



National Adult and Influenza Immunization Summit

NEWS RELEASE

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National Awards Program Recognizes Outstanding Efforts in Immunizations *Healthcare Providers improve access, knowledge and administration rates for vaccinations*

WASHINGTON, D.C. – Recognizing the value and extraordinary contributions of individuals and organizations towards improved adult, adolescent, and/or childhood vaccination rates within their communities during the past year, the [National Adult and Influenza Immunization Summit](http://www.izsummitpartners.org) is pleased to announce the recipients of the 2014 Immunization Excellence Awards. The awards will be presented during the National Adult and Influenza Immunization Summit in Atlanta, Georgia, May 14, 2014.

There are five categories of recognition: overall influenza season activities, healthcare personnel campaign, “immunization neighborhood” champion, corporate campaign, and adult immunization champion. Nominees were evaluated based on the areas of impact, originality, challenges, opportunities, collaboration, coordination and communication with partners and stakeholders.

Many exciting and innovative programs were nominated this year. The Summit applauds all nominees who are working towards improving the health of their communities.

Complete descriptions are contained within the Summit Awards booklet that will be available after the awards presentation at: <http://www.izsummitpartners.org/immunization-excellence-awards/>

The 2014 Immunization Excellence Award winners are as follows:

Overall Influenza Season Activities

National Winner: Immunize Nevada (Reno, NV)

National Winner: Universal Kidney Foundation (Grand Blanc, MI)

Honorable Mention: National Foundation for Infectious Diseases (NFID) (Bethesda, MD)

Healthcare Personnel Campaign

National Winner: Da Vita HealthCare Partners, Inc. (Denver, CO)

Honorable Mention: Partnership for Quality Care (New York, NY)

“Immunization Neighborhood” Champion

National Winner: Hispanic Institute for Blindness Prevention (Falls Church, VA)

Honorable Mention: Osterhaus Pharmacy (Maquoketa, IA)

Corporate Campaign

National Winner: Safeway Pharmacy (Pleasanton, CA)

Honorable Mention: Sanofi Pasteur (Swiftwater, PA)

Honorable Mention: Walgreen Co. (Deerfield, IL)

Adult Immunization Champion

National Winner: American College of Obstetricians & Gynecologists (ACOG) (Washington, DC)

National Winner: Eric Crumbaugh, PharmD (Little Rock, AR)

Honorable Mention: Jenny S. Arnold, PharmD (Renton, WA)

Summary About Winners

Overall Influenza Season Activities

National Winner

Immunize Nevada

(Reno, NV)

Immunize Nevada supports community partners to successfully implement effective immunization efforts throughout Nevada; advocate for, inform and educate about the need for and benefits of vaccines; and facilitate greater collaboration statewide to achieve Nevada’s immunization priorities. They support and work with partners statewide, but many of Nevada’s rural and frontier counties include small and isolated towns often separated by hundreds of miles and have few community services and resources. Consequently, many of their partners travel to provide immunization services and offer flu vaccinations in non-traditional settings. In 2011, a group of Nevada’s public health leaders developed an innovative project to provide flu vaccinations at 3 mobile food pantry sites in northern Nevada. This unique partnership was well-received by the participating locations and plans were made to expand the project. In 2012, they were contacted by Walgreens about helping promote Walgreens’ voucher program, and were paired with Saint Paul’s Food Pantry to provide free flu shots during food distribution times. This partnership resulted in more than 125 flu shots being provided to food pantry recipients. In fall of 2013, thanks to the collaborative efforts of Immunize Nevada, Walgreens, and the Food Bank of Northern Nevada, the mobile food pantry flu clinic project was expanded and 563 food pantry clients in 14 clinics at mobile food pantry sites in the northern Nevada region received flu vaccines from September through December 2013. Food pantry clients typically took less than 7 minutes to fill out the intake forms and see the pharmacist. This partnership helped reduce barriers for the often high-risk population stay healthier during influenza season by removing the cost of and creating convenient and efficient access points for flu shots.

