

# Vaccine Conversations: Talking to College Students about COVID-19

Natalie Heywood DNP, RN; Katherine Kenny DNP, RN, ANP-BC, FAANP, FAAN & Charlotte Thrall DNP, FNP-C, CNE, FAANP

Arizona State University, Phoenix, AZ

## Purposes

- Increase provider confidence in vaccine conversations with college-age students regarding COVID-19 vaccine
- Support providers with necessary resources and tools to provide a strong recommendation for vaccination

## Background

Historically low vaccination rates and hesitancy among college students:

- HPV
- Influenza
- COVID-19

### Barriers to Vaccination:

- Low perceived threat of illness
- Limited belief of susceptibility
- Lack of accurate information/misinformation

## Evidence Synthesis

Strongest  
Predictor of  
Vaccine  
Uptake

- **\*\*Provider Recommendation**

Additional  
Success  
Strategy

- Education
- Providers ranked as the most trusted source of information

(Lucia et al, 2020; Gandhi & Bozer, 2020; Silva et al., 2020)

## Methods

**Setting:** College Health Services Clinic at a large academic research university located in the Southwestern United States

**Population:** MD & NP Primary Care Providers within the 4 clinic locations (*n*=17)

**Design:** Pre/Post Survey

**Intervention:** Educational Presentation with Motivational Interviewing Techniques

• Open Questions

• Affirmations

• Reflections

• Summaries

### Partnership

- Relationships
- Collaboration

### Acceptance

- As they are, where they are
- Value in potential
- Respect

### Compassion

- Genuine Concern for Welfare
- Prioritize Their Needs

### Evocation

- Exploration of patient motivation
- OARS

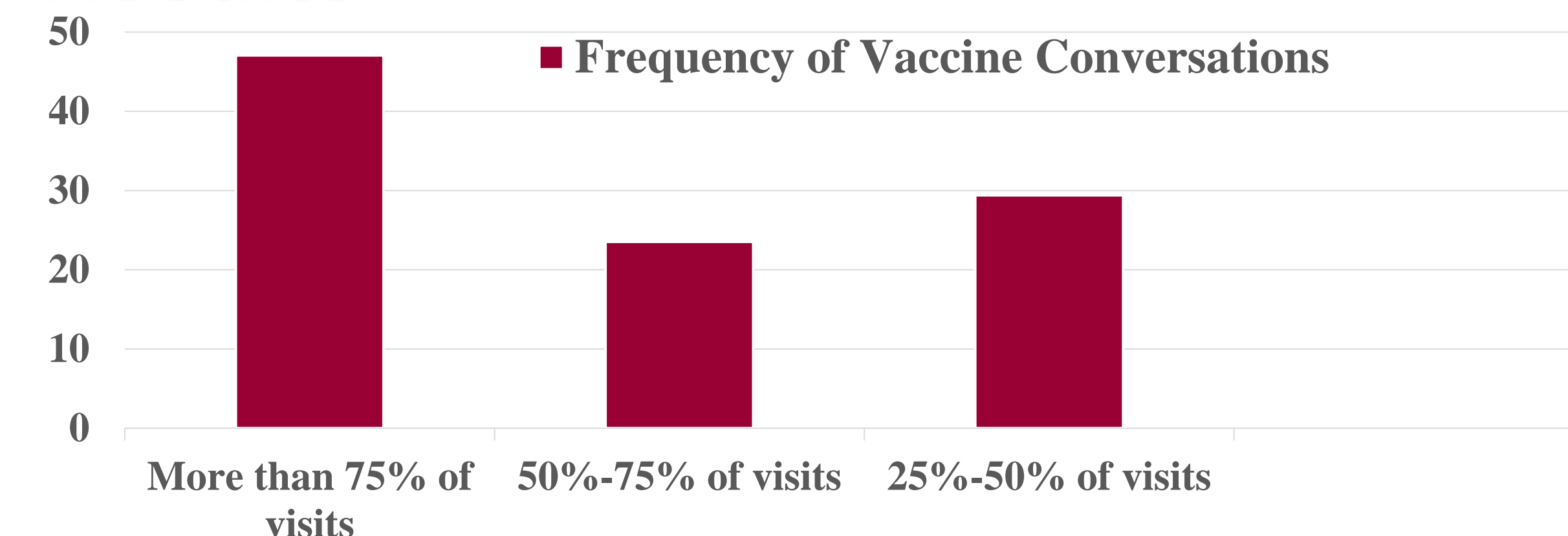
(CDC, 2021)

