



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 2024 Immunization Excellence Awards. The awards will be presented during an awards ceremony to be held on August 15, 2024, at the National Adult and Influenza Immunization Summit (NAIIS) meeting in Atlanta, GA.

The categories of recognition this year are the overall influenza season activities, Laura Scott Award, and the NAIIS “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 the nominees who are working towards improving the health of their communities.

Complete descriptions of the award winners will be within the Summit Awards booklet that will be available on the Summit website.

The 2024 Immunization Excellence Award winners are as follows:

Laura Scott 2023-24 Outstanding Influenza Season Activities Award

National Winner: **Parkland Health Cancer Program (Dallas, TX)**

“Immunization Neighborhood” Champion Award

National Winner:

**USAging - Aging and Disability Vaccination Collaborative (ADVC)
(Washington, DC)**

National Winner:

**Southern Nevada Health District
(Las Vegas, NV)**

Honorable Mention Winner:

**Extension Collaborative on Immunization Teaching and Engagement (EXCITE)
(Fargo, ND)**

Honorable Mention Winner:

**Indiana Immunization Coalition
(Indianapolis, IN)**

Summary About Award Winners

Laura Scott 2023-24 Outstanding Influenza Season Activities Award

National Winner

**Parkland Health Cancer Program
(Dallas, TX)**

Parkland Health (“Parkland”) is a safety-net hospital system in Dallas County, Texas, which includes 16 health centers, 1 school-based clinic, and multiple specialty clinics. The Parkland Cancer Program sees 2000 new cancer cases every year with over 50,000 visits annually. As the safety-net system, Parkland sees a large percentage of underrepresented minorities (URMs) who historically have lower vaccination rates. As part of the CDC/CMSS Specialty Societies Advancing Adult Immunization (SSAAI) Project, Parkland’s Cancer Program core quality improvement team implemented several projects to increase the vaccine assessment and administration rate of patients with cancer. Their work is an example of how specialty providers can ensure their patient populations are protected from vaccine-preventable diseases.

Parkland's quality improvement initiatives focused on adult vaccination status assessments, COVID-19 and influenza vaccine recommendations, and vaccine administration processes.

Within the Oncology clinics, Parkland offers on-site flu and COVID-19 vaccinations, and this season had a nurse-driven initiative that appointed RN "Flu Champions" with specialized training and designated RN residents to increase vaccination administration. Parkland's initiatives resulted in vaccine assessment rates increasing from 6% to 87%, and an increase of medical oncology clinic patients being up-to-date on their influenza vaccine from 37.8% in the 2022-2023 flu season to 49.5% in the 2023-2024 season.

"Immunization Neighborhood" Champion Award **National Winner**

Southern Nevada Health District (Las Vegas, NV)

Southern Nevada Health District and its vaccinating angel, Ms. Hall, creatively serve all citizens, embracing them with dignity, kindness, respect, and empathy. The district initiated a mobile unit, administering vaccinations throughout Clark County to increase access. The mobile unit drove throughout Southern Nevada to offer dental care and vaccinations in areas that did not have access to primary care. They piloted vaccine clinics brought into the underground tunnels and encampments for those experiencing homelessness during the Hepatitis A outbreak. And during the initial mass COVID-19 testing phase, they co-developed an infection control model that has become the standard throughout Clark County. Ms. Hall's motto is, "The answer isn't 'we can't do that', the answer is 'let's figure out how to do that!'"

During the initial stages of the pandemic, Ms. Hall and her team saw the impact that a transmissible disease could have on a high-risk community. She led a health department team that started with 10 staff members and eventually saw that number increase to hundreds. Staff were sent to specific outbreak locations with the highest COVID-19 case rates for mass testing.

Health equity and accessibility have always driven the district's vaccination efforts, following both evidence-based practices and CDC's best practice guidelines. Frequent analysis of current data through the state's IIS, SNHD's electronic medical system, and other sources is used to establish high-risk population groups and to identify social vulnerability and areas of low vaccine uptake. •

USAgging - Aging and Disability Vaccination Collaborative (Washington, DC)

USAgging's Aging and Disability Vaccination Collaborative (ADVC) partners with community-based organizations across the nation's aging and disability networks to increase the number of people who receive the updated COVID-19 and flu vaccines. The ADVC supports vaccine clinics and in-home vaccinations, education and outreach, and supportive services such as transportation to vaccination sites. The ADVC's success is based on five key approaches: meaningful partnerships, targeted messaging, understanding the audience, robust technical assistance, and a user-friendly database to

track education, outreach and vaccines administered.

