

May 13, 2015

Atlanta, Georgia



National Adult  
and Influenza  
Immunization  
Summit

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NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

# 2015 Immunization Excellence Awards

## Awards Lunch & Presentations

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|----------|---|
| 12:30 PM | Awards Lunch begins   |
| 1:10 PM  | Introduction to Awards Lunch<br><i>Presentations of Awards to Summit Honorable Mention Award Winners</i>  |
| 1:25 PM  | <u>Laura Scott 2014-15 Outstanding Influenza Season Activities Award</u><br><br>Recipient: Michigan Department of Community Health & Alana's Foundation |
| 1:27 PM  | <u>Adult Immunization Champion Award</u><br>Recipient: Laura Schwartzwald   |
| 1:29 PM  | <u>Corporate Campaign Award</u><br>Recipient: HealthMap Vaccine Finder / Uber Health  |
| 1:33 PM  | <i>Presentations from Summit National Award Winners</i>   |
| 1:36 PM  | <u>Healthcare Personnel Campaign Award</u><br>Recipient: University of California San Francisco Medical Center  |
| 1:43 PM  | <u>"Immunization Neighborhood" Award</u><br>Recipient: Safeway Pharmacy   |
| 1:50 PM  | <u>Laura Scott 2014-15 Outstanding Influenza Season Activities Award</u><br>Recipient: Minnesota Immunization Networking Initiative (MINI)              |
| 1:57 PM  | <u>Adult Immunization Publication Award</u><br>Recipient: American College of Obstetricians & Gynecologists (ACOG)                                      |
| 2:05 PM  | <u>Adult Immunization Champion Award</u><br>Recipient: JoAnn Stadtfeld  |
| 2:12 PM  | <u>Corporate Campaign Award</u><br>Recipient: Walgreens   |
| 2:19 PM  | Wrap Up   |
| 2:25 PM  | End Lunch   |

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**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](http://izsummitpartners.org) (NAIIS) is pleased to announce the recipients of the 2015 Immunization Excellence Awards. There are six categories of recognition: overall influenza season activities, healthcare personnel campaign, "immunization neighborhood" champion, corporate campaign, adult immunization champion, and adult immunization publication award. 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](http://izsummitpartners.org)

## Healthcare Personnel Campaign

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### University of California San Francisco Medical Center (San Francisco, CA)

The University of California San Francisco Medical Center Influenza Immunization program unified a large multi-site medical center and campus community in the fight against flu. Senior leadership supported this effort by identifying influenza immunization compliance in patients and staff as the 2014-2015 Quality and Safety goal.

The program spanned all sections of the organization including all inpatient units, outpatient clinics, campus and medical center employees, volunteers, and contractors. Highlights of the joint campaign include a newly expanded nurse flu deputy program designed to bridge all programs, use of technology to develop innovative solutions to challenges and to allow more efficient documentation and

reporting, and an effort to utilize social media.

Their employee campaign strove to increase compliance rates by making flu shots convenient. During the month of October, vaccinations were provided daily in outreach clinics at ten different locations throughout San Francisco. The Occupational Health program also deputized over 100 staff nurses to serve as local flu deputies on inpatient units and outpatient clinics.

To date, the UCSF program has resulted in 93% of eligible inpatients being screened (with a 64.3% vaccine rate) and a 62.2% vaccination rate among primary care patients. These rates reflect an improvement of 25% and 16% respectively compared to the 2013-2014 season. The occupational program has maintained a very high compliance rate of 97.5% (vaccination or declination with mask) and has delivered nearly 19,000 shots to employees, licensed health care provid-

ers, students, campus personnel, volunteers and contractors.

**UCSF Medical Center**

## “Immunization Neighborhood” Champion

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### Safeway Pharmacy (Pleasanton, California)

Safeway implemented a novel approach to immunizing the communities they serve. What they do for one patient, they do for all, focusing on protecting the broader community. They focused their 2014 community outreach efforts on donating vaccine and immunization services to underserved populations. In collaboration with a range of community organizations, Safeway increased public awareness of the importance of immunization and increased access to care.

