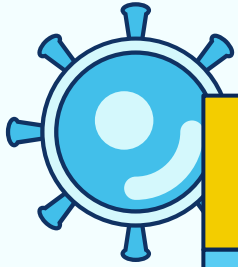


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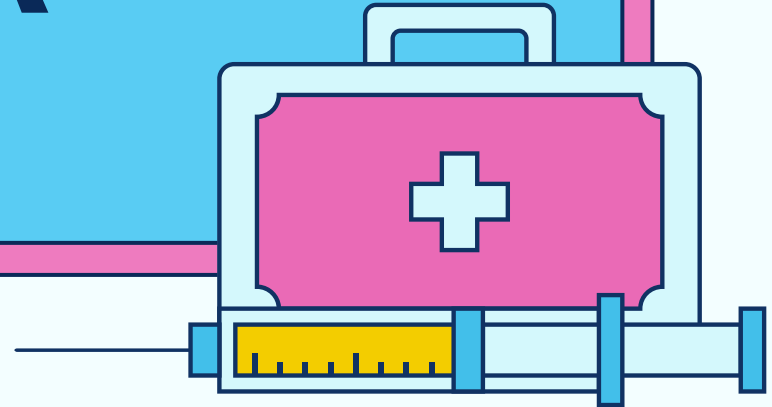


Molly Gillahan, Connie Malacarne, Anna-Claire
Parrish, Ashlyn Kingsley, Dominique Lowe



Flu Shot Experiences Among UGA Students

HPRB 5010
20 November 2025



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01



Purpose & Context



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Survey Context



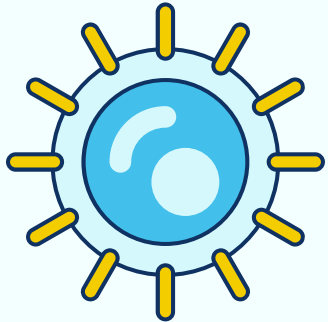
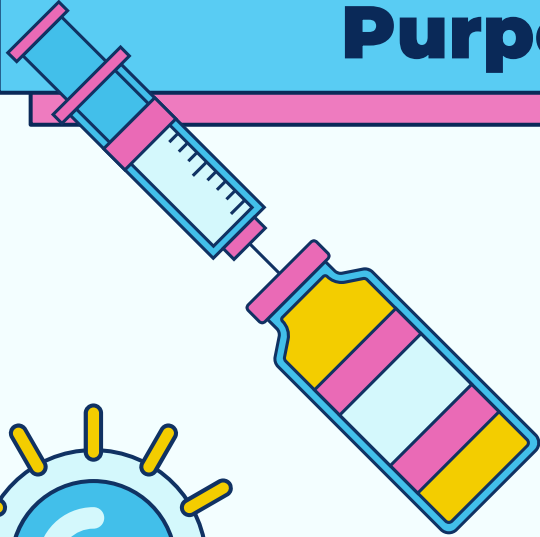
- More flu shots = a healthier UGA community
- Public health interest and context
- Witnessed flu shots around campus, including outside Ramsey and inside Joe Frank
- Provides potential insight on successful health promotion efforts and implementations



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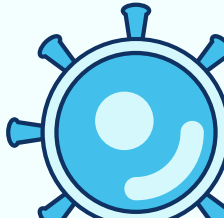


Purpose of the Study



- Evaluate UGA students' flu-shot behaviors
- Assess their awareness of on campus vaccination resources
- Assess perceived convenience of getting vaccinated
- The key motivators and barriers influencing their decision to receive (or not receive) a flu shot.

Essentially: *How do UGA students think about flu shots, what helps them get one, and what gets in the way?*



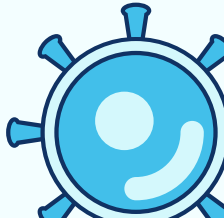
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Research Questions



- What percentage of UGA students received the flu shot this year?
- What factors influenced UGA students to get the flu shot?
- What factors prevented UGA students from getting the flu shot?
- What barriers or misconceptions are most common among UGA students?
- What improvements would make UGA students get the flu shot?



