



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 vaccination rates within their communities during the past year, the [National Adult and Influenza Immunization Summit](#) is pleased to announce the recipients of the 2023 Immunization Excellence Awards. The awards will be presented during an awards ceremony to be held on May 10, 2023, at the National Adult and Influenza Immunization Summit in Atlanta, GA.

The categories of recognition this year are the overall influenza season activities award and the NAIS “immunization neighborhood” champion award. Nominees were evaluated based on the areas of impact, collaboration, originality, overcoming challenges, and opportunities.

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 of the award winners will be within the Summit Awards booklet available at: <https://www.izsummitpartners.org/content/uploads/2023-NAIS-Immunization-Awards-Booklet-April-24-Final-to-release.pdf>

The 2023 Immunization Excellence Award winners are as follows:

“Immunization Neighborhood” Champion Award

National Winner: **AltaMed Health Services - Community Organizing and Research Engagement (CORE) Team**

National Winner: **Virginia Cooperative Extension Collaborative on Immunization Teaching and Engagement**

Honorable Mention: Casa Immigrante & Julissa Soto

Honorable Mention: Houston Health Department Immunization Bureau

Laura Scott 2022-23 Outstanding Influenza Season Activities Award

National Winner: **AMGA Foundation’s Rise to Immunize™ Campaign**

National Winner: **New York City Health + Hospitals/Elmhurst**

Honorable Mention: **National Minority Quality Forum (NMQF)**

Summary About Award Winners

“Immunization Neighborhood” Champion Award

National Winner

**AltaMed Health Services - Community Organizing and Research Engagement (CORE) Team
Commerce, CA**

AltaMed Health Services is a Federally Qualified Health Center in Southern California with the mission to eliminate disparities in health care access and outcomes. AltaMed’s network of 40 clinics was on the frontlines of COVID-19 response throughout 2020 with testing and healthcare delivery, while its Institute for Health Equity (IHE) implemented research projects and innovative community programs to mitigate the impact of the pandemic in Los Angeles (LA) and Orange Counties (OC). They launched a local COVID-19 outreach, vaccination, and recovery campaign from June 2021 - December 2022, in alignment with AltaMed’s statewide Andale Que Esperas (AQE) Vaccination Campaign. Led by Rosa Vazquez, a community organizing and public health consultant, alongside 32 Community Health fellows (ages 18-28), and co-developed in partnership with a COVID-19 Community Advisory Board made up of 25 community members (ages 32-63) they reduced vaccine disparities in predominantly working-class Latinx communities in Southeast LA and Central Orange County. Program outcomes of the neighborhood-based campaign included conducted outreach to 252,835 contacts in working-class Latinx communities; providing 44,129 COVID-19 vaccine support services among priority populations; linking 15,068 individuals from areas with the highest social vulnerability index to vaccines; and training and deploying 244 community members as Volunteer COVID-19 Outreach Ambassadors.

Virginia Cooperative Extension Collaborative on Immunization Teaching and Engagement

Abingdon, VA

Virginia Cooperative Extension (VCE) partnered with state and local offices of the Virginia Department of Health during the COVID-19 pandemic to serve as a trusted messenger regarding vaccination in local communities across Virginia. Extension agents collaborated with local emergency medical services, the local hospital, the local school system, and parks and recreation to create a local vaccination clinic held weekly for 13 weeks beginning in January of 2021. They conducted targeted outreach efforts to address health disparities among rural and other underserved communities. The extension agents and specialists from Virginia Tech (VT) and Virginia State University (VSU), the two Virginia land-grant universities, led efforts to address vaccine-related health disparities among rural and other underserved communities. VCE engaged community members through culturally tailored and interactive vaccine education activities at festivals and community events across Virginia, especially in areas of high vaccine hesitancy. Through these events and vaccine clinics held in partnership with local health departments and pharmacies, VCE increased access to vaccination opportunities in high need areas.