In 2014, they administered over 1 million doses of routine and travel vaccines recommended by the Advisory Committee on Immunization Practice (ACIP), and donated influenza vaccine and immunization services to nearly 1,000 members of

local communities. Collaborating with local organizations and student pharmacists, their Pharmacy teams identified underserved groups and protected them from vaccine-preventable illnesses in thoughtful, strategic ways.

Engaging future pharmacists provided the opportunity to mentor these emerging community leaders – reflecting Safeway’s vision to make this level of outreach standard practice in pharmacy. They overcame the challenge of informing homeless individuals about the immunization event by partnering with Volunteers Of America to distribute fliers throughout their network. Their volunteers remarked that they had never seen patients so genuinely appreciative as those they served.

Safeway, with churches, YMCA, community groups, and schools of pharmacy,

reached beyond language barriers to immunize homeless and underserved Hispanic and Vietnamese individuals. By selecting the right partners, they helped to increase awareness and access to care for uninsured and homeless individuals.



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# National Winners

*Laura Scott*

## 2014–15 Outstanding Influenza Season Activities

### Minnesota Immunization Networking Initiative (MINI) (Minneapolis, MN)

The Minnesota Immunization Networking Initiative (MINI) started in 2006 to eliminate the disparities in influenza vaccine coverage in the Minneapolis/St. Paul area. MINI's partners include health care systems, community-based organizations, faith-based organizations, community clinics and state health department. MINI holds influenza immunizations clinics in community settings and provides the vaccine at no cost to participants.

Since 2006, MINI has immunized over 60,000 persons. In 2013–2014, MINI held 147 clinics and provided 8,743 flu immunizations at no cost. Populations served include: Asian 37%; Latino 36%;

Caucasian 10%; African 7%; African American 7%; Native American 2%; Multi-racial 2%, Unspecified 4%. The majority (45%) were between the ages of 19–44, 25% were 45–64. Participants ranged from infants to those older than 75 years. 13% of those served received a flu shot for the very first time. During that time period, 2,655 clients returned a convenience sample survey. The most common reason given for receiving a flu shot at a MINI site was free shots (25%), followed by convenience (22%), lack of health insurance (21%) and trusted location (13%).

Establishing a spectrum of stakeholders helps MINI maintain a central role in the immunization neighborhood for influenza. MINI has reported to Minnesota's Immunization Information System (MIIC) for several years and is one of few community vaccinators to do so on a regular basis. In addition to influenza

vaccination, MINI has had an impact on other areas of outreach to the communities they serve. When Ebola started to become a concern for the Minnesota Liberian community, MINI was able to help the state health department connect with community leaders to provide reliable information and reassurance to community members. Minnesota has the one of the largest Liberian communities in the United States, and the relationships that MINI established provided an avenue for public health and the community to connect in a positive way when tensions and worry over Ebola were at its highest.



## Adult Immunization Publication Award

### American College of Obstetricians & Gynecologists (ACOG) (Washington, DC)

ACOG was selected to receive this award to recognize their publishing of three documents that provided guidance to ob-gyn practitioners regarding immunizing the adult patient population.

The first is the Committee Opinion *Integrating Immunizations into Practice* (April 2013) which is ACOG's cornerstone guidance for ob-gyn's immunization practices. This clinical guidance parallels the updated NVAC Adult Immunization Standards. The document highlights four recommended steps for assimilating immunizations into practice: advocating, identifying, educating & vaccinating, and finally integrating. "Advocating" includes strongly recommending vaccines to patients and "identifying" includes the assessment of

each patient's vaccination history and possible needed vaccines through the use of medical records and EMR systems. "Educate and vaccinate" includes patients and office staff. Finally, the document covers "integration" by recommending the use of standing orders, an office coordinator, and documentation. The document provides example of three vaccines and how they can be integrated into practice.

The second document is the Committee Opinion, *Influenza Vaccinations during Pregnancy* (September 2014). Recently revised, the original version of this clinical guidance was the first from ACOG to routinely recommend influenza immunization during any trimester in pregnancy. The document addresses the need for a strong provider recommendation and highlights the influence a physician's recommendation has on their patients' decision to vaccinate.

