INCREASING IMMUNIZATION COMPLIANCE AT WSU

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PROJECT METHODOLOGY
Following Kotter’s eight-step model to lead change, the outcome of this project will be the creation and implementation of a process for improving voluntary compliance with the immunization schedule recommended by the CDC. The following are deliverables that will be presented to WSU leadership:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Description of Deliverable</th>
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<tbody>
<tr>
<td>White Paper</td>
<td>Results of when WSU students were surveyed regarding vaccination status</td>
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<td>Background information regarding WSU current policy</td>
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<td>Vaccine-related disease outbreaks throughout US at higher education campuses</td>
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<td>Comprehensive plan to improve vaccination rates at WSU</td>
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<tr>
<td>Comparison Table</td>
<td>Compares WSU immunization admission requirements for four Utah institutions</td>
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<tr>
<td>Survey</td>
<td>Assesses whether the information outlined in the white paper was helpful to WSU leadership’s future decisions</td>
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<tr>
<td>PowerPoint</td>
<td>Summarizes how to improve vaccination rates</td>
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PLAN AND IMPLEMENTATION
These deliverables will be presented to the WSU leadership at a scheduled meeting in March of 2019. First, the white paper will be available for the WSU leadership to refer to during the PowerPoint presentation. Next, the comparison table will be presented to evaluate how other institutions are addressing immunization policies on their campuses. After the presentation, questions will be encouraged by WSU leaders. Finally, a survey will be distributed to leaders to evaluate their perspectives on the information given to improve immunization rates.

RECOMMENDED INTERVENTIONS
- Display posters correcting myths regarding potential risks of immunizations on campus.
- Offer incentives to students who are fully compliant to the CDC recommended vaccine schedule.
- Provide information on where to get low cost or no cost adult vaccinations.
- Add vaccine information to the content currently found on the WSU Student Health Center web page.
- Add a statement regarding immunization recommendations to the “Application Process” page on the WSU website.
- Post information about vaccinations on WSU social media sites.
- Create a mobile immunization clinic that offers free immunizations at various times and locations on campus.

THEORETICAL FRAMEWORK
Kotter’s eight-step model for leading change was used for this project. Kotter contends that his eight-step approach to creating change within an organization is more effective at sustaining lasting, meaningful change than traditional processes.

- Phase 1: Create a sense of urgency, build a guiding coalition, form a strategic vision
- Phase 2: Enlist a volunteer army, empower action by removing barriers, generate short-term wins
- Phase 3: Maintain acceleration and institute change

CONCLUSIONS
A comprehensive plan to increase vaccination rates among WSU students can be implemented without making pre-matriculation immunization mandatory. A combination of efforts aimed at increasing awareness of risks to the University, community, and eliminating barriers to receiving vaccinations will potentially lead to an increase in immunization rates among WSU students.

REFERENCES