



Increasing Flu Immunizations Through Collaboration, Student Engagement, and Marketing

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What is #fIUGA?

#fIUGA is the annual flu immunization campaign at the University of Georgia that is focused on providing flu immunizations through campus outreach clinics in September and October.

#fIUGA is a collaborative partnership that began in 2013 between the University Health Center (UHC) Pharmacy & the UGA College of Pharmacy with two primary goals:

1. Provide convenient flu shots for students, faculty, & staff on campus
2. Provide experiential learning opportunities for pharmacy students

The partnership expanded in 2022 to include UHC's Nursing Services.

Literature Review

Common Barriers for Flu Immunization in College Students:

Perceived low necessity

Fear of needles & side effects

Misinformation or lack of knowledge about effectiveness

Convenience/time constraints a consistent barrier

Common Facilitators for Flu Immunization in College Students:

Free and accessible clinics

Walk-in availability, multiple locations

Prior vaccine history

Trusted recommendations (peers, family, HC providers)

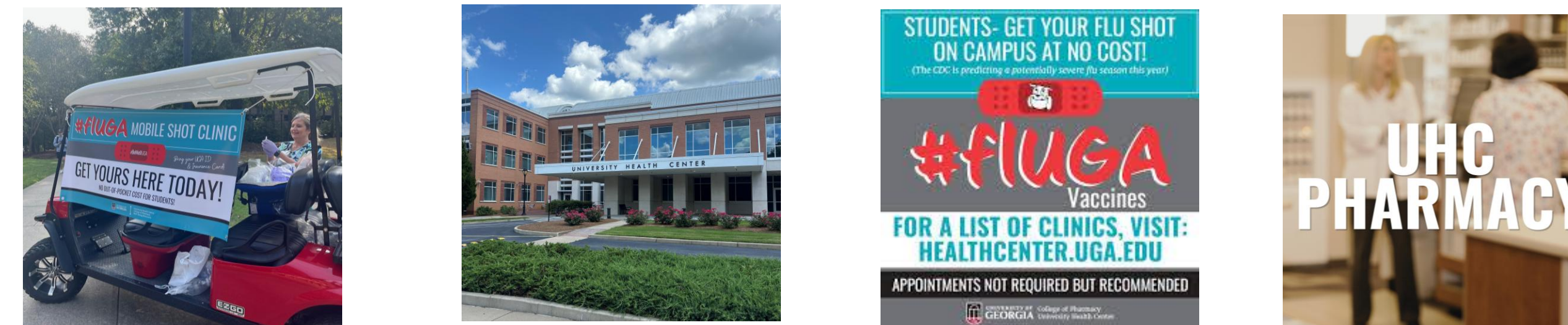
Mandates

Recommendations

- Offer free, convenient vaccine access
- No appointment & multiple location options
- Campaigns designed to:
 - address cultural beliefs
 - reduce vaccine fear & myths
 - target low-uptake groups (e.g., Black students, professional students)
 - Emphasize convenience
 - Leverage influencers (including parents)
- NOTE: Incentives did not improve uptake

2025 Strategy to Increase Immunizations

Multiple, Convenient, Accessible Locations



- Mobile golf cart (20 events, 1583 vaccines given)
- UHC – ask every patient, walk-in availability in pharmacy
- Pop-Up Clinics (including dining Halls 4 days per week; 98 total outreach clinics)

Leverage Partners for Trusted Recommendations



Healthcare Providers: Encouraging HCPs to educate students about immunization

Parents & Families: Letter to parents in the October Parent and Family Engagement Newsletter encouraging flu immunization as well as how students could obtain a flu immunization

Faculty: Creation of a digital *Dean Toolkit* that included a PowerPoint slide for faculty with flu immunization clinic dates and locations, a sample letter for deans to send to students, and a second sample letter for faculty and staff about the importance of flu immunization

Student Engagement



Due to limited staff availability and increasing demands for flu outreach, The UHC hired 20 temporary student workers to assist with the flu campaign in the Fall of 2025. These students were mostly certified medical assistants who attended flu immunization outreach clinics with a Registered Nurse and assisted with administrative and immunization tasks. This experiential learning opportunity was overwhelmingly received by other students, faculty, and staff. In addition, the UGA Student Government Association and UHC Student Health Advisory Committee actively promoted the flu immunization through social media campaigns.

