RIZE Monthly

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

September 2025 Edition

In recent months, the Department of Health and Human Services (HHS) has implemented significant policy changes that affect immunization programs nationwide and may alter the broader federal vaccine framework. In response, the Vaccine Integrity Project (VIP) was established to ensure that immunization policies remain grounded in the best available scientific evidence and continue to prioritize the protection of individuals, families, and communities from vaccine-preventable diseases.

This August, a panel of experts in epidemiology, infectious diseases, and evidence-based review convened to present the latest data on vaccine safety and effectiveness for influenza, COVID-19, and respiratory syncytial virus (RSV). The webinar discussion, titled "**From Data to Decisions: The Evidence Base for 2025 Fall/Winter Immunizations**," focused on a few key populations, including pregnant individuals, children, and those who are immunocompromised. **Importantly, the review uncovered no new evidence that would warrant changes from the Centers for Disease Control and Prevention's (CDC's) recommendations from the 2024-2025 respiratory season for influenza, COVID-19, and RSV.**

In an era of widespread misinformation and conflicting recommendations, access to clear, credible information is essential for informed immunization decision making. As such, during respiratory season, our newsletters will include a new section, "Flu by the Numbers." These statistics will help you stay up to date on influenza activity and support strong vaccine recommendations to your patients!

As always, please don't hesitate to contact RiseToImmunize@amga.org with questions or for support.

Best,
- The RIZE Team

Flu by the Numbers

The 2024–2025 flu season was one of the most severe in over a decade, with **an estimated 47 million illnesses, 610,000 hospitalizations, and 26,000 deaths in the U.S. alone** (CDC). Hospitalization rates reached record highs, and pediatric deaths were the highest in 15 years.

These alarming trends highlight the critical importance of annual flu vaccination, which remains one of the most effective tools for reducing severe illness, especially among children, older adults, and those with underlying conditions.

Webinar Preview

"Improving Preventive Care: Strengthening Hepatitis B Vaccine Delivery in Clinical Practice"

Nkem Akinsoto, MSc

The September campaign webinar will feature Nkem Akinsoto, MSc, and Jerrome Sicat, RN, from UW Medicine Primary Care and Population Health.

Nkem is the assistant director of population health, where she is responsible for implementing and reporting for population health care programs at Primary Care clinics across UW Medicine, and Jerrome serves as the assistant director of nursing.

UW Medicine is a top performing RIZE group on the hepatitis B measure, with an impressive vaccination rate about 20% higher than the campaign's average. Join us on Sept. 18 to hear from Nkem and Jerrome about how they are strengthening hepatitis B vaccine delivery and improving preventative care at their organization!

Jerrome Sicat, RN

Upcoming Dates

Sep. 18 – Monthly campaign webinar: “Improving Preventive Care: Strengthening Hepatitis B Vaccine Delivery in Clinical Practice” at 2 pm ET (Register)

Oct. 15 – Deadline to submit quarterly data report (Learn More)

Oct. 16 – Monthly campaign webinar: "Optimizing EHR Tools for Adult Immunizations" at 2 pm ET (Register)

Campaign Spotlight

As a global leader in the protection of public health and one of the largest influenza vaccine providers in the world, CSL Seqirus is committed to preventing infectious diseases and is a transcontinental partner in pandemic preparedness.

Through its flu360® platform, CSL Seqirus delivers comprehensive vaccination solutions for healthcare professionals during flu season and beyond. From flu clinic readiness materials to patient-facing flu campaign kits, leverage tools and resources at flu360.com to support your upcoming flu campaign!

Resource of the Month

With flu and respiratory season underway, now is a great time to implement simple but effective tactics to improve flu immunization performance. For ideas on activities your organization may consider, check out RIZE's "10 Flu Quick Wins."

From reviewing care team responsibilities, to practicing strong flu vaccine recommendations, to developing a script for front office staff to help prime patients for vaccination, these straightforward actions can drive measurable results!

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