

Title of Intervention: A Pre-Campus Arrival Meningococcal Educational Promotion

Intervention Strategies: Campaigns and Promotions, Individual Education, Supportive Relationships, Environments and Policies

Purpose of the Intervention: To assess the impact of pre-and-post matriculation educational efforts on meningococcal quadrivalent polysaccharide vaccine immunization rates

Population: First year college students from the classes of 2003 – 2005 who live in residence halls

Setting: Brown University; school-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: Students had access to a college newspaper article and were provided inserts in their student mailboxes that discussed meningococcal quadrivalent polysaccharide and the immunization.
- Individual Education: All first year students from the classes of 2004 and 2005 were mailed: a cover letter from health services including a recommendation for the vaccine, a health history form that included a request for all incoming students' immunization history and a second request for the vaccine and a pamphlet describing the risk of meningococcal diseases and the vaccine. They also received information during Parents' weekend and had access to the health services website, which provided additional information.
- Supportive Relationships: Students had access to health care providers who could give them advice over the telephone.
- Environments and Policies: Brown University offered the vaccine through their health services department.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Health care providers for telephone advice
- Training: Not mentioned
- Technology: Health services website
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Cover letters, health history forms, pamphlets, mailing supplies
- Evaluation: Health records, computer, analysis software

Evaluation:

- Design: Non-Randomized Experimental
- Methods and Measures:
 - The percentages of students who arrived immunized, who did not arrive immunized, or were immunized by health services were calculated to determine the difference in the immunization rates between students who received the educational materials before their arrival (intervention group) and those who did not (comparison group).

Outcomes:

- Short term Impact: Not measured
- Long Term Impact: Rates of immunizations obtained before attending school increased from 2003 to 2005. Overall rates of immunizations increased from 2003 to 2005.

Maintenance: Not mentioned

Lessons Learned: More students were immunized before they arrived on campus and fewer immunizations were administered by university health services after arrival, when students were provided with educational materials on the risks of the meningococcal disease and its prevention before they arrived on campus. Mailing these educational materials separate from other college-related materials ensures that students and their parents pay closer attention to the information.

Citation(s): Collins, L., L. Dupont, and D. Nagle, The impact of educational efforts on first-year university students' acceptance of meningococcal vaccine. *J Am Coll Health*, 2003. 52(1): p. 41-3.