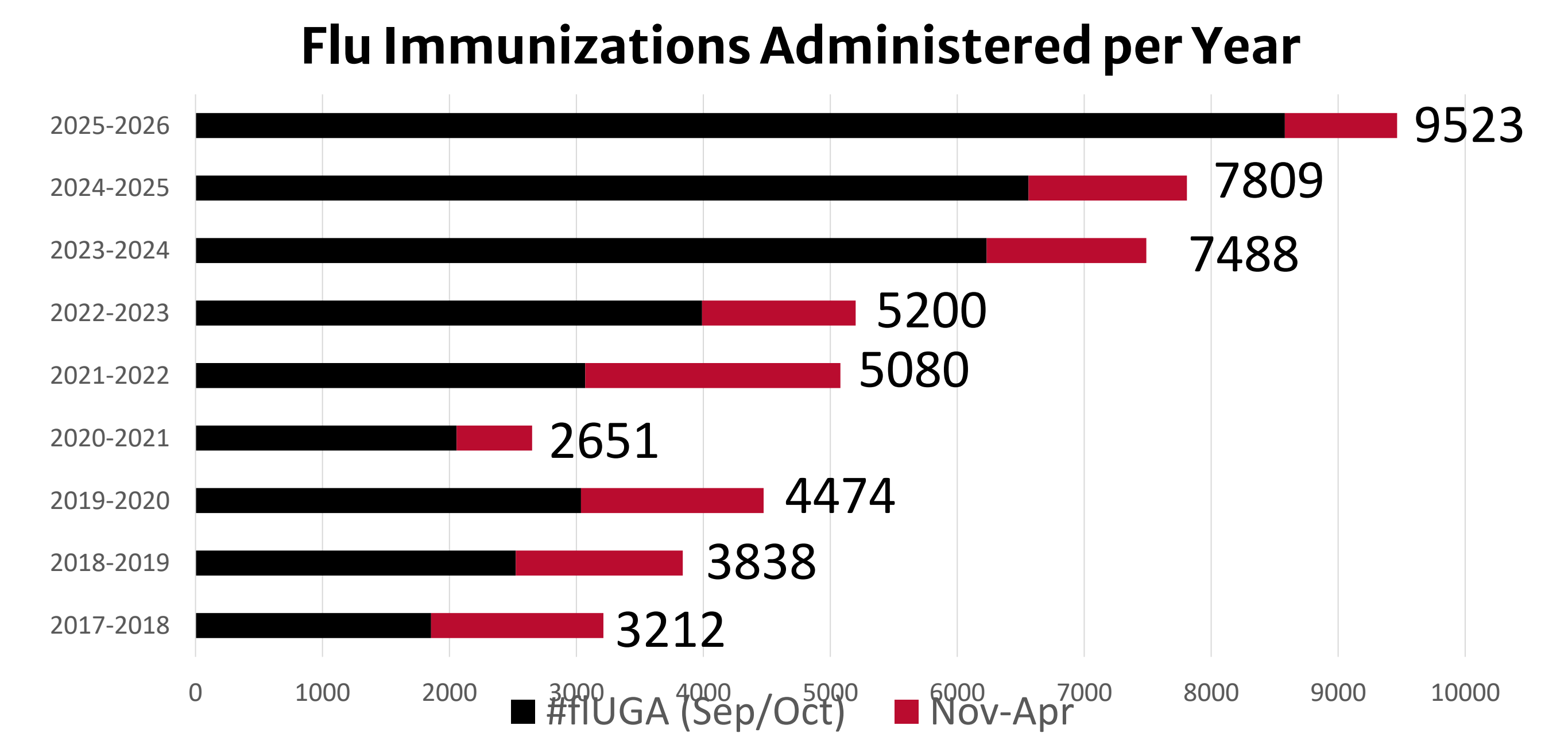
Robust Marketing

UHC's marketing team plays a pivotal role in the success of #fIUGA. Students especially like the custom bandages and ask for them each year. We added game week buttons in 2025 before the Georgia vs. Florida football game. They were very popular with students, faculty, and staff.



Outcomes

UGA's 2025 efforts increased flu immunization rates by 18% over the 2024 #fIUGA campaign.



For references, please visit the QR code listed here.

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