

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):

Hurley, J.L., H.S. Turner, and K.M. Butler, Planning and execution of a successful hepatitis B immunization program. J Am Coll Health, 2001. 49(4): p. 189-91.