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The Florida Department of Health in Collier County institutes the First Annual “Shoo the Flu at FSW” Challenge



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Naples, Fla. – The Florida Department of Health in Collier County (DOH-Collier), along with the Centers for Disease Control (CDC), strongly recommends the flu vaccine for everyone over the age of 6 months. In conjunction Florida Southwestern (FSW), DOH-Collier is initiating the first annual “Shoo the Flu at FSW” challenge as part of a pilot project that began October 5, 2015. Participation in this friendly competition is anticipated from students at Florida Southwestern – Collier Campus.

Influenza is a highly contagious virus affecting millions of Americans annually. According to information released from the CDC, college-aged students (18-24 years) are at risk of contracting and spreading the illness due its spread via respiratory droplets. Living in dorms and being in other close quarters increases the risk.

The objective of the challenge is to effectively vaccinate students at FSW, reducing their risk of serious influenza illness and complications as well as reduce absenteeism. To encourage vaccination, the school will build a “thermometer” measuring the amount of students vaccinated. FSW will also encourage students to get their vaccine by entering them in a raffle for various prizes awarded by Student Life.

The 2015 “Shoo the Flu Challenge” began on October 5, 2015 and will run until December 20, 2015. The vaccination percentage will be announced in January 2016. Enrollment in the project is free. DOH-Collier will provide promotional and educational materials such as flyers to be posted at school, information for school newspapers, and press releases. Furthermore, DOH-Collier will hold a flu vaccine day where students can get their vaccines. There is no anticipated interruption to the school curriculum for this project.

For questions regarding the “Shoo the Flu at FSW” challenge, please contact Kristine Gajos at kristine.gajos@flhealth.gov.

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