

2022 Immunization Excellence Awards



Awards Presentation

November 3, 2022
Atlanta, GA



National Adult
and Influenza
Immunization
Summit

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NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2022 Immunization Excellence Awards

Awards Presentations

NATIONAL WINNERS

“Immunization Neighborhood” Champion Award

- ◆ Sterling Rapid Response, LLC
- ◆ Krista D. Capehart, PharmD

Laura Scott 2021-22 Outstanding Influenza Season Activities Award

- ◆ Avalon Health Care Group

“Health Equity & Access” Award

- ◆ CDC Foundation
- ◆ Carol Lemus, MPH / Lantern Community Services

HONORABLE MENTION WINNERS

“Immunization Neighborhood” Champion Award

- ◆ Andrew Pasternak, MD

“Health Equity & Access” Award

- ◆ Community Vaccine Collaborative
- ◆ Hillcrest Pharmacy & Compounding of Lancaster

SPECIAL SUMMIT RECOGNITION

To be announced at the ceremony

About the Awards Program: The awards program recognizes the value and extraordinary contributions of individuals and organizations towards improved access to adult vaccinations and influenza vaccinations within their communities. The National Adult and Influenza Immunization Summit (NAIIS) is pleased to announce the recipients of the 2022 Immunization Excellence Awards. In 2022, there are three categories of recognition: overall influenza season activities, “immunization neighborhood” immunization champion, and “health equity and access” 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

“Immunization Neighborhood” Champion Award

Sterling Rapid Response, LLC
(Springdale, OH)



In response to the COVID pandemic, Veronica Amoah and Sterling Rapid Response started a vaccination clinic (physical and a mobile unit) in the Hamilton County area. They were on the forefront in the fight against the pandemic from 2020 on. Sterling ad-

ministered more than 28,000 doses and was one of the first companies in Ohio to start home-bound vaccinations. Sterling Rapid Response has a contract with all of the Ohio Medicaid plans to do in-home vaccinations. Veronica and Sterling Response provided vaccinations to persons with visual or other disabilities, older adults, and those who were afraid to get the COVID-19 vaccine. They also provided education via telephone to patients prior to arriving at their homes. Led by an African American pharmacist, Sterling was able to convince a lot of people who either did not want the vaccine or refused initially. Their accomplishments saved lives.



“Immunization Neighborhood” Champion Award

Krista D. Capehart, PharmD
(Winfield, WV)



Dr. Capehart's work designing and implementing West Virginia's COVID-19 vaccine distribution plan allowed for efficient distribution of COVID-19 vaccines to long-term care facilities. This ensured the protection of vaccines for the most vulnerable population at the time, and utilized every willing, ready and able pharmacy provider in the state to quickly vaccinate residents and staff at long-term care facilities. One would ex-

pect vaccine distribution to be difficult in a primarily rural state, but West Virginia defied that expectation. While other states were still struggling to vaccinate this population, West Virginia had moved onto immunizing other populations.

As the chief architect of West Virginia's COVID-19 vaccine distribution plan, Dr. Capehart collaborated with a countless number of organizations and individuals to ensure care for residents of her home state. She worked with the State Vaccine Planning Committee, the West Virginia Health Care Association, and the National Guard to coordinate vaccinations for long-term care facilities. She then worked with the West Virginia Department of Edu-

cation, county school boards, and school nurses to provide the COVID-19 vaccine to K-12 school personnel 50 years or older.

She has been quoted by NPR, Fortune, Politico, and many other news outlets regarding West Virginia's COVID-19 vaccine roll-out and its different approach from other states. She also promoted vaccine confidence by administering the



COVID-19 vaccine to West Virginia's governor Jim Justice on a televised broadcast.

National Winners

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 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.

Laura Scott 2021–22 Outstanding Influenza Season Activities Award

Avalon Health Care Group (Seattle, WA)

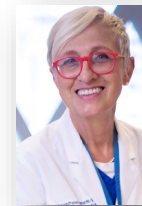
 **AVALON HEALTH CARE GROUP** Avalon Health Care Group is headquartered in Utah, and has over 50 care communities in CA, HI, ID, OR, UT, and WA, caring for patients across the long-term care continuum. When Dr. Sabine von Preyss-Friedman came on board as Avalon’s Chief Medical Officer in 2011, there was no formal employee vaccination program. Their employee immunization rate was between 20% and 30% company-wide — contributing to widespread outbreaks and hospital admissions. The system had significant financial losses during the severe 2012 influ-

enza season, motivating the chairman of the company to support a new staff immunization initiative, particularly knowing that high employee vaccination rate is linked to better resident outcomes. Dr. Von Preyss-Friedman agreed to make that happen with his support.