The third document is the companion piece to the Committee Opinion, *Influenza Vaccinations during Pregnancy* and is titled "Influenza Season Algorithm for Treatment and Assessment for Pregnant Women with Influenza-Like Illness" (June 2014). This resource is an algorithm to help guide practitioners through the process of diagnosing and treating pregnant women with ILI. Since ACOG's immunization program began, influenza vaccination rates in pregnant women have risen to over 50%. ACOG champions not just influenza but a wide range of adult immunizations through partnerships and collaborations with other organizations and stakeholders.



The American College of  
Obstetricians and Gynecologists  
WOMEN'S HEALTH CARE PHYSICIANS

# National Winners

## Adult Immunization Champion

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### Jo Ann Stadtfeld

(Cranberry Township, PA)

Jo Ann Stadtfeld is a practice manager for three physician offices with a staff of 14 and 4 physicians. She willingly assumed the role of Immunization Champion as part of her practices' participation in a University of Pittsburgh practice improvement study using the 4 Pillars Immunization Toolkit.



The 4 Pillars Immunization Toolkit is an evidence-based program designed to increase immunizations across the lifespan through the utilization of strategies under 4 pillars: Pillar 1, Convenience and Easy Access; Pillar 2, Patient Notification; Pillar 3, Enhanced Office Systems; and Pillar 4, Motivation.

Jo Ann embraced the challenge of encouraging change among her providers, who believed that they were already doing everything they could to vaccinate their adult patients. Bi-weekly for 10

months, Jo Ann met by phone with the research coordinator, to discuss strategies that she might try or had implemented to raise vaccination rates. She led changes in areas such as: implementing Standing Order Programs (SOP), increased clinical staff/ provider-patient engagement, comprehensive tracking of vaccinations, and vaccine reminder systems. She made the task of increasing adult vaccinations an office-wide effort by soliciting staff opinions, communicating new ideas and procedures to be implemented and ensuring that staff were enabled and empowered to implement new procedures.

As part of ensuring that patient vaccination records were up-to-date, she led system-wide efforts to better capture and document within their EMR, all immunizations delivered outside of their practices and instituted new procedures for this documentation which entailed improving their assessment of patient self-report of vaccination status when patients were seen, as well as dedicating staff time for data entry of vaccination reports received from pharmacies.

Jo Ann was able to lead advocacy and educational efforts and obtain buy-in from practice physicians that resulted in the ordering and stocking of newly avail-

able vaccine types such as Prevnar and high-dose influenza vaccine which they had not done previously.

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## Corporate Campaign

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### Walgreens

(Deerfield, IL)

Walgreens has continued to evolve their immunization program from a focus on Flu vaccinations to a more comprehensive offering. These efforts are designed to bring a personalized, easy and rewarding patient experience, all while working to improve vaccination rates in the communities they serve.

Enhanced technology supporting immunization delivery, collaborations to expand the pharmacist's role in travel health, partnerships that provide needed vaccines

to America's Veterans, the Shot@Life campaign, and creating awareness around expanded vaccine recommendations, had a profound impact on improving immunization rates in the US and world. By overcoming key challenges and developing impactful programs, Walgreens is positioned to continue to improve the health of our communities. Walgreens' immunization programs and community activities advance the concepts embodied within the "immunization neighborhood."



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# National Winners



# National Winners



# National Winners

## Adult Immunization Champion

### Laura Schwartzwald (Brainerd, MN)



Pharmacist Laura Schwartzwald is the owner of GuidePoint Pharmacies, a small chain of nine pharmacies serving Greater Minnesota. She exemplifies an adult immunization champion through

her participation in an innovative private-public sector partnership with her local public health agency. Since 2008, she has partnered with other pharmacies, local public health, rural clinics, worksites, group homes and nursing homes to provide numerous vaccinations.