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02

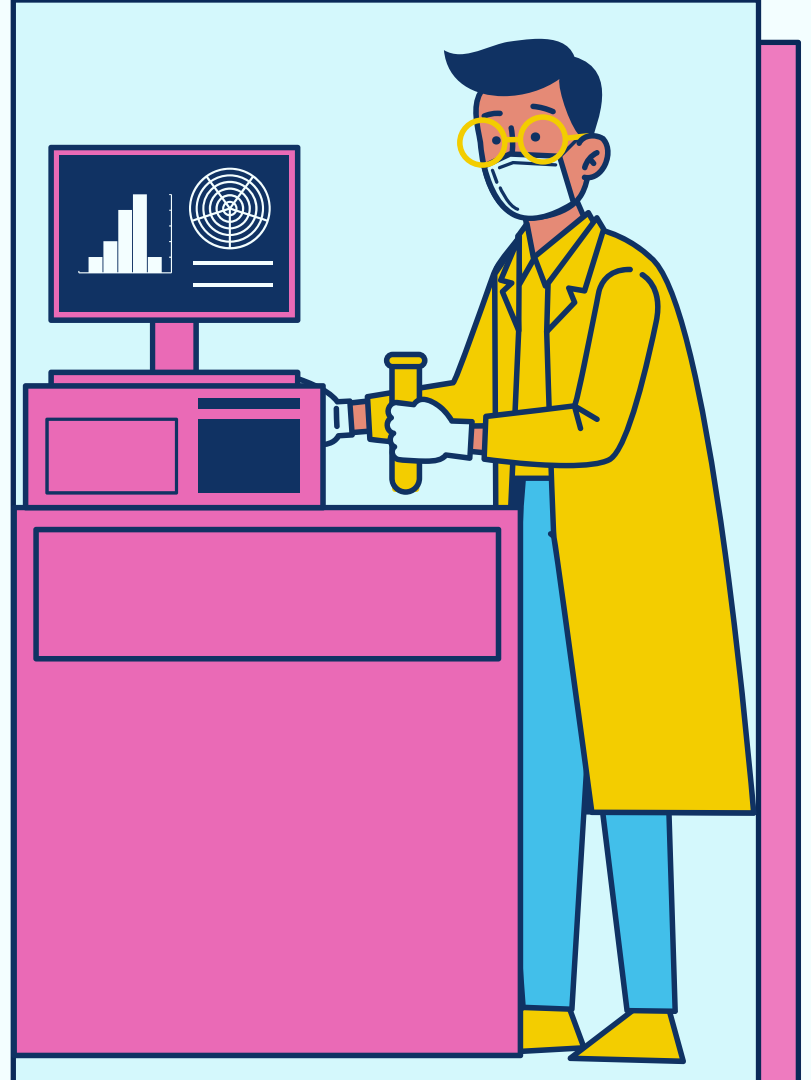


Survey Development



Survey Details

- Google Forms survey
- Multiple choice, select all that apply, Likert scale items, and one open-ended question
- Branching questions using skip logic based on flu shot status
- Anonymous participation
- Students were informed of the study purpose before starting
- Distributed through UGA student GroupMe chats and shared with UGA friends
- 10 total questions for flu shot status
- 56 total responses (1 non-UGA response)



Survey Overview

Demographic Data

- Year in school
- Where students live during the school year

Flu Shot Perceptions

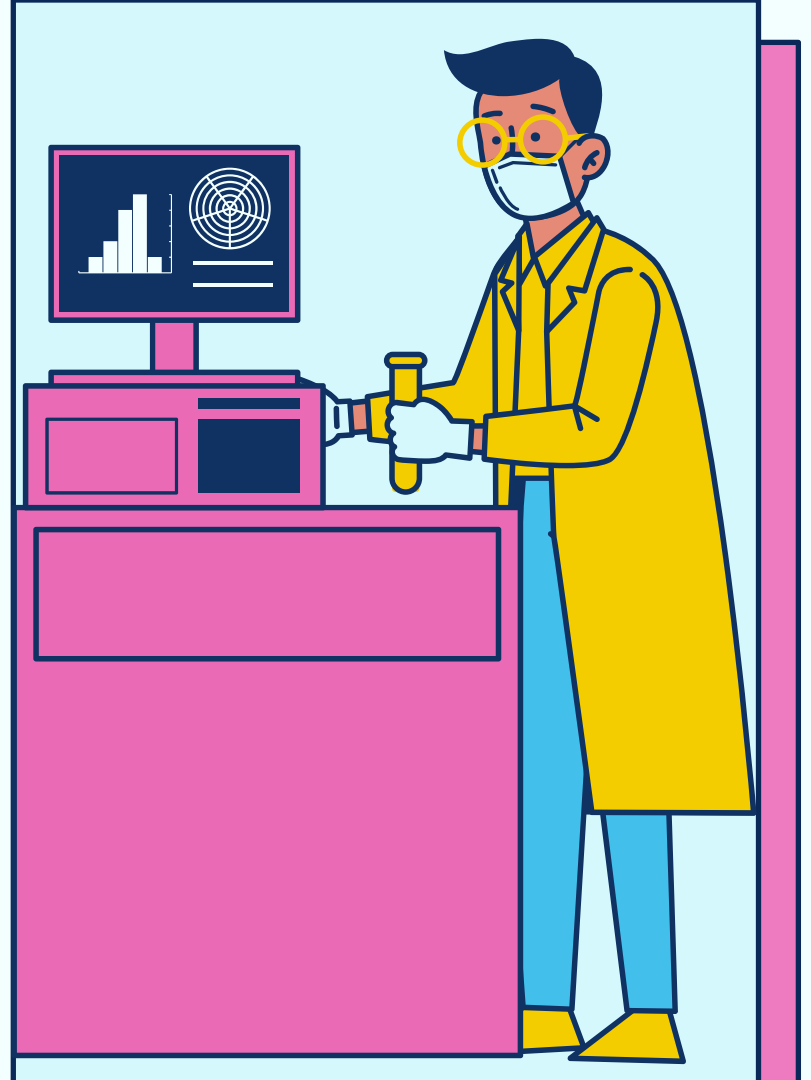
- Awareness of flu shot locations on campus
- Convenience of pop up FLU-GA clinics
- Beliefs about flu shot effectiveness

