

2025 Immunization Excellence Awards



Awards Presentation

May 14, 2025
Atlanta, GA



National Adult
and Influenza
Immunization
Summit

Visit

izsummitpartners.org
today!

Awards Presentations

NATIONAL WINNERS

Laura Scott 2024-25 Outstanding Influenza Season Activities Award

Finger Lakes Community Health (FLCH) (Penn Yan, NY)

“Immunization Neighborhood” Champion Award

Missouri Pharmacy Association, CPESN Missouri and CPESN Health Equity (Jefferson City, MO)

HONORABLE MENTION WINNERS

Laura Scott 2024-25 Outstanding Influenza Season Activities Award

Washington State Department of Health – Center for Health Promotion & Education (DOH) (Tumwater, WA)

“Immunization Neighborhood” Champion Award

UC San Diego Health (San Diego, CA)

About the Awards Program: The awards program recognizes the value and extraordinary contributions of individuals and organizations towards improved access to vaccinations across the lifespan within their communities. The [National Adult and Influenza Immunization Summit](https://izsummitpartners.org) (NAIIS) is pleased to announce the recipients of the 2025 Immunization Excellence Awards. In 2025, there are two categories of recognition: overall influenza season activities, and “immunization neighborhood” champion awards. Nominees were evaluated based on the areas of impact, collaboration, originality, overcoming challenges, and opportunities. The Summit applauds all stakeholders who are working towards improving the health of their communities. Information about the awards program and recipients can be found at izsummitpartners.org

NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2025 Immunization Excellence Awards

Honoring the Memory of Laura Scott



“She made the world a better place for our children and all of us.”

In 2015, the National Adult and Influenza Immunization Summit (NAIIS) Steering Committee renamed its NAIIS Immunization Excellence Award for **Influenza Season Campaign** to the **Laura Scott NAIIS Immunization Excellence Award for Outstanding Influenza Season Activities**. The award recognizes innovative early and later influenza season activities across the lifespan (pediatric, adolescent and/or adult activities) embracing the spirit and dedication to the prevention of influenza and protecting individuals from vaccine-preventable diseases embodied by Laura Scott in her work as Executive Director of Families Fighting Flu. Her early death took her from us but the trail she left will live on forever.

On March 3, 2015, Families Fighting Flu (FFF) lost its long-time Executive Director and co-founder, Laura Scott. Laura was also an active participant in NAIIS and within the immunization neighborhood. As described by the FFF board, “Laura was truly the heart and soul of the organization for the first ten years of our existence.” Laura helped launch Families Fighting Flu and it was her tireless hard work, dedication and brilliance that enabled its tremendous success. She spent countless hours educating the public and saving thousands of lives. Even though she did not personally lose a child to influenza, her love and support helped impacted families through their darkest days by helping them channel their grief into a meaningful legacy that honored children and families, and made a difference. Laura truly was a hero who made the world a better place. She was an incredible wife and mother, and friend to us all.



National Winners

Laura Scott

2024–25 Outstanding Influenza Season Activities Award

Finger Lakes Community Health (FLCH)
(Penn Yan, NY)



Finger Lakes Community Health (FLCH) has been a trailblazer in advancing influenza vaccination rates across New York State, focusing on farmworkers, rural populations, and other underserved communities. As a Federally Qualified Health Center (FQHC), FLCH has consistently demonstrated its commitment to culturally competent care, ensuring thousands receive vital flu vaccinations annually. Notably, as a key partner in New York's Flu Vaccine for Farmworkers Initiative, FLCH administered nearly half of all flu vaccines delivered through the program, leveraging deep relationships with farm owners and agricultural communities to directly address barriers to healthcare access.

FLCH's innovative strategies include mobile vaccination efforts on farms, targeting dairy and poultry farmworkers, who are at greater risk of H5N1 avian influenza. Their creative "flu rodeo" drive-through clinics efficiently vaccinate entire families. Additionally, FLCH integrates flu vaccines into routine medical and dental visits, making every patient interaction an opportunity for immunization. Bilingual com-

munity health workers (CHWs) amplify these efforts by providing outreach, education, and scheduling support, building trust with immigrant and Spanish-speaking populations. Targeted social media campaigns, pre-visit planning, and multilingual materials further enhance vaccine confidence and awareness.