The ADVC partners with Area Agencies on Aging, Centers for Independent Living and other local organizations that are trusted messengers in their communities. These partner organizations in turn collaborate with local health departments and pharmacies to hold vaccine clinics and provide in-home COVID-19 and flu vaccines, as well as shingles, RSV and other adult vaccines. The ADVC also partners with national organizations with expertise in areas such as autism and Asian American Pacific Islander culture to better serve individuals from varied backgrounds.

ADVC local partners use creative, culturally and linguistically competent approaches to tailor outreach and events for the communities they serve. USAging supports local messaging with the “You’ve Got This” national marketing campaign to raise awareness of vaccinations available through ADVC partners. The campaign includes a Resource Hub with wide array of educational and promotional materials in English and Spanish for use by community partners to promote local events and ensure consistent, clear and up to date information on adult vaccines and importance of vaccines for overall health. To assist consumers in finding vaccines, USAging created a searchable website—yougotthis.usaging.org.

In 2023-2024, USAging’s ADVC partners administered over 355,000 COVID-19 and flu vaccines. Approximately 10% of COVID-19 vaccines given (18,480) were to people receiving their first dose. The ADVC with its partners reached over 332,000,000 people with vaccine outreach and education; and provided 394,500 supportive services, including transportation to vaccine clinics and assistance with appointments.

Honorable Mention

Extension Collaborative on Immunization Teaching and Engagement (EXCITE) <https://excite.extension.org/> (Fargo, ND)

EXCITE is a nationwide response on the local level to increase vaccine confidence and access to adult immunizations during the COVID-19 pandemic and beyond. This project has an overarching goal of addressing adult immunization education and increasing vaccine confidence in rural and underserved communities across the United States through the work of the Cooperative Extension System (CES). This project was made possible through an interagency agreement between the United States Department of Agriculture – National Institute of Food and Agriculture (USDA-NIFA) and the Centers for Disease Control and Prevention (CDC) and a cooperative agreement with the Extension Foundation.

While each project has a local focus, the national system provides a network for sharing educational assets, best practices, and lessons learned. CES has a longstanding commitment to addressing local needs, especially in rural areas where its historical focus on agriculture has established a trusted foundation. The EXCITE national team facilitated engagement and collaboration between Land Grant institutions, and state and local health partners within medically underserved communities. These collaborations enhanced communication between communities and healthcare systems, accessibility and acceptability of local clinics, and implemented health initiatives. Leveraging their deep understanding of community demographics and their status as trusted messengers, CES effectively supported healthcare systems in delivering immunization education, collectively boosting adult immunization rates nationwide.

From April 2021 to May 2023, CES conducted 104 immunization education projects that involved 77 Land-grant Universities (LGUs) across the United States. In this two-year period, over 19 million individuals were reached through 178,000 engagement activities and over 26,000 COVID-19 and other adult recommended vaccines were provided in partnership with local health organizations

Indiana Immunization Coalition (IIC) (Indianapolis, IN)

Robust partnerships enable IIC to offer best practice continuing education nationwide. In just the last four years, over 7000 providers from 47 states have participated in continuing education programs offered by IIC. In addition, IIC offers two Maintenance of Certification (MOC) programs for physicians that focus on improving HPV and Tdap vaccine rates.

IIC hosts three national education and advocacy initiatives: Beware of B and HPV Free are college and university campaigns that provide education and resources related to Meningitis B and HPV. IIC also participates in “We the People Vax,” a nationwide collaboration of public health advocates who promote immunization efforts. IIC also collaborates with statewide partners to advocate for vaccine policies that promote the public health of all its citizens. IIC provides staff support for “Hoosier’s Vaccinate,” the state’s grassroots network of 130 advocates who provide a unified voice for science-based vaccine policies. Through an online-advocacy portal that IIC operates, over 1175 letters have been sent to Indiana legislators encouraging their support of pro-vaccine policies.

IIC expanded its mission to include direct service in 2020. With funding from Indiana Department of Health (IDH), IIC began implementing mobile vaccine clinics throughout the state. This best practice strategy for eliminating barriers to vaccination was an important and timely response to the state’s waning immunization rates associated with missed medical visits during the pandemic. Post pandemic, IIC has become the largest vaccine provider in the state, administering over 105,500 vaccines to over 30,000 individuals each year for the past 4 years.

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 800 members who represent more than 120 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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