



Participation Guide

Background

RIZE Action Month, which is our Rise to Immunize® campaign's annual observance held in conjunction with National Immunization Awareness Month, aims to mobilize medical groups and health systems to take action to advance our campaign goal of 30 million vaccines administered by 2027 through comprehensive and equitable vaccine initiatives. This year's RIZE Action Month focuses on engaging specialists to improve adult immunization rates.

To participate in RIZE Action Month, we're encouraging you to assemble your immunization team for a 30- to 60-minute meeting (in-person or virtually) during the month of August. During the meeting, we ask that you view the "RIZE Best Practices for Engaging Specialists" video—which is included in the PowerPoint presentation—and discuss how team members can work together to engage specialists. We will provide a series of discussion prompts to aid in conversation. During the meeting, you can offer team members a snack, meal, and/or coffee (on us, up to \$100!*). We provide all the supporting materials for this meeting, as well as suggestions for in-person and virtual formats so you can choose what works best for your team!

*Please Note: Each [participating AMGA member](#) is eligible for one (1) reimbursement up to \$100.

RIZE Action Month Meeting Materials

To support your meeting, we have developed the following materials:

- ["RIZE Best Practices for Engaging Specialists" Video](#) (also embedded in PowerPoint)
- [Participation Guide](#) (this document)
- [PowerPoint](#) (includes talking points and discussion prompts)
- [Staff Invitation Template](#)
- [Recognition Template](#)
- [Reimbursement Form](#)

All materials are available at RiseToImmunize.org/ActionMonth.


In Advance of the Meeting

- **Save the date.** Your RIZE Action Month meeting can be held any day during the month of August. To maximize attendance, you'll want to book the date and time of your event as soon as possible and communicate the details with your team once the event is confirmed. Considering using the [Staff Invitation Template](#) provided. Encourage staff to RSVP in order to anticipate food/beverage quantities (in-person event) or gift card quantities (virtual event).
- **RSVP to RIZE.** Let us know when your team plans to participate—[RSVP](#) with your name, organization, and RIZE Action Month event date.

- **Choose a leader.** Identify one individual from your immunization team to be responsible for leading the RIZE Action Month event, including walking the team through the PowerPoint presentation and serving as a moderator to solicit feedback from the group at various points in the discussion. Consider the RIZE primary or quality point-of-contact for this role.
- **Select a space (*in-person event*).** We recommend choosing a space that is conducive to group discussion and allows your full immunization team to sit and eat. You will need a computer, large screen or projector, and speakers to display the **“RIZE Best Practices for Engaging Specialists” Video** and **PowerPoint**. Make sure your materials are preloaded on the computer to save time and test the audio and visual of the video included in the PowerPoint in advance of the event!
- **Select a platform (*virtual event*):** Select a teleconference platform that will allow you to share the **“RIZE Best Practices for Engaging Specialists” Video** and **PowerPoint** with your team and discuss the content as a group. Make sure your materials are pre-loaded on the computer to save time, and test the audio and visual of the included video in advance of the event on your selected platform! Note that some teleconference platforms will require you to enable settings to share the audio of the video with participants.
- **Arrange for food and drink (*in-person event*).** Use RSVPs as guidance for food and beverage quantities. Remember, RIZE will reimburse each [participating AMGA member](#) up to \$100 for the team food. (Consider a meal if your team is smaller or snacks and light refreshments if you need to accommodate more people.)
- **Purchase and distribute gift cards (*virtual event*).** Use RSVPs as guidance for gift card quantities. By distributing gift cards in advance of the event, you can ensure staff have received them electronically. Advance distribution also enables staff to purchase their meal, snack, or beverage slightly ahead of the event so you can begin on time. Remember, RIZE will reimburse each [participating AMGA member](#) up to \$100 for relevant team gift cards (e.g., food-specific gift cards like Starbucks or Panera Bread, or general gift cards like VISA or American Express).

During the Meeting

- **Serve the meal.** Encourage your event participants to gather their meal, snacks, and/or refreshments and get seated.
- **Provide background information.** (*PPT slides 2 and 3) The leader will offer a brief background on RIZE and RIZE Action Month using the talking points provided in the **PowerPoint**. (See “Notes” field of each slide.)
- **Walk through the agenda.** (*PPT slide 4) Explain what the meeting will cover and what you hope to accomplish.
- **Watch the video.** (*PPT slide 5) Watch the 9-minute **“RIZE Best Practices for Engaging Specialists”** video with your team.
- **Discussion.** (*PPT slides 6-10) Using the discussion prompts included in the **PowerPoint**, discuss the below questions. Keep an eye on the clock so you don’t spend too much time on any given topic. Depending on the size of your team, it may make sense to discuss these opportunities as one large group led by the leader or to break out into smaller groups (if in-person). If you decide to have smaller “breakout” groups, be sure to print out the slides in advance so each group can discuss their opportunities at their own pace. When bringing the whole group back together, the leader may ask for the top takeaway from each smaller “breakout” group.
 - Slide 6: How are we currently engaging specialists to improve adult immunization rates?
 - Slide 7: What barriers to engaging specialists are we currently facing?

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- Slide 8: Do we have an immunization champion in any of our specialties? If not, is there someone we can engage for this role?
 - Slide 9: What strategies did you hear that could be implemented at our organization? What short-term steps would be required to implement these strategies? What about long-term steps?
 - Slide 10: What three measurable goals should our team establish in preparation for flu/respiratory season?
- **Recognize an exceptional specialist.** (*PPT slide 11) Using the **Recognition Template**, recognize an exceptional specialist who leads your organization in supporting and/or administering adult immunizations. If specialists are present at your meeting, you may choose to identify this individual in advance and recognize them at the meeting. If not, use the meeting time to collectively determine the recipient and recognize them after the meeting.
 - **Highlight additional resources.** (*PPT slide 12) Highlight some additional resources that can support your immunization team in campaign implementation, as well as some of the activities that your team can undertake beyond RIZE Action Month. (Note: Hyperlinks in the PowerPoint only work in “presentation mode.” For convenience, URLs are also provided in the “Notes” section of the PowerPoint.)
 - **Review RIZE Expansion/Extension Opportunities.** (*PPT slides 13-14) Share information about the RIZE expansion and extension. If your organization hasn’t already determined what additional measures to report on, schedule a follow-up meeting to discuss as a team.
 - **Take a group selfie.** (*PPT slide 15) Capture your event by taking a group selfie. If you are conducting a virtual event, have everyone turn on their cameras and take a selfie by capturing a screenshot of the team. Remember, each [participating AMGA member](#) needs a picture from their RIZE Action Month event to receive reimbursement.

After the Event

- **Submit your picture and reimbursement form.** To receive up to \$100 for your team food and beverage or gift cards, complete the **Reimbursement Form** and send it along with receipts and a picture of your RIZE Action Month event to RiseToImmunize@amga.org by **Friday, Sept. 29, 2024**. Remember, each [participating AMGA member](#) is eligible for one (1) reimbursement up to \$100.