Collaborating with local health departments, FQHCs, hospitals, and advocacy organizations, FLCH has expanded access to immunizations across 16 counties in the Finger Lakes, Central NY, and Western NY regions. Their partnerships with migrant health programs and farmworker advocacy groups strengthen outreach, while their data-driven decision-making ensures resources are directed where they are needed most.



Ellen Hey FNP
Chief Clinical Officer

National Winners

“Immunization Neighborhood” Champion Award

Missouri Pharmacy Association, CPESN Missouri and CPESN Health Equity
(Jefferson City, MO)



The **Missouri Pharmacy Association**, in collaboration with the **Community Pharmacy Enhanced Services Network (CPESN)** of Missouri and **CPESN Health Equity**, has been a pioneer in improving the immunization neighborhood through an innovative and multi-phased initiative. Their commitment to enhancing vaccine confidence and uptake across Missouri has had a profound impact on public health.



This remarkable program cross-trained pharmacy technicians as community health workers (CHWs) and specialists in social determinants of health (SDoH), establishing a sustainable foundation for patient education. This training empowered CHWs to serve as trusted vaccine messengers, bridging barriers to healthcare access and creating actionable plans for vaccination. By integrating the NVAC Standards of Adult Immunization Practices into pharmacy workflows,

the program delivered a comprehensive approach to patient care, addressing chronic conditions and preventive healthcare.



The initiative achieved exceptional results, providing over 100,000 interventions through vaccine counseling during pharmacy operations, immunization clinics in underserved communities, and CHW care coordination. These efforts closed vaccination gaps at a rate of 22% within pharmacy operations, while clinics administered over one vaccine per patient on average. The initiative engaged more than 550 pharmacists, pharmacy technicians, and CHWs, exemplifying the power of collaboration in healthcare.

Moreover, this program helped rebuild community trust in vaccines, which had been eroded by widespread misinformation and hesitancy. Patients were equipped with the knowledge and resources to make informed health decisions, fostering confidence in preventive healthcare. The initiative also served as a model for other states, inspiring similar efforts nationwide to improve immunization rates.



Annie Eisenbeis, PharmD, MBA – Director of Practice Development at the Missouri Pharmacy Association



National Winners



La actividad de la gripe ha **aumentado** en Washington.

Tome estas medidas para detener la propagación de la gripe.



FLU FACT:



FLU VACCINES CANNOT GIVE YOU THE FLU.



Champions In Action

Laura Scott

2024–25 Outstanding Influenza Season Activities Award

Washington State Department of Health (DOH)
(Tumwater, WA)



The Washington State Department of Health (DOH) has demonstrated their commitment to improving influenza vaccination rates through its Flu Free Washington campaign, which continued its impactful work during the 2024-2025 flu season. Building on the campaign's success from 2023-2024, the DOH incorporated valuable lessons learned from the COVID-19 pandemic response to better reach Washingtonians and reinforce its reputation as a trusted source of vaccine and flu information.



This campaign was guided by vaccination promotion best practices, community health access insights from local health jurisdictions

(LHJs) and tribal organizations, and research into the public's flu-related beliefs and behaviors. A focus on access allowed the campaign to effectively reach those who needed information and resources most, with materials disseminated to local partners and hundreds of thousands of individuals. Notably, the FluFreeWA landing page garnered over 134,000 views in six languages from September 2024 to January 2025.



The campaign targeted diverse groups, including children's guardians, older adults, pregnant individuals, those with health conditions, and people with concerns about vaccine safety. Messaging highlighted the dangers of flu, the benefits of vaccination, and vaccine availability. Strategies included multilingual ads across platforms like Facebook and Google, radio sponsorships, and website banners. Social media posts promoted co-administration of vaccines and no-cost options for youth.

Additionally, the DOH distributed a comprehensive partner toolkit to local health jurisdictions, healthcare providers, and stakeholders. An updated FluFreeWA.org site and new flu vaccination fact sheets for agricultural workers further supported the effort. By addressing vaccine trust and emphasizing accessibility, the Flu Free Washington campaign has successfully bolstered influenza vaccination rates across the state.



