



RIZE Monthly

A newsletter for **Rise to Immunize®**, AMGA Foundation's national campaign aimed at improving routine adult immunization rates



August 2026 Edition

It's that time of year again—RIZE Action Month! Our campaign's annual observance, held in August in conjunction with National Immunization Awareness Month, is mobilizing campaign participants to take action to advance our goal of improving adult immunization rates. **This year, RIZE Action Month is supporting members in learning evidence-based communication techniques to engage patients in trust-building conversations about vaccination.**

This month, we're inviting you to view "[The AIMS Approach to Vaccine Conversations](#)" video, produced by RIZE partner [The Trusted Messenger Program \(TMP\)](#), and then discuss how team members can leverage the AIMS method to navigate conversations around vaccination.

We would love to have you join us—please [RSVP](#) to let us know you will participate in RIZE Action Month!

The full kit for participating in RIZE Action Month, including the RSVP form, participation guide, PowerPoint slides, and other great resources, is available [on our website](#).

Ready to get started? Watch "The AIMS Approach to Vaccine Conversations" video below!



TMP leverages the expertise of Dr. Todd Wolynn, a pediatrician and Executive Director of TMP, and Dr. Chad Hermann, award-winning communications expert, former professor, and VP of Communication and Strategy at TMP, to change the way healthcare professionals communicate. TMP delivers presentations and trainings to healthcare organizations across the world, impacting health outcomes in the vaccine space and beyond through their top-of-the-line communications techniques.

AMGA's Zoster Vaccination Improvement Quality and Innovation Collective (QuIC)

AMGA's new Zoster Vaccination Improvement QuIC aims to engage up to 10 AMGA member organizations from the RIZE campaign to improve vaccination rates for the recombinant zoster vaccine and close gaps in care for eligible adult patients. The program will focus on understanding key stakeholders at the system level, care team level, and patient level who impact the way shingles is being presented.

In collaboration with AMGA, participating organizations will identify and implement one targeted intervention to improve shingles immunization. AMGA will work closely with each organization to understand its unique structure, barriers, and needs, and to identify key strategies for success.

Please email [Danielle Casanova](#) with questions or to indicate your intent to enroll by August 14!



Upcoming Dates

Aug. 1 – [RIZE Action Month](#) and National Immunization Awareness Month begin!

Aug. 14 – Deadline to enroll in the AMGA Zoster QulC

Sept. 17 – RIZE webinar on Immunization Coalitions—stay tuned for registration!

Sept. 30 – TMP Train-the-Trainer session

Nov. 12 – TMP Train-the-Trainer session

Campaign Spotlight

The results are in!

In this year's **Rise to Immunize Annual Survey**, we heard from 30 groups, representing 36% of our campaign membership.

Survey participants reflected on their successes implementing our campaign planks and provided insight into the most important topics for the campaign to address regarding sustainability of efforts beyond the end of the campaign.

We saw the highest reported implementation rates since campaign inception in the provider and staff education domain. Additionally, respondents indicated high implementation rates for several planks within the clinical support and IT/Documentation domains. Finally, participating groups acknowledged the greatest need for support in sustaining patient education and vaccine hesitancy, as well as clinical culture and provider engagement.

Thank you to everyone who took the time to fill out this survey; we rely on your input to shape the direction of the campaign, ensuring that we provide the resources and support that are most useful to you!

Resource of the Month

Has “[The AIMS Approach to Vaccine Conversations](#)” video piqued your interest in evidence-based health communication best practices? The [Trusted Messenger Program \(TMP\) Institute](#) offers comprehensive, in-person Train-the-Trainer Workshops, which offer 7.0 hours of CME/CE to MDs, DOs, NPs, PAs and pharmacists. The TMP Workshops, led by Drs. Wolynn and Hermann, take a deep dive into the AIMS approach, the data on healthcare professional trust, presumptive recommendations, and a set of communication strategies that prepare healthcare professionals to navigate any patient question or concern. Attendees become certified TMP Trainers able to train others in their organization.

Upcoming Dates: Sept. 30 & Nov. 12

Location: Pittsburgh, PA

Time: 8:00 am – 5:00 pm ET

For more information and to register, visit the [TMP website](#).

[View the 2026 survey results
summary here.](#)



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