Because of the overwhelming success of, response to, and participation in the project, Immunize Nevada intends to continue expanding this project by increasing partners and broadening its reach.

National Winner

Universal Kidney Foundation

(Grand Blanc, MI)

Recognizing the challenges inherent in low flu vaccination rates within the African American community, the Universal Kidney Foundation formed the Flint/Genesee County flu vaccination collaborative to improve flu vaccination rates among uninsured and underinsured African Americans. The Foundation also engaged pharmacy partners Kroger and Walgreens. The collaborative developed and made available a five-question prompter, based on the questions previously asked by the community, to community members at informational panel sessions that were set up to answer questions and address concerns surrounding the flu vaccine. Panelists were encouraged to be transparent, addressing the pros and cons of vaccinations. These conversations unveiled beliefs and values of African Americans that influenced behaviors and provided opportunities for panelists and the collaborative to listen and learn. If panel members did not answer questions in their presentations, community members utilized the prompter questions to engage in further dialogue. The collaborative analyzed the information and shared what was learned with the community and the agencies that provide services to them. Because the collaborative was made up of partners on previous projects and trusted members of the community, they were able to respond to issues and concerns surrounding the flu vaccine in a culturally-sensitive manner that resonated with the African American community. The collaborative was diverse and included leaders from faith-based and community organizations, a hospital, federally qualified health centers, health plans, public housing, senior centers, YWCA, print and broadcast media, social media, banks, and Community Based Organization Partners. The greatest challenge faced by the collaborative was addressing the misconceptions that African Americans have about the flu vaccine that are tied to historical and cultural concerns, mistrust of medical systems, the way data is collected on African Americans, and the potential medical impact of non-vaccination. This effort resulted in an increase in flu vaccination rates among African Americans by 268 percent over the previous year.

Honorable Mentions

National Foundation for Infectious Diseases (NFID)

(Bethesda, MD)

The National Foundation for Infectious Diseases (NFID) launched the 2013-2014 flu season with its Annual Influenza/Pneumococcal News Conference on September 26, 2013, convening a collaborative partnership of government, non-profit, and industry to urge vaccination for all individuals. The challenge to create a high level of media interest to convey important public health messages to the public and healthcare community was met via an intense multi-media campaign using both traditional and social media vehicles to launch flu season. This effort was promoted to the immunization community and coordinated with major influenza stakeholders, many of whom timed their own activities accordingly. NFID brought together 14 leading medical/public health groups to demonstrate a strong and unified commitment to disease prevention, and reinforce the importance of annual influenza vaccination. A live webcast ensured access for reporters and stakeholders unable to attend in person. NFID created a comprehensive press kit including downloadable, consumer-friendly graphics. The webcast and press kit were archived online (<http://www.adultvaccination.org/newsroom/events/2013-news-conference>), enabling ongoing access for coverage throughout the season. A radio media tour following the news conference extended message reach to local communities throughout the country. NFID's partners contributed greatly to the success of the event. Nearly all print/online coverage included direct quotes or cited a panelist or partner organization, and included the top messages. Sixty press members attended, including eight television camera crews, generating heavy news volume that headlined key messages. More than 1,000 media placements resulted in 540 million impressions, including top-tier consumer and trade print/online coverage. More than 300 television segments and 173 radio spots aired. Media and stakeholder attendees tweeted messages and photos from the news conference. Three hundred seventy-three tweets were posted during the event and through the following month using #fightflu, resulted in over 522,000 impressions—including tweets from top media and medical personalities. An influenza vaccine clinic was held at the news conference to engage media and participants, while providing a strong visual of the nation's leaders getting vaccinated. NFID's "Leading by Example" website continued to feature organizations, celebrities, and corporate and community leaders getting vaccinated throughout the season via NFID's website and Twitter. This initiative is supported by 47 organizations to date. Partnership with Parade.com reached consumers with targeted influenza and pneumococcal messages. NFID's media activities are viewed by many in the media and immunization community as "opening bell" for flu season.