Honorable Mention

Casa Immigrante & Julissa Soto

Denver, CO

Casa Immigrante, through Vacunas en su Casa and led by Julissa Soto, brings critical child and adult vaccinations, as well as Covid-19 and flu vaccinations, into Colorado communities. Colorado is 44th in the nation in overall vaccination, and Latinos, who make up 22% of Colorado's population, are impacted the most. Less than 50% of Colorado Latinos have had at least one dose of Covid-19 vaccine, compared to 70% of white non-Latinos. During the pandemic, work by Casa Immigrante and Julissa Soto brought in hundreds for vaccination at each community mobile vaccination event. To date, vaccination events in the community have vaccinated 20,000+ in under-vaccinated communities. Casa Immigrante works closely with the state and county health departments, and other stakeholders to bring vaccinations to wherever people congregate.

Laura Scott 2022-23 Outstanding Influenza Season Activities Award

National Winner

AMGA Foundation's Rise to Immunize™ Campaign

Alexandria, VA

The American Medical Group Association (AMGA) Foundation identified a lack of programming that engages multispecialty medical groups and integrated systems of care in a coordinated manner to operationalize the ACIP adult immunization recommendations and improve adult immunization rates. With this gap in mind, AMGA Foundation developed and launched the Rise to Immunize™ (RIZE) campaign to mobilize healthcare organizations (HCOs) across the nation to collectively administer 25 million adult vaccinations by 2025. This four-year initiative, which just completed its successful first year, focuses on increasing rates of influenza vaccinations, as well as pneumococcal, Td/Tdap, and zoster vaccinations, among the adult population through shared resources, best practices, and comprehensive data reporting. In Year 1 alone, the RIZE campaign mobilized HCOs to administer

and/or document more than five million vaccinations – including 3,799,935 influenza vaccines (age 19+) – and provide comprehensive immunization care (meaning four out of four ACIP-recommended vaccines) to more than 60,000 adults aged 66+.

New York City Health + Hospitals/Elmhurst Elmhurst, NY

The New York City Health + Hospitals/Elmhurst is the second oldest municipal hospital in New York City. They are part of the largest public healthcare organization in the nation. Serving an ethnically and culturally diverse community of approximately 2.4 million people, they have over 6,000 employees to vaccinate or support in vaccination efforts every year. During and immediately following the COVID-19 pandemic, flu vaccination rates in employees plummeted from over 70% to only 38.11% in 2020-2021 and 31.97% in 2021-2022 seasons. Staff exhaustion, mandates for COVID vaccination in employees and employee mask-requirements while on duty, likely contributed to the steep decline in vaccination rates. Similarly, demand from patients and the community also declined from prior years.

The rates of employee vaccination for 2022/2023 Flu Season (as of 1/19/23) is 55.38% (and counting!) This was accomplished through a robust campaign to vaccinate as many patients and staff as possible beginning in October 2022. Activities included a heavy marketing campaign on site for employees and patients; working closely with Occupational Health and its affiliate institutions to process all flu vaccination records for staff in a timely and efficient way; a dedicated vaccination center open daily, with extended evening hours and some weekends, for community and employees; use of a “Flu Fairy” and campaign theme material; collaborating with local Community Based Organizations & Local Elected Officials; and, campaign incentives for staff and patients.

Honorable Mention

National Minority Quality Forum (NMQF) Washington, DC

The National Minority Quality Forum (NMQF) launched a campaign to urge Black and Hispanic communities to prevent serious illness from the flu by getting vaccinated. Historically, minorities experience a disparity in that their vaccination rates can differ by as much as 16%, compared to the non-Hispanic white population. Black and Hispanic populations are more likely to experience complications from the flu but less likely to be vaccinated. NMQF launched fact sheets, appealed for patient stories on social media by promoting #MyFluStory as well as developed illustrated videos on four cultural values as identified by audience research data for communities of color, particularly those ages 60 and up: faith, safety, tradition and family. NMQF received over 100 stories from people regarding their experience with the flu, including some sobering accounts of losing loved ones to the disease.

NMQF also stressed the importance of the high-dose flu vaccine after the ACIP updated its guidelines, following advocacy from NMQF and others. NMQF partnered with health systems and community health workers through its Health Champions programs to provide access and education directly to community members and encourage flu vaccination. Their multi-pronged approach gave NMQF the opportunity to reach millions of people with flu vaccine information and directly impact hundreds of people with in-person outreach.

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 700 members who represent more than 130 public and private organizations with an interest in addressing and resolving influenza and adult vaccine issues and improving vaccination rates for vaccines recommended by the Advisory Committee on Immunization Practices. Visit the Summit's website at izsummitpartners.org

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