When hospitals started to make immunization mandatory for all health care personnel as a condition of employment, this was not the standard in long term care facilities. Avalon leadership decided on a compromise that would make masking mandatory in the facility during influenza season if employees declined to be vaccinated. Goals were set, education and tools provided, followed by data and feedback to Medical Directors and facility lead-

ership. Avalon started out by setting a goal (>95%). Tools were provided to the Centers. After the first year, vaccination rates increased dramatically — and they’ve continued to climb since. Most Avalon care communities now have an employee immunization rate between 85% and 90%.

The efforts have created a culture of immunizing across Avalon, which contributed substantially to COVID vaccination efforts the past years.



National Winners

“Health Equity & Access” Immunization Champion Award

CDC Foundation

(Atlanta, GA)



In 2021, the CDC Foundation was awarded a federal grant to work in partnership with the Centers for Disease Control and Prevention (CDC) to reduce vaccine disparity in the U.S. The CDC Foundation designed and implemented a unique and collaborative Partnering for Vaccine Equity (P4VE) program, working to reduce the vaccine equity gap among Black, Indigenous, and People of Color (BIPOC) com-

munities by incorporating three essential pillars:

- (1) partnering with 100 community-based organizations (CBOs) across 33 states and Washington, D.C., to increase access and acceptance of COVID-19 and influenza vaccines among BIPOC populations;
- (2) partnering with five (5) national/regional social media organizations to detect, assess and dispel misinformation online and to create dynamic content to intervene against trending misinformation; and
- (3) designing, launching, and managing a Vaccine Resource Hub

that makes culturally relevant and easy-to-understand educational materials publicly available for widespread use.

The three pillars reinforced the CDC Foundation’s health equity value of supporting vibrant, healthy and resilient communities through capacity-building efforts focused on the Assess, Recommend, and Refer elements of the CDC’s Adult Immunization Standards.

Within a 10-month period, the CBOs established 2,800 partnerships with vaccination providers and local organizations to expand vaccination opportunities.

“Health Equity & Access” Immunization Champion Award

Carol Lemus, MPH / Lantern Community Services (Piermont, NY)



Carol Lemus, MPH, is the Assistant Vice President of Health for Lantern Community Services. With the onset of the COVID-19 pandemic, instituted an innovative program, called On Point, that significantly increased vaccination rates to a degree that more traditional, staff-led models had been unable to achieve.

Ms. Lemus developed Lantern’s On Point program, driven by a cohort of Key Influencers. On Point’s key influencers, are more readily trusted and have proven credibility among

their supportive housing and shelter residents. Lantern residents face numerous health challenges, including mental illness, trauma, chronic disease, substance use disorders and poor nutrition.



Following the recruitment of 25 Vaccine Ambassadors and 16 on-site staff coordinators

(Vaccine Champions), Ambassadors conducted outreach through door-knocking, tabling and small group discussions, leveraging their own personal experience to increase vaccine confidence and uptake among their neighbors.

Lantern brought community, business and governmental partners to-

gether to provide monthly vaccination events at supportive housing sites, offering free and accessible services to residents. Lantern saw an increase of 64% in their COVID-19 vaccination rates among program residents over a period of one year.

To enable the ongoing empowerment of Vaccine Ambassadors and Vaccine Champions, Lantern secured renewed funding from the CDC Foundation to implement a second year of On Point. Going into Year 2, On Point’s achievement of a 77% retention rate of Vaccine Ambassadors demonstrates commitment to embedding mentorship and personal development into service delivery.

