Access to vaccines is not problematic in North Dakota, however, many students do not understand why it’s important for them to be vaccinated when they are young and healthy. One of the most effective ways to increase vaccination rates is to utilize micro-influencers, such as peers at the college level.

The goal of the Vaccine Promotion Project is to increase vaccine confidence among students, faculty, and staff at North Dakota State University (NDSU).

Vaccine confidence correlates with an individual’s attitudes, beliefs, knowledge, and social norms about vaccines and their importance in reducing the burden of infectious diseases. We used the Theory of Planned Behavior to develop interventions as its key constructs correlate with factors that influence vaccine confidence.

**Key Interventions**

**Education**
- Student and Faculty/Staff Vaccine Education Modules
  - 10-minute online modules about vaccine safety, effectiveness, and necessity
  - NDSU Club and Organization Presentations
    - Vaccine trivia and educational PowerPoint
    - 10 clubs; 140 students

**Social Marketing & Social Norms Marketing**
- Social Media
  - Hired social media influencers (NDSU students)
- Ad Shark
  - Hired ad agency to boost ads and geo-fence the campus
- COMM 377
  - Partnered with a class to develop organic videos for social media
- Print
  - Posters
  - Campus newspaper ads (The Spectrum)
- Campus TVs
  - Developed and ran content on campus TVs (66 TVs) and on Residence Hall TVs

**On-Campus Events**
- Contact tables
  - 11 total with over 1126 student participants
- Events with Residence Life
  - Faculty/Staff Flu and COVID-19 Vaccine Clinic
    - 241 flu shots
    - 208 COVID-19 boosters

**Introduction**

Using a multi-faceted approach to increase vaccine confidence on a university campus

Sarah Swartz, MPH; Dr. Mary Larson; Dr. Elizabeth Crawford; Dr. Ellen Rubinstein; Dr. Shannon David; Hannah Rayel; Alexandria Hicks

1 Department of Public Health; 2 Department of Communications; 3 Department of Sociology and Anthropology; 4 Department of Health, Nutrition, and Exercise Science

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**Campus-wide Survey**

**Pre-Survey**
- of NDSU students, faculty, and staff are accepting of infant/childhood routine vaccines
- of NDSU students, faculty, and staff are accepting of older childhood and adolescent routine vaccines

**Post-Survey**
- of NDSU students, faculty, and staff are accepting of infant/childhood routine vaccines
- of NDSU students, faculty, and staff are accepting of older childhood and adolescent routine vaccines

**Vaccine Education Modules**

After viewing the modules, participants were asked to fill out a post-assessment. The results are the percentages from baseline

<table>
<thead>
<tr>
<th>Students</th>
<th>Faculty/Staff</th>
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<tbody>
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<td>Increased</td>
<td>Stayed the same</td>
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</tbody>
</table>

1. Data from pre-survey with 918 responses in October 2022
2. Data from post-survey with 474 responses in May 2023
3. 55 responses
4. 46 responses

**Data from pre-survey with 998 responses in October 2022**

**Data from post-survey with 474 responses in May 2023**


This project, “Improving Vaccine Confidence on a College Campus,” is supported by the Centers for Disease Control and Prevention (CDC) at the U.S. Department of Health and Human Services (HHS) as part of the financial assistance award totaling $423,324. Additional funding to support the project objectives, in the amount of $8,000, was received by the NDSU Student Senate AY 2022-2023. The contents are those of the author(s) and do not necessarily represent the official views of, or an endorsement by, CDC/HHS, or the U.S. Government. For more information, please visit the CDC website.