**Title of Intervention:** Hepatitis B Immunization Awareness Week

**Intervention Strategies:** Campaigns and Promotions, Group Education, Individual Education, Environments and Policies

**Purpose of the Intervention:** To motivate students to receive hepatitis B vaccine

**Population:** College students

**Setting:** University of Kentucky; community-based

**Partners:** University of Kentucky Health Services, SmithKline Beecham Pharmaceuticals

**Intervention Description:**
- **Campaigns and Promotions:** Posters raised awareness of both the vaccination and the discounted cost. A press conference on hepatitis B as a public health concern was held. Local and campus media ran pieces on hepatitis B and the immunization campaign. Information letters were sent to hall directors, deans, department chairs, fraternities, sororities, minority affairs, gay and lesbian groups and athletic trainers.
- **Group Education:** Trained peer leaders presented information on the vaccination and showed an informational video to groups on campus.
- **Individual Education:** Postcard reminders were sent to all participants.
- **Environments and Policies:** The vaccine was offered at a discounted price during the awareness week.

**Theory:** None mentioned

**Resources Required:**
- **Staff/Volunteers:** Peer leaders, health care providers
- **Training:** Training for peer leaders
- **Technology:** Audio-visual equipment to show videos
- **Space:** Space for peer leader presentations, press conference
- **Budget:** Not mentioned
- **Intervention:** "Why Take the Risk?" video, hepatitis B handouts, posters, information table, information sheets, information video, postcard reminders, postage, information letters, articles in local and campus newspapers, local television station pieces, vaccine vouchers
- **Evaluation:** Student health records

**Evaluation:**
- **Design:** Non-Comparative, Case report
- **Methods and Measures:**
  - Vaccination rates tracked through student health records

**Outcomes:**
- **Short Term Impact:** Not mentioned
- **Long Term Impact:** An increase was found in the number of students vaccinated for hepatitis B.

**Maintenance:** Not mentioned

**Lessons Learned:** The success of the Hep B Awareness Weeks demonstrates very clearly that with proper information, education and publicity, students will voluntarily make a commitment to pay for and receive hepatitis B vaccine.

**Citation(s):**