National Winners



Community Vaccine Collaborative welcomes community participation

Immunization Champions

“Immunization Neighborhood” Champion Award

Andrew Pasternak, MD
(Reno, NV)



Dr. Andrew Pasternak has been a family doctor in northern Nevada for many years and is the current President of the Nevada State Medical Association. He has been a vocal immunization champion in northern Nevada and has been an active member in Immunize Nevada – the NV state immunization

coalition. When COVID-19 vaccines became available for healthcare workers, the area hospitals were vaccinating their employees but not the outpatient healthcare workers. Dr. Pasternak recognized the need and obtained permission from the State Immunization Program to administer COVID-19 vaccines to outpatient healthcare workers after his office hours in the parking lot where his practice is located. His actions prompted other Nevada primary care providers who were experienced vaccinators to also hold after-hours COVID-19 vaccine clinics. All healthcare workers were welcomed to receive the COVID-19 vaccine at his parking lot clinic. He worked closely

with the Nevada State Immunization Program, and participated in the Doc Talk calls sponsored by Immunize Nevada. The purpose of these calls was to keep doctors informed about the COVID-19 vaccines and answer their questions. Dr. Pasternak kept his peers focused on the need to vaccinate their patient populations.

Dr. Pasternak has been a leader and advocate for vaccines within the Nevada community for vaccinating across the life span. He has coached and educated his peers on the role of vaccines in disease prevention, importance of vaccinating on time, and the storage and handling of these fragile products.

“Health Equity & Access” Immunization Champion Award

Community Vaccine Collaborative
(Pittsburgh, PA)

The Community Vaccine Collaborative (CVC), an innovative community-academic partnership, was convened in July 2020 with four community organizations: the Neighborhood Resilience Project, (Father Paul Abernathy); Casa San José, (Monica Ruiz); the Urban League of Greater Pittsburgh (Esther Bush); and the UrbanKind Institute (Dr. Jamil Bey), researchers from the University of Pittsburgh (Dr. Elizabeth Miller), and healthcare providers, to ensure equitable inclusion of Black, Latiné, and immigrant and refugee communities into local COVID-19 vaccine

clinical trials. Since then, it has expanded to include over 100 members engaged in multiple COVID-19 advocacy efforts including local, community-based vaccine clinics, a speaker’s bureau, community outreach, and community-informed and co-created design of COVID-19-related messaging. Participating organizations built upon their strengths and capacities to tackle one or more aspects of addressing inequities of COVID-19 morbidity and mortality, its social and economic ramifications, participation in vaccine trials, access to COVID testing and vaccination, and vaccine confidence.

As part of its work, the CVC through the Urbankind Institute,

offered weekly virtual town hall meetings (with ~25,000 viewers weekly) to highlight the disproportionate extent to which the SARS CoV-2 virus appears to infect people of color and cause more severe morbidity and mortality, while drawing attention to the profound economic and social consequences of this pandemic affecting communities of color.

The Urban League used its considerable reach in disadvantaged communities to co-develop research studies regarding vaccine hesitancy, to develop strategies to increase trustworthiness of vaccine research, and co-create culturally appropriate data collection instruments for those studies.

Honorable Mention Winners

“Health Equity & Access” Immunization Champion Award

Hillcrest Pharmacy & Compounding of Lancaster
(Columbia, PA)



Hillcrest Pharmacy believes in healthcare equity for all. During the rush for Covid vaccines their team worked tirelessly to get vaccines into the neighborhoods that needed them. They fostered many partnerships with community leaders, including the president of the Lancas-

ter County Dental Association, leaders of the Lancaster County Council of Churches, head of Al-bright Life Home Care Services, The Office of the Aging and The chief of police in West Hempfield Township.

Hillcrest Pharmacy partnered with the local Council of Churches to get vaccines into underserved neighborhoods. Hillcrest targeted individuals with limited trust in the medical system by vaccinating their pastors alongside their families.

Hillcrest pharmacists went into schools to deliver vaccines to students and their families. Entire families were able to come together to a trusted school environment to be

vaccinated. The school clinics were the result of partnerships with principals and local physicians with ties to the schools.

Hillcrest Pharmacists are currently the only resource in Lancaster county for home delivered vaccines. By partnering with the Office of the Aging they are connected with families in need. They continue to offer flu, shingles and covid vaccine solutions to patients who cannot leave their homes.

The team at Hillcrest has delivered more than 17,000 Covid vaccines.



