Another Season FLU By! The Evolution of RU Vaccine Clinics

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OBJECTIVE 1

Define the evolution of flu clinic operation from health service appointment-based clinic visits to college community-based clinic events. Past and present flu clinic operation, utilize college community space.

OBJECTIVE 2

Describe the process of utilizing external resources to improve vaccination rates.

Collaboration with a local pharmacy, promotion of flu vaccine clinics through student organizations and marketing, internal health center promotion.

Abstract

Crowded student dormitories, lecture halls, and social gatherings are fertile ground for influenza for influence at any college. The expansion and availability of the flu clinics through our outreach events within the college community affords greater opportunity for vaccine compliance. The Rutgers University Flu Clinics are led by the Registered Nurses (RNs) of Rutgers Student Health (RSH).

This Healthy Campus initiative provides flu vaccines to all students regardless of insurance and enrollment status offering marginalized populations access to preventive care. This health promotion event includes participation from local pharmacists and RSH staff utilizing both billed flu vaccinations and free state flu vaccinations.

Summary

In collaboration with community health delivery systems and utilization of university resources, the Rutgers Student Health RN staff was able to better serve our student population with outstanding results. This evolving health initiative has proven successful observed by the increase of vaccination rates due to strategic changes in marketing, staffing, and development. Together, we have made a difference in health delivery to all students to promote lifelong healthy habits and disease prevention.