Her pharmacists have administered 26,276 vaccine doses to adults, all of them documented in the Minnesota Im-

munization Information Connection (MIIC). She is committed to expanding access to affordable immunizations for under- and uninsured adult populations. Laura worked in collaboration with the Minnesota Department of Health (MDH) as a member of the Pharmacy Advisory Group helping the health department better understand the challenges unique to independent and small chain pharmacies outside of the Twin Cities metropolitan area. She inspired MDH to actively market the value of MIIC to pharmacists via a promotional video for use in primary and continuing pharmacy education.

She played a role in getting legislation that authorized the use of MIIC to fulfill pharmacists' reporting requirements to inform primary care providers of immunizations given at pharmacies. Additionally, Laura helped MDH and the Board of Pharmacy understand how small chain and independent pharmacies were experiencing difficulties procuring vaccine

protocols from physicians in their area. As result of these conversations, Minnesota law was amended to allow other Minnesota licensed prescribers (advance practice registered nurses and physician assistants) to sign vaccine protocols for pharmacies. This ultimately expanded access to adult immunizations.

She integrated routine immunization assessment and recommendation into her Policies and Procedures. Her pharmacists also led the state in using MIIC as a clinical decision support tool to assess patients' immunization histories prior to recommending and offering immunizations. Immunization assessment and recommendation has also been incorporated into her chronic disease management programming which targets adults at high risk for most vaccine preventable diseases.

## Corporate Campaign

### HealthMap Vaccine Finder / UberHealth (Boston, MA)

Primary prevention can be a difficult sell for young, healthy populations. While many do not see themselves as at risk for influenza or its consequences, others feel they are too busy to devote the time or effort necessary to get a flu vaccine from a traditional healthcare provider.

The UberHEALTH campaign, conceived by partners HealthMap Vaccine Finder of Boston Children's Hospital and urban logistics platform Uber, aimed to pilot a new and innovative way of delivering influenza vaccines to these difficult-to-reach populations. The objective of this one-day pilot program was to gauge the feasibility and reception of mobile, on-demand influenza vaccination.

Registered nurses, from medical providers Passport Health and Pager, paired with Uber drivers to form mobile vaccination teams. Uber users in selected cities were then given the new option of UberHEALTH on their Uber smartphone app; selecting UberHEALTH resulted in a visit from the mobile vaccination team with a flu prevention pack and the option to receive influenza vaccine. The nurse was prepared to administer up to 10 vaccines in each trip, meaning requesters could gather friends, family, or co-workers together for group flu shots.

Survey responses were collected from UberHEALTH requesters in Chicago, IL, Boston, MA, and Washington, D.C. Survey responses showed an overwhelming number of requesters otherwise may not have been immunized; nearly 70% of respondents reported that they were either only somewhat likely or definitely not

likely to receive a vaccine from traditional providers. Over 90% rated the delivery aspect of the vaccine program as important in their decision to request a flu shot.

Overall, the pilot project demonstrates the potential of self-assembling logistics platforms as mechanisms for disease prevention. Beyond seasonal influenza, delivery options might be especially relevant in a pandemic where supply is low, access to vulnerable populations is key, and social distancing is recommended.



## Honorable Mention Winners

*Laura Scott*

## 2014–15 Outstanding Influenza Season Activities

### Michigan Department of Community Health & Alana's Foundation

(Lansing, MI)

Michigan Department of Community Health (MDCH) in collaboration with Alana's Foundation implemented a new program with the goal of increasing flu vaccination uptake among college-aged young adults.

The 2013–14 flu season hit healthy young adults hard in Michigan. The first College and University Flu Vaccination Challenge, modeled after the American Red Cross Blood Battle between rival universities, was implemented by MDCH in the 2014–15 flu season. Participation in the Flu Challenge was voluntary, and 14 public and private institutions enrolled in the pilot year. Schools were expected to enter all flu vaccine doses administered into the Michigan Care Improvement Registry (MCIR), Michigan's statewide immunization registry.

