RIZE Monthly

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

June 2025 Edition

We're just two months away from Rise to Immunize® (RIZE) Action Month! Held in conjunction with National Immunization Awareness Month, RIZE Action Month is our campaign's annual observance during which participants take action to advance our goal of 30 million vaccines administered by 2027 through comprehensive and equitable vaccine initiatives.

This year, we're focusing on encouraging a culture of vaccination within your organizations. To participate, team members will fill out "I'm vaccinated because…" signs (either together or asynchronously) to reinforce the many benefits of routine adult vaccination and/or the costs of not vaccinating. Your team will share pictures of providers and staff with their signs with the campaign and may also post them on social media as a part of the larger #RiseToImmunize community. You may also choose to put these signs up in a staff location or patient-facing area to communicate your vaccination values internally or externally, respectively.

For those of you who would like to offer snacks or lunch to encourage team participation, RIZE will reimburse up to $100 for food, drink, or relevant supplies (e.g., markers, professional printing of signs if you choose).

To let us know you are participating in RIZE Action Month, fill out our RSVP form. The customizable "I'm vaccinated because…" sign and accompanying materials (e.g., participation guide with ideas for sharing your sign, reimbursement form) will be available on the RIZE Action Month webpage in July.

RSVP

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

Best,
- The RIZE Team

Webinar Preview

"Scaling Communication and Technology Enhancements to Drive Influenza Immunizations"

The June webinar will feature Steven Fried, MD, medical director for quality and primary care, and Gina Aquino, DNP, RN, CHSP, nurse manager, from Henry Ford Medical Group. Henry Ford has improved their influenza immunization rates through a team-based approach, despite national influenza immunization rates continuing to trend downward. Dr. Fried and Ms. Aquino will discuss their approach, which resulted in improved immunization rates, including effective communication approaches and ongoing technology enhancements. Join us on June 19 to learn more from Dr. Fried and Ms. Aquino about their best practices.

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Upcoming Dates

Jun. 20 – Monthly campaign webinar: “Scaling Communication and Technology Enhancements to Drive Influenza Immunizations” at 2 pm ET (Register)

Jul. 15 – Deadline to submit quarterly data report (Learn more)

Jul. 18 – Monthly campaign webinar: “Adult Immunization Strategies: June ACIP Insights and EHR-Driven Patient Identification” at 2 pm ET (Register)

Campaign Spotlight

We’re proud to announce that the Council of Medical Specialty Societies (CMSS) is now an official partner of the RIZE campaign! Through their Specialty Societies Advancing Adult Immunization (SSAAI) program, CMSS engages specialists in immunization to improve vaccine assessment, recommendation, referral, and documentation within specialty care settings. SSAAI engages 40 health systems to increase vaccination rates for influenza, COVID-19, and routine vaccinations in adults with high risk who have chronic medical conditions.

Resource of the Month

To help AMGA member groups get ahead of the evolving immunization schedule, we’ve developed a one-pager that outlines a comprehensive framework for healthcare organizations to quickly adapt to new immunization recommendations. The process outlined in “6 Steps to Adapt to Shifting Immunization Recommendations” – which includes Research, Review, Sourcing, Education, Go-Live, and Follow-Up – was developed by Alix Schnibben, PharmD, BCACP, CTTS of Northeast Georgia Physicians Group and shared during the February RIZE webinar.

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