Healthcare Personnel Campaign

National Winner

DaVita HealthCare Partners

(Denver, CO)

DaVita, the kidney care arm of DaVita HealthCare Partners, operates or provides administrative services at more than 2,000 U.S. outpatient dialysis centers and serves approximately 163,000 patients. In 2013, following 4 consecutive years of exceeding HHS Healthy People 2020 patient vaccination goals and 5 years of steady, but modest, increases in patient-facing teammate (employee) immunization rates, they unveiled a new, comprehensive teammate vaccination mandate. In doing so, they became the first large dialysis provider to require all teammates who work in or whose jobs require frequent visits to DaVita dialysis clinics to either be vaccinated against influenza or wear surgical masks in patient care areas. DaVita's Vaccination Task Force comprises infection surveillance/management specialists and representatives from the Office of the Chief Medical Officer, and clinical, operations, training, purchasing, IT, HR, safety, legal, compliance, and internal communications departments. The Task Force established a dedicated team of Vaccination Communicators, empowered trained Vaccination Advocates to discuss immunization risks and benefits with patients and teammates who initially refused vaccination, and authorized an extensive, multi-phase communication campaign that helped to ensure teammates are engaged and motivated to participate in our vaccination effort. Communication materials included videos from the CEO, Chief Medical Officer and Chief Wisdom (Training) Officer, Q&As, talking points, email announcements, voicemail reminders, and a "Vaccination in a Box" toolkit. Clinics were encouraged to compete for the "Golden in-FLU-encer" trophy and "best vaccination rate" recognition at DaVita's annual "Villagewide" meeting. As of March 15, 2014, 92.2% of patients were vaccinated, which is more than 37% higher than the 55% rate achieved when they first began compiling patient vaccination statistics eight years ago, and 86.2% of teammates who are covered by the vaccination mandate were vaccinated; they achieved 100% compliance with the vaccination or mask mandate. Their current clinical teammate vaccination rate is more than 44% higher than when they first began compiling teammate vaccination statistics in 2009. In addition, DaVita collaborates on vaccination directives with approximately 1,000 U.S. hospitals for which they provide acute inpatient dialysis services. Key program attributes included creating a reliable, automated system for data collection/reporting and removing barriers to vaccine availability by tasking clinic administrators with projecting the amount of vaccine needed.

Honorable Mentions

Partnership for Quality Care

(New York, NY)

Partnership for Quality Care (PQC) is a unique labor management partnership—a national coalition of health care providers and approximately 1.5 million Service Employees International Union (SEIU) healthcare personnel working in 12 health care delivery systems across the United States. In August 2013, PQC launched a national campaign to immunize healthcare personnel against influenza. Pre- and post- surveys demonstrate an overall 13.1% increase in the immunization rate from the previous influenza season. The best example of PQC's campaign was at a major integrated care delivery network consisting of 6 hospitals that showed an 84.4% improvement, with 83% of healthcare personnel receiving a flu shot this year compared to only 45% last year. The Board of Directors appointed an Immunization of Healthcare Personnel Workgroup led by labor and management co-chairs. The workgroup was comprised of physicians, nurses, employee health directors, and additional healthcare personnel under the leadership of an RN director of a member's SEIU Nurse Alliance and a physician Vice President of Population Health at a large hospital system. The group held conference calls and webinars to create a unified PQC campaign message promoting healthcare personnel immunization through education, with union leadership and senior management leading by example. A survey of current policies and best practices, incentives offered to employees, mechanisms for employee outreach, barriers and cultural considerations were used to establish a baseline of information prior to launching a full-scale campaign. Among the survey findings were immunization rates ranging from 41% to 99% (average 69%), the majority of PQC health care systems/hospitals requiring written declinations, and counseling that was offered by 61% of organizations that require written declinations. Higher rates of immunization correlated with offering counseling to employees who had signed declinations. A national webinar in August 2013 served as the campaign kick-off. Successful best practices were shared among the participants, including one organization's success with a 99% voluntary immunization rate. Core elements of comprehensive hospital policies, declination forms, counseling protocols, along with challenges for the implementation of masking policies were also shared by members. A national communications firm collaborated with member organizations to tailor immunization media campaigns that included social media and PQC's "I Got Mine" stickers and "Get Yours" infographic. A 30-second ad was created on YouTube to address vaccination misconceptions and was an immediate success with more than 25,000 views. As the 2013–2014 flu season winds down, preliminary reports from ten member locations show an average improvement of 13.1% in flu vaccination rate.

