Increasing Vaccine Compliance among College Freshmen through Educational Modules

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Introduction
• College students living in close quarters have an increased risk for contracting communicable diseases.
• Many of these communicable diseases could be prevented through vaccine compliance.
• Immunization requirements on college campuses is the best way to increase immunization rates.
• Brigham Young University (BYU) does not have vaccine requirements for students and the vaccine education provided by the student health center is outdated.
• The Utah State Board of Regents (SBOR) has mandated vaccine education for college-age students as of 2018.

Methods
• A university education module on communicable disease prevention was created in collaboration with public health experts.
• An email was sent to all incoming BYU freshmen of the 2019-2020 school year notifying them of the opportunity to participate in the study.
• Participants completed a demographic survey and pre-questionnaire prior to completing the education module.
• Upon completion of the module, participants completed a post-questionnaire.
• Data were entered into SPSS and analyzed using a dependent T-test.

Results
• N=177, p < .0001
• 9.6% increase of students who marked a 10 out of 10 (highly likely) likelihood to stay up-to-date on their own vaccinations.
• 14.7% increase of students who marked a 10 out of 10 (highly likely) to expect others to stay up to date on their vaccinations.
• 7.9% decrease of students who marked 0-3 out of 10 (strongly unlikely) to ask family members to be vaccinated.
• 21.4% decrease of students who marked 0-3 out of 10 (strongly unlikely) to ask other students to be vaccinated.

Conclusion
• The module improved the student’s perceptions about vaccines and increased the likelihood of students to ask others to be vaccinated.
• Improved vaccine perceptions may increase vaccine compliance.
• Students acknowledged they are not fully educated on vaccines and their impact on communicable diseases.
• Education is essential to promoting campus-wide compliance and protecting students against communicable diseases.

A Need for Education
• 90% of participants reported learning new information through module participation.
• A significant percentage of students recognized the benefit of additional education.
• 35% requested more information on vaccines.
• 24% stated a need for more information on communicable disease.

Purpose
• Determine current vaccine hesitations among BYU freshmen.
• Educate incoming freshmen on preventing communicable diseases, and measure the effectiveness of module.
• Decrease campus vaccine hesitancy.

Research Questions
1. Will fewer students report vaccine hesitancy following the completion of an educational module?
2. What influence does the education module have on the attitudes and beliefs of freshman regarding immunizations?

Disclosures
Brigham Young University Experiential Learning Grant University and Institutional IRB approved.

References

Preview the Module Here