



## 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 2025 Immunization Excellence Awards. The awards will be presented during an awards ceremony to be held on May 14, 2025, 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. This year’s winners demonstrated remarkable success in addressing vaccination barriers, fostering collaborations, and advancing public health.

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 2025 Immunization Excellence Award winners are as follows:**

## **2025 Immunization Excellence Award Winners**

### **“Immunization Neighborhood” Champion Award**

**National Winner:** *Missouri Pharmacy Association, CPESN Missouri and CPESN Health Equity* (Jefferson City, MO)

Through cross-training pharmacy technicians as community health workers and integrating vaccine counseling into pharmacy workflows, this program improved vaccine confidence and addressed healthcare disparities, achieving over 100,000 interventions and inspiring nationwide efforts.

- **Honorable Mention:** *UC San Diego Health (UCSD)* (San Diego, CA)

By employing innovative strategies, including multidisciplinary teams and mobile vaccine units, UCSD boosted vaccination rates and ensured equity, protecting over 40,000 individuals through outreach initiatives.

### **Laura Scott 2024-25 Outstanding Influenza Season Activities Award**

- **National Winner:** *Finger Lakes Community Health (FLCH)* (Penn Yan, NY)

FLCH’s commitment to underserved populations, including farmworkers, led to successful mobile vaccination efforts, culturally competent care, and expansive collaborations, significantly increasing flu vaccination access across New York State.

- **Honorable Mention:** *Washington State Department of Health (DOH)* (Tumwater, WA)

The DOH’s “Flu Free Washington” campaign reached diverse populations with multilingual resources and targeted messaging, garnering over 134,000 visits to their flu vaccination webpage and improving immunization rates statewide.

For more information on these remarkable initiatives and other Summit activities, please visit <https://www.izsummitpartners.org/>.

## **Descriptions of the Award winners**

### **“Immunization Neighborhood” Champion Award**

*National Winner*

#### **Missouri Pharmacy Association, CPESN Missouri and CPESN Health Equity**

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.

#### *Honorable Mention*

#### **UC San Diego Health (UCSD)**

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) streamlines 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 equity and public health.

### **Laura Scott 2024-25 Outstanding Influenza Season Activities Award**

National Winner:

#### **Finger Lakes Community Health**

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 community 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.

Honorable Mention Winner:

#### **Washington State Department of Health**

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 equity insights from local health jurisdictions (LHJs) and tribal organizations, and research into the public's flu-related beliefs and behaviors. A focus on equity 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 hesitant 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.

## **About NAIIS**

### [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](https://www.izsummitpartners.org)