“Immunization Neighborhood” Champion

National Winner

Hispanic Institute for Blindness Prevention

(Falls Church, VA)

The Hispanic Institute for Blindness Prevention (HIBP) serves as an entry point for health services and provides vision care, mammograms, HIV testing, and flu vaccinations for the Latino community. In addition, HIBP has reached across sectors and populations and worked closely with African American, Muslim, and homeless communities. HIBP is one of the original members of the National Influenza Vaccination Disparities Partnership—a CDC-funded partnership initiative. What makes HIBP unique in reaching the Latino community is the effective manner in which it is able to reach clients within the context of their own neighborhoods through the integration of educational sessions into services and activities they attend regularly. HIBP works within the folds of the local community’s access points with late night and weekend hours. In three years, HIBP collaborated with local health departments, non-profits, faith-based organizations, Walgreens, and consulates of El Salvador, Honduras, Guatemala, Bolivia, Mexico, Colombia, and Peru to support more than 500 flu vaccination clinics and help vaccinate over 10,000 people in the Washington, DC, metropolitan area. Their innovative strategies include mobile health stations, text messaging campaigns, and working with the CDC to produce the first motion comic book in Spanish, “Un Amor Perdido” (<http://www.cdc.gov/flu/freeresources/video/un-amor-perdido.htm>), to promote flu vaccination among Latinos. All HIBP staff work as volunteers with the vision of reducing health disparities and in making una gran diferencia for the Latino community and those who are medically vulnerable.

Honorable Mention

Osterhaus Pharmacy

(Maquoketa, IA)

Osterhaus Pharmacy teamed with the two local physician clinics to coordinate immunization records, screen and immunize patients, and educate patients on the importance of staying current with recommended immunizations. They partnered with a local physician to establish eight collaborative practice agreements and one emergency protocol allowing pharmacists to immunize any adult patient without a prescription. To streamline record-keeping, pharmacists collaborated with the clinics to develop a fax form to facilitate communication. They also developed an easy-to-use screening tool to identify required immunizations. To date, 7 pharmacists, 2 local and 5 regional clinics with more than 20 providers, including physicians, nurse practitioners, physician assistants, and nurses, have used and shared the new screening and immunization history forms. In addition, the pharmacists held phone conferences with local nurse practitioners and physician assistants to bring them up-to-date on current guidelines. This collaboration has improved pharmacist-nurse-physician relationships and increased trust between providers. It has also helped verify patient immunization records—as patient recall is poor and the state registry is often incomplete—and improved patients’ perception of the healthcare system, helping them see that pharmacists, physicians, and nurses work together as a team to provide high quality care. Because eastern Iowa is a large rural area, people have limited access to health care services and local vaccination rates are some of the lowest in the state. Osterhaus Pharmacy initiated a process to address the problem by identifying 272 patients with diabetes, the largest at-risk group, in its system and flagged them for outreach and immunization with Tdap, zoster, pneumococcal, hepatitis B, and influenza vaccines. To date, nearly 200 of these patients have been screened and vaccinated. Before this pharmacist intervention, only three of these patients were up-to-date on their immunization. Pharmacy technicians were trained on insurance billing and reimbursement and seamlessly integrated immunization services into the pharmacy workflow. Osterhaus pharmacists also worked with caregivers and made house-visits when necessary. The local health care community often refers patients to Osterhaus Pharmacy for their immunization needs.