Schools were given a College and University Influenza Vaccination Toolkit to increase campus awareness of the importance of immunizations. Recognizing one of the barriers for this population is cost, Alana's Foundation offered all participating schools the opportunity to apply for grant funds to purchase flu vaccine and offer it free of charge to uninsured and underinsured students. Students were asked to self-report that they received flu vaccine, regardless of whether

it was at the school health center or another location, using a short online survey. The survey and schools' involvement of the Flu Challenge was promoted using a campaign poster with a link and QR code to scan with a smartphone to access the student survey. The survey results were used to determine percent flu vaccination coverage on each campus.

MDCH kicked off and wrapped up the Flu Challenge via press release, and the winning schools were announced during National Influenza Vaccination Week (NIVW) in December 2014. Winners were awarded a traveling trophy sponsored by Alana's Foundation.

Recognizing that flu vaccination efforts should not cease in December, MDCH encouraged schools to persevere and use innovative strategies to continue promoting flu vaccine and vaccinating their students in January and beyond as a "late season vaccination push." Additional awards were given to schools with the most flu vaccine doses overall in MCIR, the most improvement in flu vaccine doses in MCIR from 2013–14 to 2014–15, the most flu vaccine doses in MCIR from January to March, and to one school for the best innovative "late season" vaccination campaign.

Materials were developed through an external partnership with Alana's Foundation, Families Fighting Flu, bioCSL Inc., and its communications agency, KYNE. As a result of the pilot year of the Flu Challenge, there were 5,717 individuals (average age 23.5 years) who self-

reported that they received flu vaccination. In addition to the self-reported survey, MCIR data showed that the 14 enrolled school health centers entered 12,953 flu vaccinations (average patient age 30.3 years) into the immunization registry from July 1 to December 31, 2014 which was a 60% increase from the same time period in the 2013–14 flu season (8,098 vaccine doses). The 14 enrolled school health centers entered 13,914 flu vaccinations (average patient age 28.5 years) into the immunization registry from July 1, 2014 to March 31, 2015 which was a 33% increase from the same time period in the 2013–14 flu season (10,468 vaccine doses).



## Honorable Mention Winners

**THANK YOU** to the members of the NAIIS Awards Committee:

- ◆ Teresa Anderson (IAC)
- ◆ Phyllis Arthur (BIO)
- ◆ Carolyn Bridges (CDC)
- ◆ Susan Farrall (CDC)
- ◆ Rebecca Gehring (ACP)
- ◆ Kim Martin (ASTHO)
- ◆ Mitchel Rothholz, (APhA), chair
- ◆ Kathy Talkington (ASTHO)
- ◆ LJ Tan (IAC)
- ◆ Tiffany Tate (Immunize MD)
- ◆ Maggie Zettle (NVPO)





# Honorable Mention Winners

# Honoring the Memory of Laura Scott

“She made the world a better place for our children and all of us.”



The National Adult and Influenza Immunization Summit (NAIIS) Steering Committee has 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.

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## Special Recognition

## **Highlights from Award Nominees**

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*Below are additional highlights taken from a sampling of award nominations...*

A partnership between Los Angeles County – Department of Public Health (LAC-DPH), Los Angeles Unified School District (LAUSD), and **Kaiser Permanente Southern California (KPSC)** was formed in 2013-14 to pilot 5 school located vaccination (SLV) programs. This year's SLV effort occurred at 92 elementary school sites, in 10 different school districts, across 3 counties; an expansion of the 5 SLV programs done previously. The consents and questionnaires utilized were translated into Spanish, Korean, and Vietnamese to accommodate the language needs of parents and caregivers. The State of California developed a creative way to document and share this data with the State and County agencies, by creating a spreadsheet designed to be uploaded into the California Immunization Registry (CAIR). This innovative spreadsheet may be used for billing purposes.