Behavior Questions

- Whether they received a flu shot this year
- If yes, where they got it and their reasons for getting it
- If no, how likely they are to get one and their reasons for not getting it

Open-Ended Question

- How UGA could improve access to flu shots for students



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03



Results

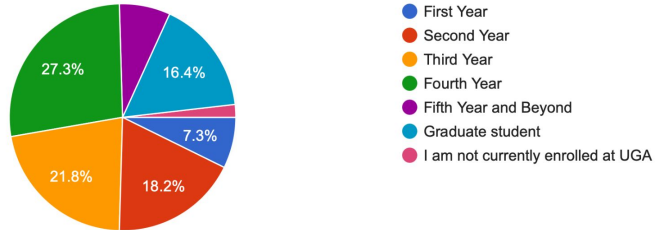


Demographic Data



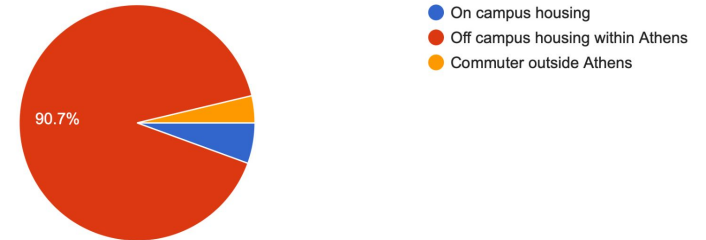
What is your current year at the University of Georgia?

55 responses



Where do you live during the school year?

54 responses

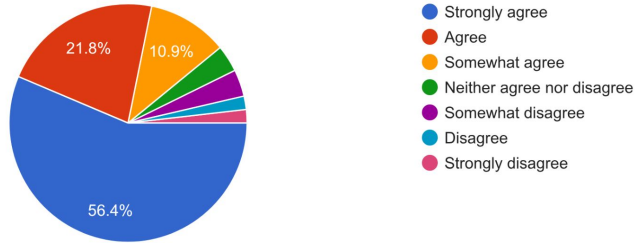


Perceived Convenience/Benefits



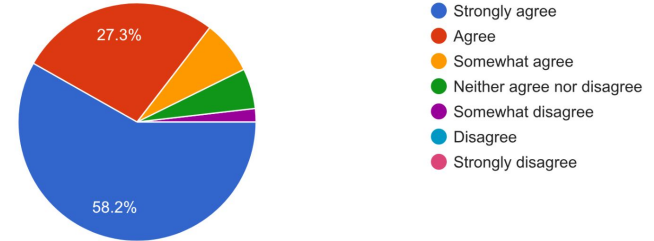
I believe flu shots can lower the risk of having serious illness from the flu.

55 responses



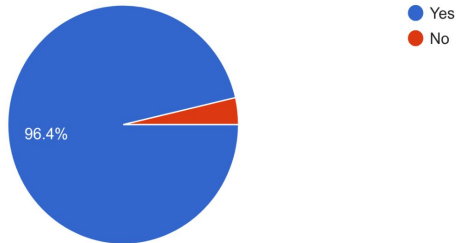
It is convenient for me to get a flu shot on campus.

