

Improving Vaccination Rates Among Generation Z College Students

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PROBLEM STATEMENT

Despite the advances made in the history of vaccination, adults in general are not receiving mandated or recommended vaccinations as evidenced by the current outbreak of hepatitis A.

Approximately 14 million people are newly diagnosed with Human Papilloma Virus (HPV) each year (CDC,2017), HPV is also the most common sexually transmitted infection in the United States

PROJECT PURPOSE

Conduct an evidence based quality improvement project to increase student Human papillomavirus and Hepatitis A vaccination rates by 10% during a two month time period in comparison to the previous year's vaccination rates at Student Health Services (SHS) during the spring.

The objective of this project will include:

1. Evaluating current SHS immunization processes to identify areas for improvement
2. Assessing the effectiveness of educational outreach tailored to Generation Z students.

MODEL/NURSING THEORY

The quality improvement project utilized the Institute for Healthcare Improvement (IHI) model. The IHI Model is used to assist health care practices in developing change or improvement.

Plan-Do-Study-Act Cycle



METHODS

Participants: Students enrolled at the University aged 18-26 years and are eligible for HPV and/or Hepatitis A vaccination

Setting: Large metropolitan university in Florida that has 50,000 students representing 150 countries.

Instruments/Tools:

- Pop-up educational booths in high student traffic areas with distribution of wallet cards. Information regarding the CDC adolescent and adult immunization schedule with hepatitis A and HPV highlights are provided on the front of the card. A web address to the recently revised, SHS web page scheduling site and clinic phone number is displayed on the back of the wallet card.
- Vaccine assessment form to determine the student's appropriateness and willingness to receive vaccinations including HPV and/or HEP A vaccination was provided to the student

Intervention and Data Collection

Aggregate data analyzed using descriptive statistics. Hepatitis A and HPV immunization rates from the two months to the previous years data will be compared and plotted on a chart.