Launched a wellness initiative throughout the state of Connecticut called **“Healthy Choices”** Mobile Flu Vaccine Clinic. This was a collaborative effort between a manufacturer and a Healthcare Provider. The program was designed to increase distribution and vaccination rates and to develop an integrated mobile healthcare model. The clinics offered vaccine to all adults 18 years and older. Hunter's Ambulance served as a community call center and a mode of transportation for individuals seeking flu vaccination. The call center provided 2 methods of access to the mobile clinic (secure an appointment in your own home or place of employment, find key locations in the community at designated times each week.) Bilingual registration specialists were available to register individuals. Hunter's collected pertinent demographic and insurance information and was able to share important community health related information related to vaccination, prevention and treatment resources. The intent of the initiative was to take advantage of a window to vaccinate more of the community in the midst of the emerging flu season and to have a fully integrated program with additional automation for the fall of 2015. An example of the plans for the 2015-2016 season is an app for mobile devices connecting to the call center. Two participating Departments of Public Health that had lost their funding for a flu program were grateful to be served by this program initiative and requested a return of the mobile clinic in the next fall.

A long-term care facility (**LTCF**) participated in a collaborative project to improve healthcare professional (HCP) vaccination rates in LTCFs. It previously struggled to raise their vaccination rate above the 20% mark, and in the 2013-2014 influenza season faced pressure from a local hospital system to either improve their vaccination rate or lose resident referrals from the system. By offering incentives to vaccinated staff, they were able to raise their rates, but only from 20% to 40%. After the hospital system made it clear that this was not sufficient, the facility implemented a mandatory vaccination policy and raised their rate to 90%. However, management staff found this policy difficult to implement and it was not well-received by staff. Additionally, due to the facility's high turnover rate (about 140% annually), they did not maintain their 90% vaccination rate, ending the season with a 75% rate. This year, the Administrator and the management team was able to achieve and maintain a high vaccination rate by implementing a set of evidence-based interventions customized to the long-term care setting. Interventions included strengthened policies, such as requiring staff to provide documentation of off-site vaccination, vaccinating all new hires, and requiring declination forms and masking for staff who refused vaccination. Staff were engaged in the vaccination program starting in early September 2014, before vaccination began in October. An evidence-based educational session was held in September and a video recording of this session was shown during orientation sessions throughout the 2014-2015 influenza season. By offering multiple vaccination opportunities (at a kick-off event, during shifts, at orientation sessions), they were able to quickly vaccinate the majority of their employees. Managers closely tracked acceptance and declination of vaccine among their employees. They addressed their high staff turnover by discussing vaccination during interviews with potential new hires, and offering vaccinations during orientation sessions. As a result, all new hires during the influenza season were vaccinated. The management team tracked employees' reasons for declining vaccination, and met one-on-one with decliners to address their concerns. By October 31, 98% of employees had been vaccinated, and as of December 10th, 99% of employees were vaccinated with only one individual declining vaccination.

**“Control Flu”** is truly a collaborative, community effort in Alachua County, Florida. The local university supplies volunteer clinical staff, as well as expertise in program evaluation and influenza immunization modeling. School teachers, principals and nurses work hard to field questions from parents, and to make sure that every student has an opportunity to get immunized. Health department officials coordinate the logistics, purchasing vaccine, organizing the clinic days, and billing. **“Control Flu”** is about more than simply administering immunizations in a school setting. It's about a community working together to protect its most vulnerable citizens. As part of the program, science teachers have been trained in **“community immunity”** card games, which help students to understand the dynamics of infectious disease outbreaks. Importantly, many students and families have learned that immunization is as much about protecting newborns, the elderly, and immunocompromised. Thanks to **“Control Flu,”** Alachua is the best-protected county in Florida. Alachua children 0-4 years of age have an approximately 80-90% less likelihood of ending up in an emergency room with influenza like illness relative to those from other areas of Florida. Among 5 to 17 year-olds, this reduction is approximately 70% to 80%. In total, it is estimated that this program prevents nearly 1,200 emergency influenza like illness cases annually, saving lives and money.

The **Partnership for Quality Care (PQC)** developed the **“Tell / Truth”** campaign to promote immunization against influenza in the face of two major public relation / communication obstacles during the 2014 – 2015 flu season. Early in the season, the American public was distracted by fears of Ebola in the United States; while later in the season, it was the realization that the vaccine was poorly matched with the predominant flu strains of the season. PQC launched a campaign to counter each of these challenges and encourage Americans to continue to be immunized against influenza.



## 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](http://izsummitpartners.org)