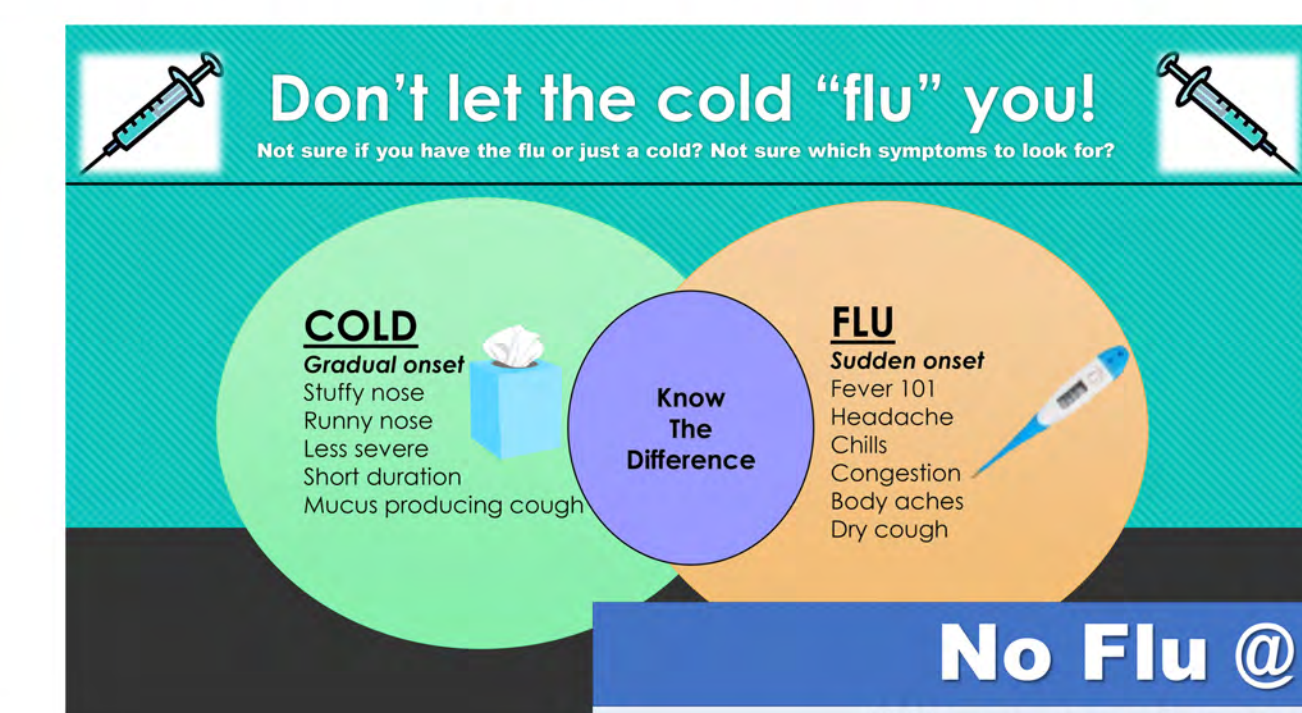
Students in FCS 3784 prepared menu of foods popular in the early 20th century.

Formative evaluation: 30 meals served



Health Communication 4910 Projects

Students created 4 health message posters that were displayed in the library.



Students wrote and recorded 5 radio spots that aired at least 2 times each, days before the flu vaccination clinic.

No Flu @ EIU!
Where can I get a Flu shot?
On Campus: EIU Flu Shot Clinic, EIU Medical Clinic, EIU MLK Union Human Services Building, Walgreens Pharmacy, Walgreens Pharmacy, CVS Pharmacy, Walmart Supercenter.
Off Campus: Coles County Health Department Immunization Clinic, Coles County Health Department Immunization Clinic, CVS Pharmacy.

History 4950 poster presentations

