

Best Practices for Increasing COVID-19 Vaccination Rates on University Campuses

It is not vaccines, but the act of vaccinating, that saves lives. Safe and effective vaccines against COVID-19 have been developed, but if the vaccines are not given it will not matter how much time, effort, and money went into developing them. It is important to instill confidence and provide clear and evidence-based information on COVID-19 vaccines to empower your employees and students to make informed and educated decisions regarding vaccination.

Tips on how to encourage vaccine uptake on your campus.

It is important that campuses take an active role in promoting and/or providing COVID-19 vaccines to your faculty, staff, and students.

- **Engage students to help promote COVID-19 vaccination on campus and in their communities.**
 - Empower students to promote vaccination among their peers.
 - Include students in the creation and implementation of campus vaccination campaigns.
 - Designate “vaccine ambassadors” or students that are educated on COVID-19 vaccine that can champion and encourage vaccination on campus and in their communities.
 - Encourage students in health career studies or communications to promote vaccination.
 - Create competitions for highest vaccination rates by sports team, dorm, Greek housing, etc.
- **Consider hosting a vaccination clinic on your campus.**
 - Contact your local public health department, healthcare system, or a local pharmacy to see what your options are for providing vaccinations on campus.
 - Provide vaccination through your college health center.
 - Promote and offer the vaccination in convenient locations on your campus.
 - Provide transportation to or offer free parking for students living off campus coming to vaccination clinics.
 - Provide incentives (e.g., free dining tickets, free food, gift cards, sign up for entry into a drawing, or a tangible item like a t-shirt or highlighter for getting vaccinated).
- **If hosting a vaccination clinic at your campus is not possible, provide guidance on where and how students, faculty, and staff can access COVID-19 vaccine.**
 - Educate faculty, staff and students on their eligibility for vaccine in North Dakota.
 - Provide information on how the campus community can access vaccine in your local area.
 - [North Dakota COVID-19 Vaccine Locator | Department of Health \(nd.gov\)](#)
 - Support transportation to off-site vaccination clinics.
- **Use promotional posters/flyers to advertise locations offering COVID-19 vaccination in the community.**
 - Display posters about COVID-19 vaccination in student unions, break rooms, cafeterias, and other high-traffic areas.
 - Use multiple platforms for promotion: include print campaigns and digital media.

- **Post resources in campus communications.**
 - Post articles (e.g. newsletters, intranet, emails, portals) about the importance of COVID-19 vaccination and where to get the vaccine in the community.

Emphasize the benefits of vaccinating against COVID-19

Campuses should provide strong and clear guidance regarding COVID-19 vaccination to their faculty, staff and students. It is important to clearly weigh the benefits of vaccinating against COVID-19 and the risks associated with COVID-19 infection:

- **Getting vaccinated will save lives.**
 - Your faculty, staff and students are at high risk of exposure to COVID-19. By promoting vaccination on your campus, individuals who vaccinate not only protects themselves from getting sick but may also protect their family, friends, and their fellow co-workers from the virus.
- **COVID-19 vaccines are safe and effective.**
 - As of March 23rd, 2021, over 126 million COVID-19 vaccine doses have been administered in the U.S. under the most intense safety monitoring in our country's history.
- **Fully vaccinated individuals (starting two weeks post-vaccination) do not have to quarantine if exposed to COVID-19.**
- **Side effects from vaccinating against COVID-19 are typically mild and resolve on their own in 1-2 days.**
 - The most common side effects are pain at the site of injection, feeling tired, headache, body aches, chills, and fever.
 - Severe allergic reactions to vaccination are rare and manageable with treatment.
- **The risks of COVID-19 infection are real.**
 - 1 in 525 North Dakotans have died from COVID-19.
 - 1 in 200 North Dakotans have been hospitalized from COVID-19.
 - 1 in 8 North Dakotans have tested positive for COVID-19.
 - Even people with COVID-19 who are not hospitalized or who have mild illness can experience long-term symptoms.

Distribute COVID-19 vaccine resources to your faculty, staff and students

The CDC has developed a number of COVID-19 vaccine resources that can be used to promote vaccine on your campus. This toolkit provides guidance and tools to help colleges and universities make decisions, protect their students and instructors, and communicate with their communities. and can be accessed at:

- [Toolkit for Colleges and Universities | CDC](#)