



NEWS RELEASE

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FOR IMMEDIATE RELEASE
UO

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UO Introduces 'Shoo, Flu' Campaign to Boost Vaccination Rates

EUGENE, ORE. – The University of Oregon is thrilled to announce the launch of the "Shoo, Flu" campaign, an initiative brought on to advocate students and staff to get their flu vaccinations. Following the historically low flu shot rate last year, the UO University health center aims to have a 85% participation rate by Dec. 1. The campaign will feature mobile flu shot clinics across campus and offer incentives to help with participation. These clinics will be around the campus during the months of October and November.

Ideally, people get their seasonal flu vaccination shot by Thanksgiving which is just before the holiday season. In 2023, the University Health Center estimated there were 6,500 flu-related absences and 3,200 faculty absences during the 2023 fall term. To help drive rates up, the "Shoo, Flu" campaign will make getting a flu shot much easier than before.

"As many of us know, the flu shot causes hundreds of thousands of hospitalizations a year and I believe that getting the flu shot is crucial for maintaining the health of our community," said Quincy Hawkins, director of the University Health Center. "The 'Shoo, Flu' campaign will no doubt make it easier for students, faculty and staff to get vaccinated and we trust that this will have a positive impact on attendance rates during the fall and winter term."

The Mobile flu shot clinics will be available in fall Monday through Friday at varying locations times. Additionally, the University Health Center will be open Monday through Friday from 9 a.m. to 5 p.m., and Saturday from 10 a.m. to 2 p.m. at 590 E. 13 Avenue, offering students flu shots by walk in appointment.

Students who decide to get their shot, will be rewarded with coupons for free food at the EMU, reusable water bottles, “Shoo, Flu!” t-shirts and “No Flu Here” buttons. Further, the first 50 students who receive their shot at each mobile clinic will be entered into a drawing for five Apple iPad Pros.

Luke Brownfield, an accounting major, expressed his views about the campaign when he said: “As a student, it’s important for me to be in class because I learn much easier. I am a big fan of the incentives this year and overall believe these mobile clinics make it much more convenient to get the shot. I definitely plan to get vaccinated this year.”

The University Health Center highly advises people to get the “Shoo, Flu” shot in the early fall. To learn more about the “Shoo Flu” campaign and the full flu shot schedule, visit the University Health Center website or call the Flue Hotline at (541) 346-4444.

About the University of Oregon

The University of Oregon is a public research university founded in 1876 in Eugene, Oregon. It is known as a leader in education, leadership and innovation. It aims to push the boundaries of knowledge and prepare students for an impactful career in multiple fields. The UO is dedicated to sustaining a positive community, and places itself as a leader in facing global challenges and fostering prosperity.

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