Honorable Mention Winners

Special Recognition

THANK YOU to the members of the NAIIS Awards Committee:

- ◆ Shelle Allen (FFF)
- ◆ Carolyn Bridges (Immunize.org)
- ◆ Susan Farrall (HHS/OASH)
- ◆ Joe Lastinger (FFF)

- ◆ Alexandra Piasecki (CDC)
 - ◆ *Mitchel Rothholz, (Three-C Consulting), chair
 - ◆ Elizabeth Sobczyk (AMDA)
 - ◆ LJ Tan (Immunize.org)
- * = did not vote on or participated in any or some categories

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

QUICK GUIDE TO ADULT VACCINE MESSAGING

Vaccines aren't just for kids, but many adults don't know they are vulnerable to vaccine-preventable diseases. It can be challenging to convince adults, without a health care provider's recommendation, that they should be vaccinated, even if they have a high risk of complications from vaccine-preventable diseases due to conditions like heart disease or asthma. This **Quick Guide to Adult Vaccine Messaging** provides some effective, research-based messages you might like to use, as well as tips on customizing your approach and language depending on your audience.

What Motivates Adults to Get Vaccinated?

Reasons to get vaccinated vary from person to person. But health care group research conducted by the U.S. Centers for Disease Control and Prevention (CDC) in 2012 and has been revised includes age:

- ◆ **A recommendation from a health care provider:** Recommendations from health care providers are the most important factors in convincing adults they should be vaccinated. During one study, 75% of adults for health care providers to recommend their vaccine. Immunization history to determine whether or not needs to be vaccinated.
- ◆ **Positive social attitudes that lead to better outcomes:** Adults are more likely to get vaccinated if they believe it will protect them from diseases that could lead to serious illness, missed work or school, missed jobs, and missing out on life events.
- ◆ **A desire to protect others:** Although some adults don't believe that they are susceptible to serious illness, most do think that immunization is important for those that are at risk. Adults are willing to get vaccinated if they understand that protecting themselves means protecting those around them.

BECKER'S HOSPITAL REVIEW

Making Prevention the Priority – How to Boost Adult Immunization Rates

Dr. [Name] offers to advocate for adults, including those who are reluctant to receive a vaccine. Immunization history to determine whether or not needs to be vaccinated.

Adult immunization is a vital health care tool for a number of reasons, including reduced hospitalization and readmission rates, decreased health care expenditures, and the ability to prevent serious illness. However, health care organizations that make adult vaccination a strategic care priority are taking significant action.

In 2012, the underlying cause of the economic burden of disease was directly attributable to 10% of all deaths in the general adult health care. For the study, researchers analyzed health care data compiled in various national databases on 14 different adult populations. In 2012, these populations generated an economic disease burden of \$2.6 billion.

For this reason, it is important for health care organizations to invest their resources in adult immunization.

Pharmaceutical disease – which can cause approximately 10% of all deaths in some adults, with each death costing an average of \$1.5 million in the U.S. every year, most of which is paid by other than the patient.

Health care organizations can reduce the economic burden of disease by increasing the number of immunized adults. The Centers for Disease Control and Prevention (CDC) estimates that the number of immunized adults in the U.S. is 10% of the total adult population.

Another factor in convincing adult immunization is that many adult patients do not get the immunization they need. This is often due to a number of reasons, including:

- ◆ Lack of knowledge about the importance of immunization.
- ◆ Lack of access to immunization services.
- ◆ Lack of time to get vaccinated.
- ◆ Lack of transportation to the immunization site.
- ◆ Lack of insurance coverage for immunization services.
- ◆ Lack of information about immunization services.
- ◆ Lack of information about immunization services.

NAIIS Workgroups



Workgroups take specific actions that will lead to improvements in vaccine uptake, such as through reducing barriers to payment, increasing access to vaccines and vaccinators, and raising awareness of adult immunization recommendations.

Standards for Adult Immunization Practice

The National Vaccine Advisory Committee's revised Standards for Adult Immunization Practice recognize the importance of the healthcare provider recommendation for patients to receive needed vaccines.

Does your organization hold vaccination clinics at satellite, temporary, or off-site locations?

Use the NEWLY UPDATED "Checklist of Best Practices" to make sure that CDC guidelines and best practices for vaccine shipment, transport, storage, handling, preparation, administration, and documentation are followed.

Give a Strong Recommendation for HPV Vaccine

Leading medical organizations issue "Dear Colleague" letter encouraging healthcare professionals to promote HPV vaccination to increase uptake.



ACCESS AND PROVIDER

Working to improve access to and administration of ACIP-recommended vaccines by identifying policy and practice barriers and promoting solutions to increase adult immunization rates, through the promotion of research, sharing of best practices, and development of tools to improve implementation of the national standards.