Corporate Campaign

National Winner

Safeway Pharmacy

(Pleasanton, CA)

Safeway Pharmacy has more than 1,000 pharmacies and nearly 3,000 pharmacists nationwide, and is committed to providing exceptional patient-centered care and an environment in which their pharmacists thrive at the top of their profession. Safeway’s immunization practice is robust, and includes in-store and off-site flu shots, year-round vaccinations, and comprehensive travel health services. On the leading edge of immunization practice since they began offering immunization services in 2000, Safeway was one of the first pharmacy chains to provide the American Pharmacists Association (APhA) Immunization Certificate training for its trainers to train pharmacists. They were also the first national pharmacy chain to receive centralized billing status for Medicare Part B, and the first to incorporate immunization practice as a standard of practice in every Safeway Pharmacy. Based on the contributions of their pharmacy teams and accomplishments in 2013, Safeway received a 2014 APhA Immunization Champion Award. They are agents of advancement of pharmacy practice in

communities across the country as they deliver patient-centered care to an increasingly broad range of pharmacy patients. In 2013, they provided walk-in administration of more than one million doses of vaccine; achieved Healthy People 2020 goals for shingles vaccination (30% or more of patients aged 60 years and older) in 20% of Safeway pharmacies, and an enterprise-wide average of 21%; expanded Travel Health Centers of Excellence to include more than 25% of Safeway pharmacies administering vaccines and counselling travelers on all international travel vaccines and providing pre-travel health recommendations; and collaborated with a County Health Department and Washington State University in training a group of pharmacists in the administration of pediatric vaccines from birth via vastus lateralis route. Since 2003, Safeway's sponsorship of the APhA-Association of Student Pharmacists' Operation Immunization facilitated the education of millions of people through local projects and forever changed the perception of pharmacists as immunization experts and raised their awareness of vaccine preventable diseases.

Honorable Mention

Sanofi Pasteur

(Swiftwater, PA)

The Sounds of Pertussis® Campaign, a national education initiative from Sanofi Pasteur and March of Dimes now in its fifth year, was created to help raise awareness about the potential dangers of pertussis (whooping cough) and the importance of adult tetanus, diphtheria and acellular pertussis (Tdap) vaccination. In 2013, the Campaign integrated new and existing media, digital, social and advertising assets to help educate parents, grandparents, and caregivers about the importance adult Tdap vaccination to help protect themselves and to help stop the spread of pertussis to infants. The Campaign launched a new call-to-action to reach all adults in a baby's circle-of-care and announced celebrity mom Sarah Michelle Gellar as the new Campaign Ambassador in an effort to inspire with her powerful health message, especially among new moms. A holistic review of existing campaign resources, including SoundsOfPertussis.com, the Sounds of Pertussis Facebook page and the Mother's Arms TV spot, further revealed opportunities to appeal to audiences via two avenues: the excitement of welcoming a new baby to the family via social sharing and interactive resources, and drawing an emotional connection to the dangers of pertussis through continued airings of the Mother's Arms TV spot. The 2013 program was rolled out via two national campaign launches and ongoing targeted outreach: (1) introduction of Sarah Michelle Gellar and Breathing Room, where they can ask friends and family to pledge to be vaccinated before meeting their newborn and (2) introduction of Grandparents' Corner that engaged a leading authority in grandparenting to reach grandparents in a dynamic way. A long-standing Campaign Ambassador, Jeff Gordon, a NASCAR driver and a father of two, also conducted media tours in markets experiencing a high-incidence of pertussis, including Kansas City, Phoenix, and a national media tour in New York City. The Campaign in 2013 was the most successful to date with a total audience reach of over 868 million through traditional, controlled and social media activities. A recent survey conducted by Sanofi, evaluating consumer behavior from 2011 to present, showed that Campaign recognizers continue to receive the Tdap more frequently than those unaware of it. In addition, there was a steady increase in Campaign-recognizing mothers of young children receiving Tdap over the past two years, and an increase in the frequency of discussions that patients have with doctors on Tdap.