## Results

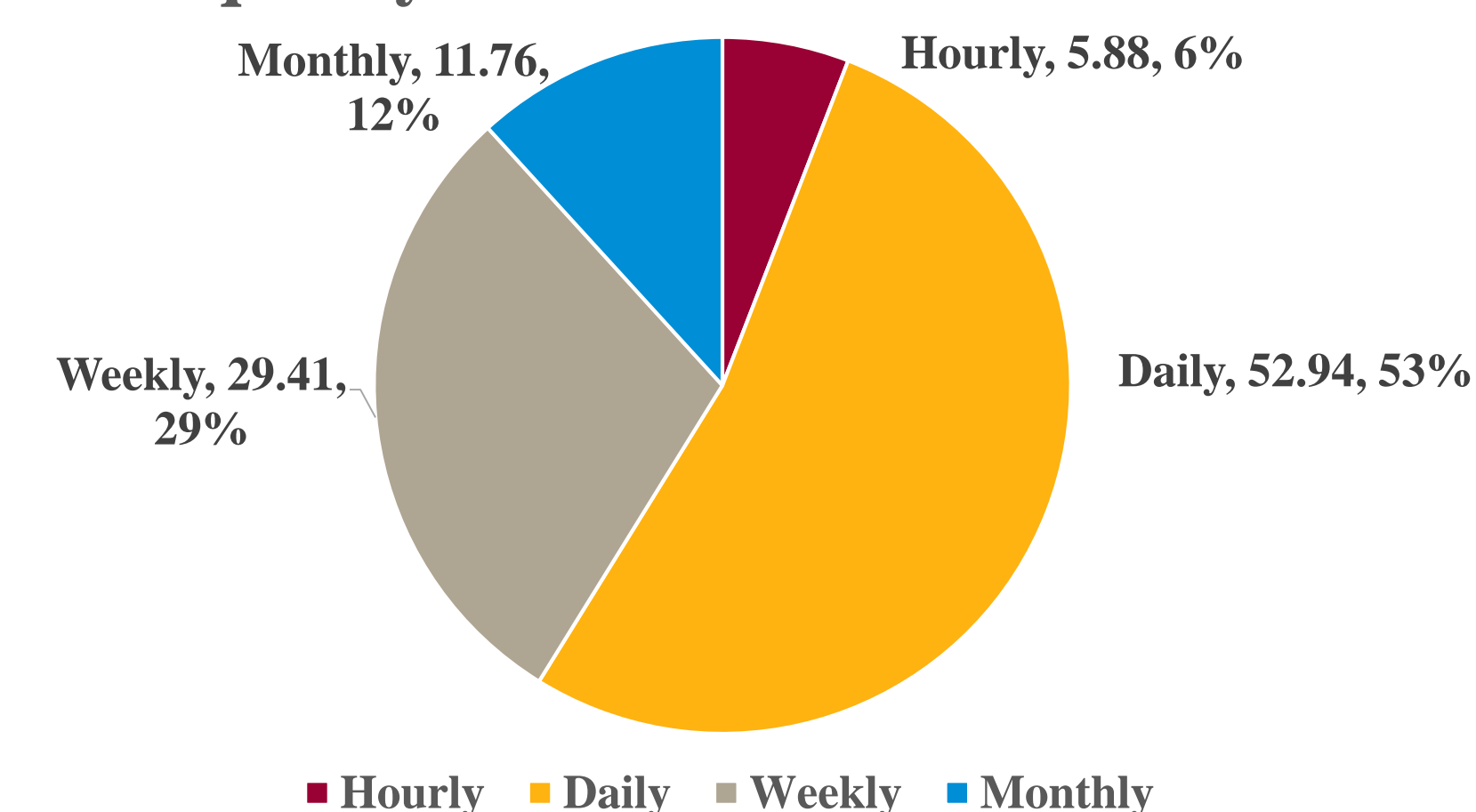
Conversations with Vaccine-Hesitant Patients	n	%
Increased confidence in refuting common vaccine myths		
Strongly agree	3	37.5%
Somewhat agree	3	37.5%
Neither agree nor disagree	2	25%

\*6-week post-survey; *n*=8

## Results



### Frequency of Vaccine Hesitant Patients



## Discussion & Next Steps

- Vaccine hesitant patients & vaccine conversations are common occurrences for college health services providers
- Role of the provider includes ongoing dialogue, use of resources and tools
- Training for providers on vaccine-specific information & tools such as motivational interviewing increases confidence in vaccine conversations
- **Further research**
  - Implementation of strategies and tools & effectiveness
  - Impact of tools on provider behaviors & patient behaviors
  - The use of motivational interviewing for vaccine hesitancy and chronic disease management

## References

- Gandhi, S., & Harris Bozer, A. (2020). Factors associated with influenza vaccine noncompliance at a rural Texas university. *Journal of American College Health*, 1–7. <https://doi.org/10.1080/07448481.2020.1810056>
- Lucia, V. C., Kelekar, A., & Afonso, N. M. (2020). COVID-19 vaccine hesitancy among medical students. *Journal of Public Health (Oxford, England)*. 1-5. <https://doi.org/10.1093/pubmed/fdaa230>
- Silva, J., Bratberg, J., & Lemay, V. (2021). COVID-19 and influenza vaccine hesitancy among college students. *Journal of the American Pharmacists Association*. <https://doi.org/10.1016/j.japh.2021.05.009>

## For more information

Please contact Natalie Heywood at [nheywoo1@asu.edu](mailto:nheywoo1@asu.edu).