55 responses



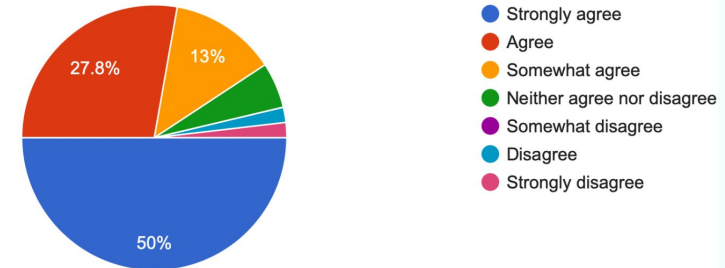
Are you aware of where you can get a flu shot at UGA?

55 responses



It is convenient for me to get a flu shot during a pop-up FLU-GA clinic on campus.

54 responses

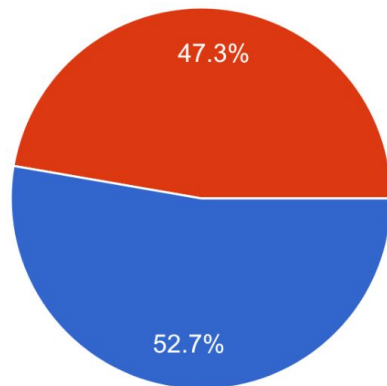


Flu Shot Status



Have you received a flu shot this year?

55 responses



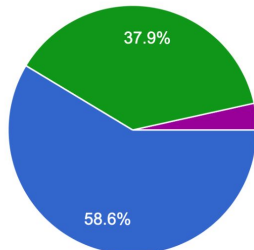
- Yes
- No

If YES, Results



Where did you get your flu shot?

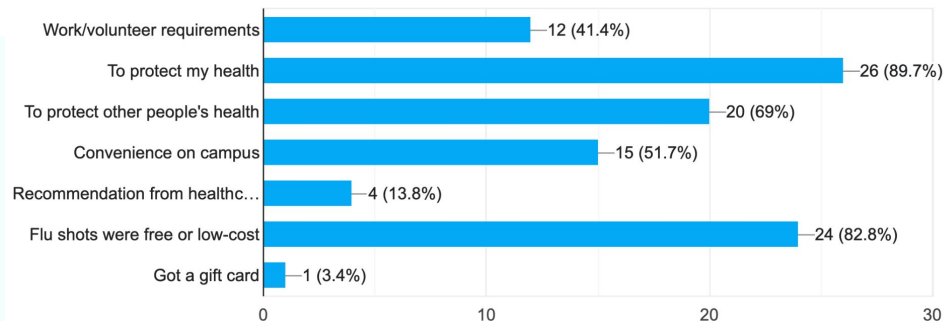
29 responses



- On campus at UGA (UGA health center or pop-up FLU-GA clinics)
- Primary care visit
- Urgent care clinic
- Pharmacy chain (CVS, Walgreens, Walmart, Kroger, Publix, etc.)
- Other

What are your main reasons for getting a flu shot? (Select all that apply)

29 responses

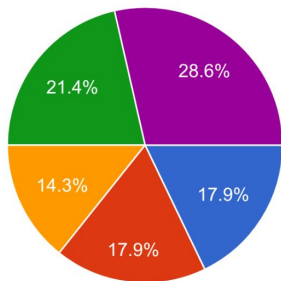


If NO, Results



How likely are you to get a flu shot this year?

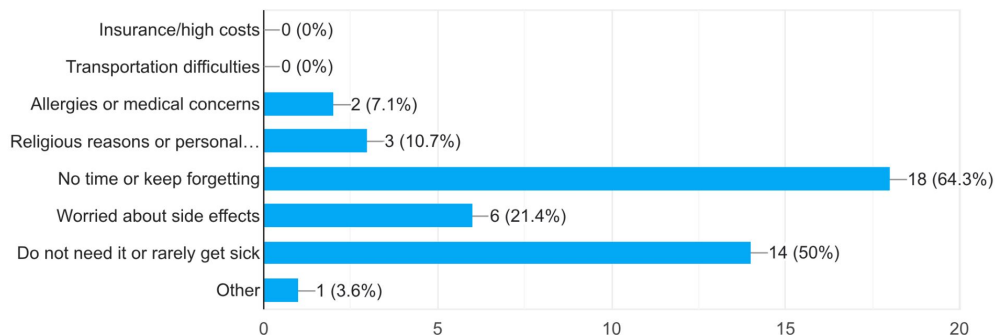
28 responses



- Very likely
- Somewhat likely
- Unsure
- Somewhat unlikely
- Very unlikely

What are your main reasons for not getting a flu shot? (Select all that apply)

28 responses



Open-ended Response



We asked students to let us know how UGA could improve access to Flu shots and the majority of the responses targeted:

- Increasing advertising (emails, professors, social media)
- Distributing more educational information on the benefits and risks of getting or not getting the flu shot
- Expanding pop-up clinic locations and times

A few students said UGA already does a good job making flu shots accessible with one student sharing, " They are legit in the most accessible places such as the dining halls (where I got mine). If anything needs to be improved, maybe they could work to create an incentive for students to get it."