Honorable Mention

Walgreens

(Deerfield, IL)

Walgreens has established a nationwide capacity to vaccinate patients for influenza and other vaccine-preventable diseases. They administer influenza vaccinations in all of their locations, totaling over 8,500 points of care throughout the United States and Puerto Rico. Walgreens' immunization programs are staffed with over 72,000 healthcare professionals, including 27,000 pharmacists, trained to immunize and support the company's all day, every day, every store immunization offering. Since the start of the 2013-2014 influenza season in August 2013, Walgreens pharmacists have administered over 9 million total immunizations for influenza and other vaccine-preventable diseases. In addition, Walgreens partnered with the U.S. Department of Health and Human Services to offer more than \$10 million worth of free flu shots in 2013 through vouchers given to Americans in need who could not afford them otherwise. The breadth and depth of Walgreens immunization program addresses the ideals of the immunization neighborhood and promotes adult immunization standards as outlined by the CDC: (1) clinical data exchange, (2) Shot@Life campaign, (3) partnership with the Vaccines for Children (VFC) program, and (4) administration of tetanus vaccinations to tornado victims in Oklahoma. Walgreens has established a nationwide collaborative network and successfully transmitted over 7 million immunization records to immunization registries in 43 states. The second phase of the partnership will be novel in that it will incorporate bidirectional functionality, allowing Walgreens pharmacists to access state registries to view patients' immunization history, in order to further inform patients on immunization recommendations and to collaborate with physicians. In September 2013, Walgreens launched an original and innovative campaign to help improve immunization rates and population health in the U.S. and beyond. Partnering with the United Nations Foundation's Shot@Life Campaign, Walgreens created the "Get a Shot. Give a Shot." campaign. For every immunization administered during the campaign period, Walgreens made a donation to provide a life-saving vaccine to a child in a developing country. Walgreens accomplished the program goal and made a donation to the Shot@Life program to cover

the cost of 3 million lifesaving vaccines, primarily those for polio and measles, to be given to children across the globe who needed them the most. Walgreens partnered with the VFC program to increase access to essential immunizations for the underserved and uninsured populations and assisted patients to comply with state mandates by offering essential back-to-school immunizations.

Adult Immunization Champion

National Winner

American College of Obstetricians and Gynecologists (ACOG)

(Washington, DC)

The American College of Obstetricians and Gynecologists (ACOG) has more than 56,000 members throughout the United States, Canada, Central America, the Caribbean, and Mexico. ACOG has been a standout organization leading the charge to increase adult immunizations, particularly those provided by obstetrician-gynecologists. ACOG is committed to using needs assessment and provider recommendation, among other evidence based practices, to increase adult immunization rates. Since ACOG's immunization program began, influenza vaccination rates have risen to over 50%. ACOG champions not just influenza but a wide range of adult immunizations through partnerships and collaborations with other organizations and stakeholders to ensure continuity and avoid duplication of services. During 2013, ACOG participated in many successful collaborations and educational initiatives that were geared toward its members and the public. In January 2013, ACOG published its "Committee Opinion Integrating Immunizations into Practice." The Committee Opinion served as the cornerstone of the activities carried out through the year and was the focal point of ACOG's biggest tool kit—"Immunization Resources for Obstetrician-Gynecologists: A Comprehensive Tool Kit." This tool kit was made up of ACOG resources on adult immunizations directed at obstetrician-gynecologists and patients. Resources included tear pads of frequently asked questions for patients on influenza vaccination and vaccine safety (in both English and Spanish), a guide for providers and patients, and adult vaccine record cards for patients. Also included were materials developed by Text4baby, promoting the success and importance of the Text4Baby patient messaging system to obstetricians and gynecologists. In May 2013 ACOG released its first smartphone application. The application processes the age range and any special circumstances or special conditions (such as diabetes and status as a health care worker) and lists recommended vaccines. The application also provides information on immunization laws and regulations and up-to-date news and alerts on immunizations. In September 2013, ACOG released an updated version of its Tdap tool kit for providers and patients that included information from "Every Child By Two." ACOG partnered with the Texas Department of State Health Services to provide immunization trainings in ten obstetrician-gynecologist practices. In addition to this collaboration in Texas, ACOG works regularly with a number of other organizations. In 2013, ACOG worked with the Immunization Action Coalition (IAC) on a "Vaccines in Pregnancy" handout, and endorsed and promoted IAC's Hepatitis B Birth Dose initiative. ACOG worked with Association of State and Territorial Health Officers (ASTHO) to conduct multiple stakeholder meetings to discuss vaccines in pregnancy. ACOG is working to promote partner organizations' efforts on its Immunization for Women website. Through the multitude of activities in 2013, ACOG was able to reach thousands of obstetrician-gynecologists and their patients. Each of the tool kits was mailed to approximately 35,000 practicing members of ACOG including residents and residency directors.