Barry Iverson
COVID-19 & Influenza Vaccine Health Promotion and Education Supervisor
Center for Health Promotion & Education

Honorable Mention Winners

“Immunization Neighborhood” Champion Award

UC San Diego Health

(San Diego, CA)

UC San Diego Health

UC San Diego Health (UCSD) has exemplified excellence in improving the immunization neighborhood through its dedication to population health management. By prioritizing immunizations as a key public health strategy, UCSD has safeguarded its community from vaccine-preventable diseases, such as influenza. Their participation in AMGA’s Rise to Immunize® (RIZE) campaign, which includes 85 groups nationwide, demonstrates their commitment to advancing routine adult immunizations. Impressively, UCSD ranked #6 overall and #2 for the largest increase in influenza immunization rates as of Q3 2024.

UCSD's success is rooted in several innovative strategies. They employed a multi-disciplinary approach with strong leadership support, which included the creation of both a Population Health Quality Committee and a multidisciplinary team. Together, these groups engaged stakeholders to elevate their influenza immunization performance systemwide. Physician immunization champions and comprehensive communication

layers ensured this initiative remains a high priority.

The Population Health team further enhanced their efforts through robust provider and patient education programs. These included resources such as a staff website on influenza, emphasizing ACIP standards, and a competitive “top vaccinators” ranking system. Simultaneously, individual patient outreach and education initiatives addressed vaccine hesitancy and relieved burdens on clinic staff.

UCSD leveraged cutting-edge technology to assess vaccination status and address care gaps. Tools such as EPIC dashboards and the California Immunization Registry (CAIR) streamlined processes, monitored progress, and incentivized providers to meet vaccination goals. Weekly metric reviews ensured continuous improvement.

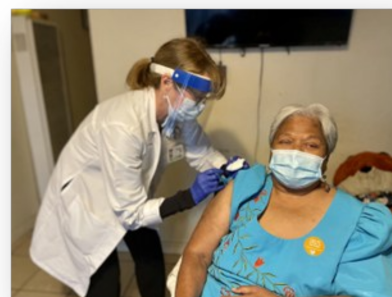
In collaboration with specialty departments and community partners, UCSD has extended its reach, particularly to vulnerable populations. Their Influenza/COVID-19 mobile vaccine unit, working across 119 events, vaccinated 40,000 individuals in 18 months. This program reflects UCSD's unwavering commitment to vaccine access and public health.



Brandi Mabry, EdD
Instructional Designer



Parag Agnihotri, MD
Chief Medical Officer



Honorable Mention Winners

Special Recognition

THANK YOU to the members of the NAIIS Awards Committee:

- ♦ Shelle Allen (FFF)
- ♦ Carolyn Bridges (Immunize.org)
- ♦ Allison Hill (APhA)
- ♦ Robert Hopkins, Jr. (NFID)
- ♦ Jessica Richman (FFF)
- ♦ *Mitchel Rothholz, (Three-C Consulting), chair
- ♦ Jennifer Tinney (Arizona Partnership for IZ)
- ♦ LJ Tan (Immunize.org)

* = did not vote, unless there was a tie

ACCESS NAIIS INFORMATION AND RESOURCES AT: <https://www.izsummitpartners.org/>

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. Visit the Summit's website at [izsummitpartners.org](https://www.izsummitpartners.org)

STANDARDS FOR ADULT IMMUNIZATION PRACTICES

The National Vaccine Advisory Committee's revised Standards for Adult Immunization Practice were released on September 10, 2013. The NVAC standards recognize the importance of the healthcare provider recommendation for patients to receive needed vaccines, the current low vaccination rates among U.S. adults, and reflect the changed environment within which adult vaccines are now given. The standards were published in the March/April 2014 issue of *Public Health Reports*.

ALL healthcare professionals should take the following steps to ensure that adult patients are fully immunized and have maximum protection from serious diseases.

1. **ASSESS** immunization status of all patients in every clinical encounter.
2. **SHARE** a strong recommendation for vaccines that patients need.
3. **ADMINISTER** needed vaccines or **REFER** to a provider who can immunize.
4. **DOCUMENT** vaccines administered or received by your patients.

NAIIS In Action