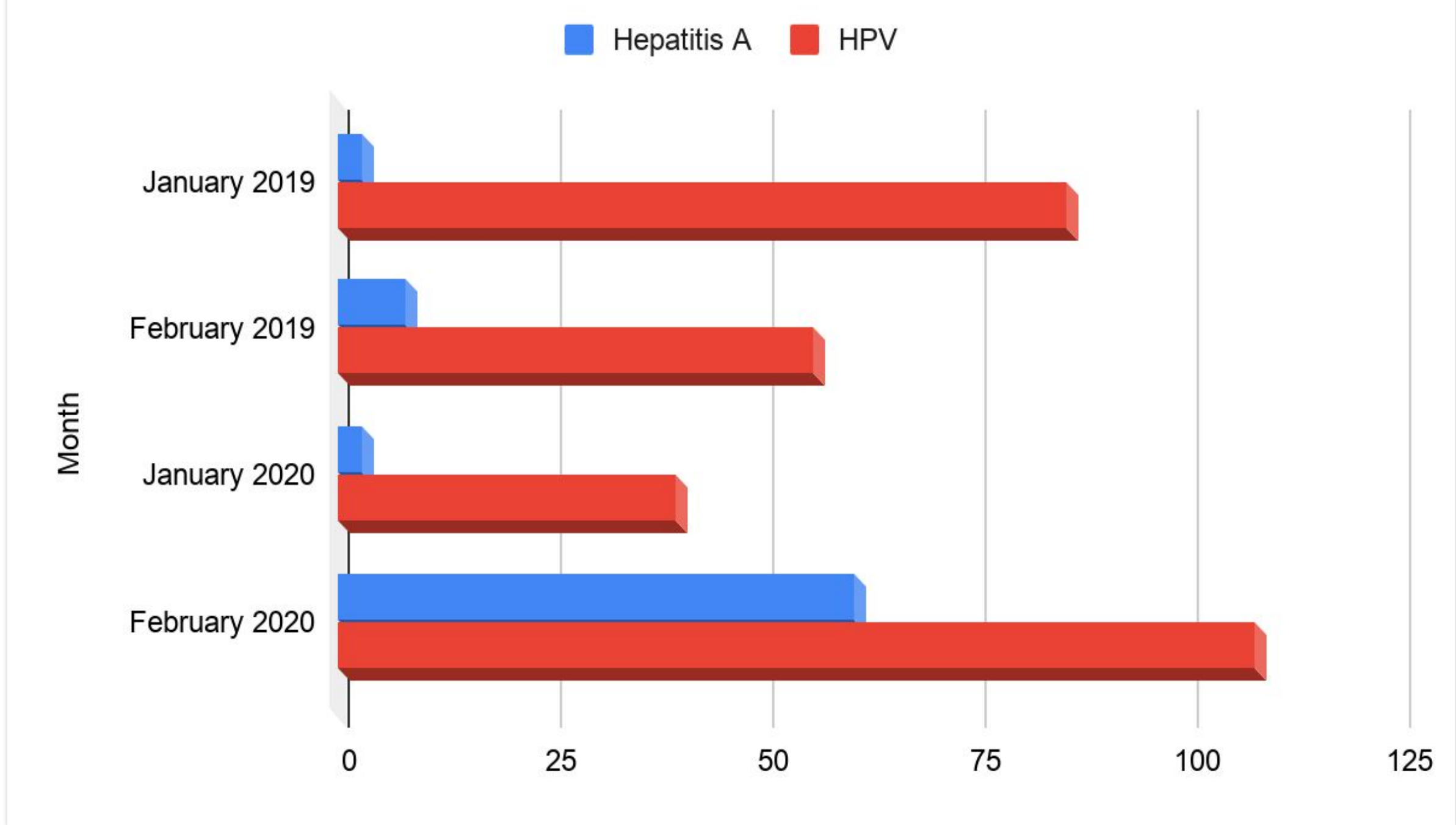


RESULTS

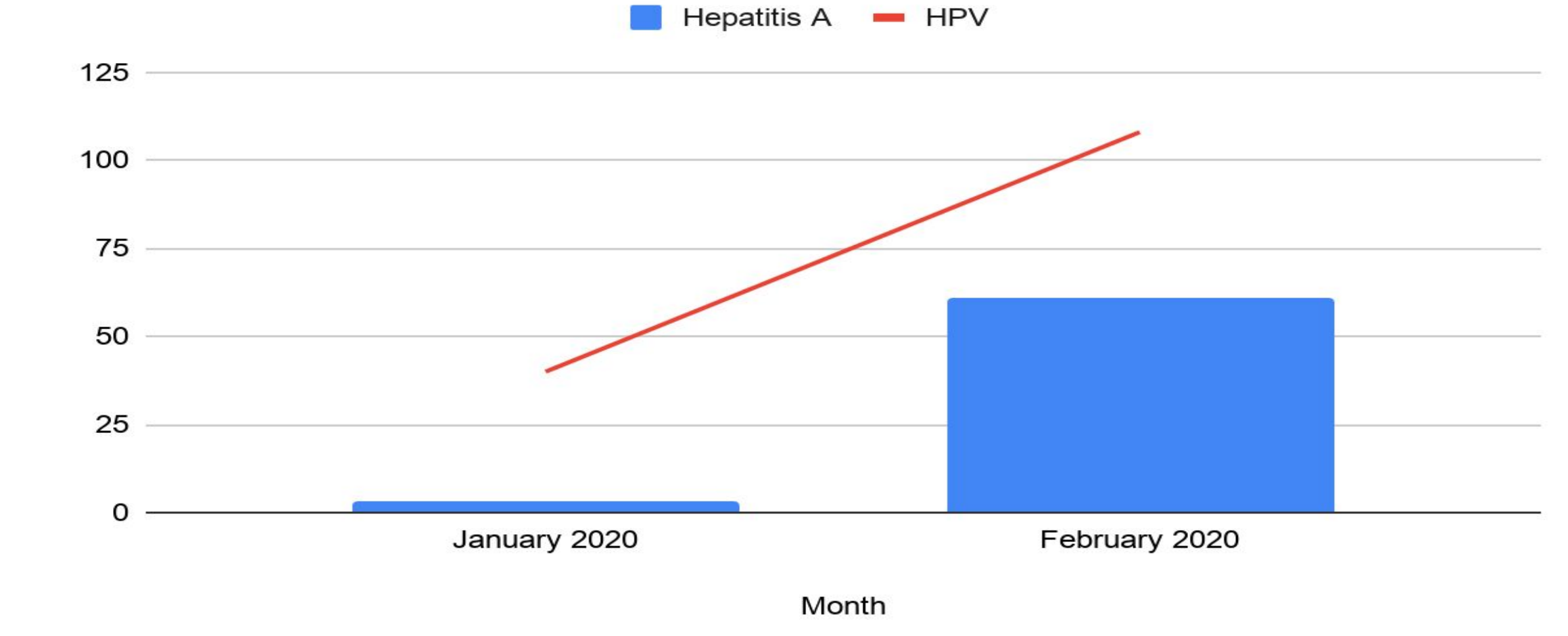
Vaccine uptake increased by 39%.