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04



Discussion



Interpretation of Results



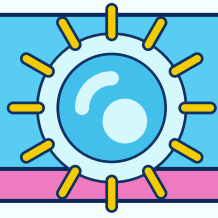
- Over half of our sample size (52.7%) received a flu shot this year
- Majority of students (58.6%) received a flu shot on campus
- Main reason for getting a flu shot: protect health and it was free or low-cost
- Students who did not get a flu shot, 50% of those students are somewhat unlikely or very unlikely to get a flu shot
- Main reason for not getting a flu shot: No time, keep forgetting

Interpretation of Results

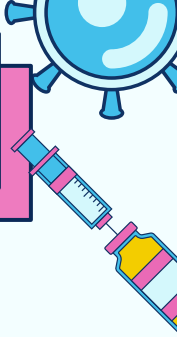


- Recommendation from health care provided was not highly reported as a main reason (13.8%)
- Students primarily received flu shots on campus while study consisted of off-campus students
- Reason for not getting a flu shot: Do not need it or rarely get sick (50%)

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Research Components



Validity

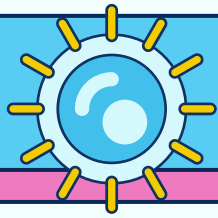
- Questionnaire directly measured our research questions
- Used multiple question types
- Used clear, specific terms to strengthen construct validity
- Screened for actual UGA students

Reliability

- Consistent Likert scale formats
- Clear definitions and simple wording
- Similar question formats to ensure



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Research Components



Data Collection

- The survey was sent to UGA social media pages, GroupMes, and friends
- Used branching logic so only UGA students were included in analyses
- Less than 2 minute Google Form survey links for efficient data collection



Bias

- Neutral wording to reduce response bias
- Clear response categories and “select all that apply” options
- Avoided leading questions
- Pilot tested with 2–3 students to check clarity and reduce misinterpretation
- Kept responses anonymous to reduce social desirability bias

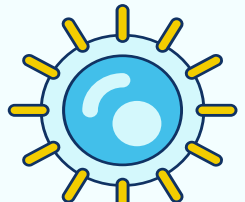


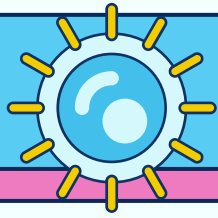
Problems



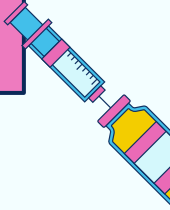
- Low sample size/responses
- Issues distributing survey
- Difficulty phrasing (or structuring) questions
- Not a random sample → convenience sampling bias
- Might have oversampled health-motivated students
- Self reported data->social desirability bias
- Limited response options

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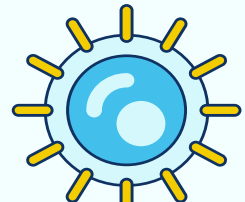


Improvements

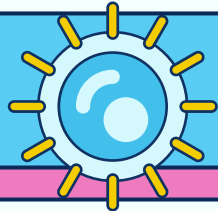


- Longer data collection time period
- Collect responses from more people across colleges of UGA- tabling, flyers, recruiting, etc. in non-health buildings → more representative sample and larger sample size
- Consider the impact of more demographic factors than just year of college and housing distance→ maybe ethnic/racial groups, religion, age
- Distribution to other universities to increase generalizability
- Set quotas for key groups
- Strata = year in school, living situation, maybe major (health vs non-health)

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Future Research



64.2% of unvaccinated students were not likely to get a flu shot.

Increasing Flu Shot Intent

- Explore strategies to shift health beliefs ("I don't need it" = 50%)
- Test effects of reminders or behavioral nudges to reduce forgetting (64.3%)

Improving Information Seeking

- Study which communication channels work best for reaching students
- Examine the impact of messaging style and framing



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THANK YOU!