National Winner

Eric Crumbaugh, PharmD

(Little Rock, AR)

Over the last 5 years, Eric Crumbaugh, PharmD, has emerged as a leader in Arkansas for pharmacist-delivered immunizations and is a valued member of the state's immunization neighborhood. Dr. Crumbaugh joined the Arkansas Pharmacists Association as its immunization grant coordinator in February 2012. The program's goal was to achieve a 10% increase in the number of pharmacist-administered adult influenza, herpes zoster, and pneumococcal vaccinations by August 2013. This goal was achieved through the leadership of Dr. Crumbaugh who worked with insurers, the Arkansas Board of Pharmacy, the Arkansas state immunization registry, other health professionals, and Arkansas pharmacists. He was instrumental in establishing an interdisciplinary state immunization action coalition and worked closely with Arkansas pharmacies to improve immunization rates of pharmacy staff members. He has assisted pharmacists in developing, implementing, and delivering immunization services and has traveled statewide to educate pharmacists and student pharmacists. Dr. Crumbaugh has been involved in launching a successful media campaign throughout Arkansas, highlighting the role of pharmacists in delivering immunizations. In addition to developing immunization program materials for pharmacists, Dr. Crumbaugh has personally administered thousands of vaccinations in his quest to increase adult immunization rates in Arkansas.

Honorable Mention

Jenny S. Arnold, PharmD

(Renton, WA)

Jenny Arnold, PharmD, is a leader and a catalyst for immunization in Washington. Her work has increased access for adult vaccines and strengthened adult vaccine delivery system in the state. Her enthusiasm for vaccinations is infectious and tireless. Her willingness to go above and beyond was demonstrated by her efforts to secure no cost immunizations for childcare providers and migrant farm workers at their worksites, and advocating for connecting the Washington State Immunization Information System (IIS) to the state Health Care Exchange. She serves on the Washington Governor's Vaccine Advisory Committee, and has been an active member of the Immunization Action Coalition of Washington (IACW) since June 2009, supporting efforts to promote immunization through public communication, provider education, and policy advocacy. As chair of the Adult Immunization Committee in 2012-2013, she led the planning for a multi-sector Adult Immunization Leadership Summit and participated in the development of a toolkit to support immunization programs for healthcare providers. In 2014, She stepped into the role of Coalition Chair, the first pharmacist to hold the position. Through the Washington State Pharmacy Association (WSPA), Jenny has led and facilitated its work to increase the types of adult vaccines provided by pharmacies, the number of pharmacies billing for adult vaccinations, and the number of pharmacies using the Washington State IIS.

About the National Adult & Influenza Immunization Summit

The National Adult and Influenza Immunization Summit, started in the year 2000 (as the National Influenza Vaccine Summit), is an action-oriented entity with more than 400 members who represent more than 100 public and private organizations with an interest in addressing and resolving influenza and adult vaccine issues. Visit the Summit's website at **izsummitpartners.org**

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