- The study included participants that were between the ages of 19-26 (n=212) and was conducted over a two month period.
- 1% (n=3) of students received Hepatitis A vaccine and 19% (n=40) of students received the HPV vaccine in the month of January.
- 29% (n=61) of students received Hepatitis A vaccine and 51% (n=108) of students received the HPV vaccine in the month of February.

Compared Vaccine Rates by Year (2019-2020)



Hepatitis A and HPV Rates for January and February 2020



DISCUSSION

Results comparison:

In comparison to last year's data where only 153 students between the ages of 19-26 received vaccination we can see an overall increase in Hepatitis A and HPV vaccination rates after marketing and educational outreach.

In January 2019, initially only 2% (n=3) of students received the Hepatitis A vaccine and 56% (n=86) of students received the HPV vaccine. February revealed 5% (n=8) of students receive the Hepatitis A vaccine and 37% (n=56) of students receive HPV vaccination

IMPLICATIONS FOR ADVANCED PRACTICE NURSING

- Results of this study have proven that educational outreach and vaccine assessments assist in enhancing awareness and improving vaccine uptake among generation z college students.
- Marketing department and SHS will continue to distribute wallet cards with intention to remind students of vaccine series and due dates
- SHS clinic and staff have seen a great response to the adaption of the wallet cards and the vaccine assessment tool and will continue to utilize both implementations.

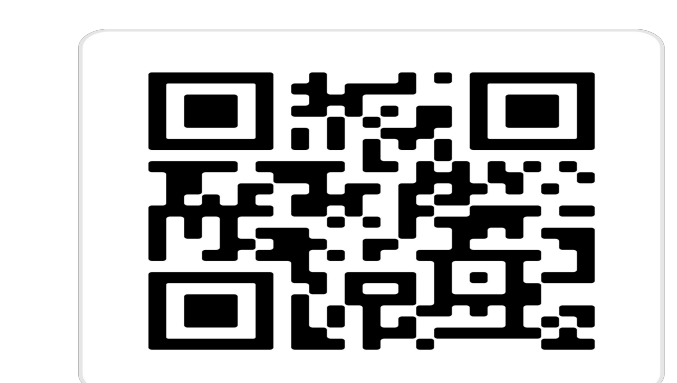
SUSTAINABILITY

This DNP project has demonstrated that educational outreach and vaccine assessments assist in enhancing awareness and improving vaccine uptake among generation z college students

FINDINGS

In comparison to last year's data where only 153 students between the ages of 19-26 received vaccination we can see an overall increase in Hepatitis A and HPV vaccination rates after marketing and educational outreach. We can conclude our goal has been met and we have successfully increased vaccination rates by 39%

REFERENCES



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