[LEARN MORE](#)

QUALITY AND PERFORMANCE MEASURES

Working to identify gaps in quality and performance improvement measures for adult immunizations, work with partners to encourage the development of appropriate adult immunization performance measures, and promote the use of such adult immunization measures to increase the overall rates of adult immunization.

[LEARN MORE](#)

INFLUENZA

Working to improve influenza vaccination coverage rates and adult vaccination best practices through system-level approaches, such as promoting healthcare personnel vaccination, creating tools that encourage safe vaccine administration, and developing resources that encourage more providers to vaccinate.

[LEARN MORE](#)

NAIIS In Action

Observations from Other Nominees

Partnerships: An essential pillar is working with community-based organizations (CBOs). They are uniquely positioned to implement and expand the reach and impact of vaccine education and outreach activities. Within a 10-month period, the CBOs established 2,800 partnerships with vaccination providers and local organizations (e.g., non-profits, local businesses, barbershops/salons and food banks) to expand vaccination opportunities in their communities. CBO partners equipped and trained 17,000+ influential messengers, created 65,000+ communication products and held 6,600 events to increase vaccine demand. By organizing more than 1,000 mobile/temporary vaccine sites, CBOs offered a variety of vaccination opportunities locally while providing essential health education and outreach. As a result, more than 145,000 COVID-19 and 8,200 influenza vaccines were administered, significantly expanding the number of people in racial and ethnic minority groups vaccinated against COVID-19 and influenza.

Reach: Our first nursing home clinic was the first week of January 2021 and since then we have given over 85,000 COVID-19 vaccines in Northwest Arkansas between our 7 retail location and our off-site community clinics. Off-site clinics include partnerships with the University of Arkansas to vaccinate their faculty, staff, and students, drive-thru clinics with the help of Washington County and Benton County Emergency Management and Response teams, collaborations with other community pharmacies at local churches to vaccinate healthcare workers, overnight clinics at local chicken plants and industrial plants, as well as numerous workplace and rural clinics for those with inadequate access to healthcare and vaccination options. Our clinics spanned over a 20-mile radius including towns such as Siloam Springs, Garfield, Prairie Grove, and Elkins. Many towns and areas we responded to were not even towns that we have pharmacies in or nearby.

More than just vaccinations: The pharmacist was able to focus on collaboration on large scale and smaller scale levels to ensure all individuals had access to the vaccinations throughout the pandemic. He also identified and closed the loop in many important areas of his community as it related to mental health services, children and family services, senior housing, substance abuse services, homeless populations, and culturally focused organizations. This allowed for targeted focus around health equity and access to ensure they were not left without these key resources and protections. The pharmacist was able to consistently work with community organizations as well as local health departments to get the word out and provide these vital services in various types and systems of on-site events.

Collaboration & Reach: Having strong access in rural areas of Arizona would be key to these efforts. That is why this pharmacist was quick to coordinate and collaborate with local health departments to meet the needs in four rural counties in Arizona - Mohave, Yuma, Navajo and Pinal counties. She also knew that with the large populations in Maricopa County that communication, innovation, and large-scale efforts would be needed. Some areas of very large efforts included over 20,000 immunizations provided to local teachers with 8 major school districts to help assist protection for teachers and moving towards in person school as soon as safely possible. With her focus always on equitable access for these communities she ensured that rural school districts were also a part of outreach and vaccination efforts. The collaboration and focus on underserved populations was clear with over 500 off-site clinics that primarily served medically underserved populations throughout the state of Arizona and over 2,000 off site clinics total in partnership with decentralized Arizona counties and Clark County and Nevada Gaming Commissions.

Meet Patients Where They Are: This pharmacist has demonstrated through efforts with various underserved populations, such as with vaccination programs to reach uninsured/underinsured patients in Washington state, working with local mental health boards, focusing solutions around various types of cultures, and languages to meet patients and communities members where they were, she could make a difference.

Filling Gaps: During flu shot season, we collaborate with local businesses and host clinics in local factories and offices to offer shingles, pneumonia, and tetanus vaccines alongside flu and covid for those workers who do not regularly see a family doctor. This provider can be found at the 50 Plus expos administering all sorts of vaccines to the public.

Notes:



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.

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