



National Adult and Influenza Immunization Summit

NEWS RELEASE

For Immediate Release
May 4, 2015

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National Awards Program Recognizes Outstanding Efforts in Immunizations *Healthcare Providers improve access, knowledge and administration rates for vaccinations*

WASHINGTON, D.C. – Recognizing the value and extraordinary contributions of individuals and organizations towards improved adult, adolescent, and/or childhood vaccination rates within their communities during the past year, the [National Adult and Influenza Immunization Summit](#) is pleased to announce the recipients of the 2015 Immunization Excellence Awards. The awards will be presented during the National Adult and Influenza Immunization Summit in Atlanta, Georgia, May 13, 2015.

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, originality, challenges, opportunities, collaboration, coordination, and communication with partners and stakeholders.

Many exciting and innovative programs were nominated this year. The Summit applauds all nominees who are working towards improving the health of their communities.

Complete descriptions are contained within the Summit Awards booklet available at:
<http://www.izsummitpartners.org/immunization-excellence-awards/>

The 2015 Immunization Excellence Award winners are as follows:

Laura Scott 2014-15 Outstanding Influenza Season Activities Award

National Winner: Minnesota Immunization Networking Initiative (MINI) (Minneapolis, MN)

Honorable Mention: Michigan Department of Community Health & Alana's Foundation (Lansing, MI)

Adult Immunization Champion Award

National Winner: JoAnn Stadtfeld (Cranberry Township, PA)

Honorable Mention: Laura Schwartzwald (Brainerd, MN)

Corporate Campaign Award

National Winner: Walgreens (Deerfield, IL)

Honorable Mention: HealthMap Vaccine Finder / Uber Health (Boston, MA)

Healthcare Personnel Campaign Award

National Winner: University of California San Francisco Medical Center (San Francisco, CA)

“Immunization Neighborhood” Award

National Winner: Safeway Pharmacy (Pleasanton, CA)

Adult Immunization Publication Award

National Winner: American College of Obstetricians & Gynecologists (ACOG) (Washington, DC)

Summary About Winners

Laura Scott 2014-15 Outstanding Influenza Season Activities Award

About the Award: 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. In honor of her contributions and impact on public health, the Summit Steering Committee has renamed the 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 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.

National Winner

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, providing clinics in community settings and providing vaccine at no cost to participants. Since 2006, MINI has immunized over 60,000 persons. Establishing a spectrum of stakeholders helps MINI maintain a central role in the immunization neighborhood for influenza.

Honorable Mention

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 first College and University Flu Vaccination Challenge, modeled after the American Red Cross Blood Battle between rival universities, was implemented 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 given a College and University Influenza Vaccination Toolkit to increase campus awareness of the importance of immunizations. 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. Winners were awarded a traveling trophy sponsored by Alana's Foundation. Materials were developed through an external partnership with Alana's Foundation, Families Fighting Flu, bioCSL Inc., and its communications agency, KYNE.

Adult Immunization Champion

National Winner

JoAnn Stadtfeld

(Cranberry Township, PA)

Jo Ann Stadtfeld is a nurse and 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. 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. 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 available vaccine types, and increased integration of immunization services throughout the practice sites.

Honorable Mention

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. 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

National Winner

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, collaborations, partnerships, and increasing immunization access and awareness around expanded vaccine recommendations, has supported their immunization program successes. Walgreens' immunization programs and community activities advance the concepts embodied within the "immunization neighborhood."

Honorable Mention

HealthMap Vaccine Finder / UberHealth

(Boston, MA)

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 difficult-to-reach populations. 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. The pilot project demonstrates the potential of self-assembling logistics platforms as mechanisms for disease prevention.

Healthcare Personnel Campaign

National Winner

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. Their employee campaign strove to increase compliance rates by making flu shots convenient. 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 providers, students, campus personnel, volunteers and contractors.

“Immunization Neighborhood” Award

National Winner

Safeway Pharmacy

(Pleasanton, CA)

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 partnership with local organizations and student pharmacists, Volunteers of America, churches and YMCAs.

Adult Immunization Publication Award

About the Award: This year, the Summit Steering Committee added a new award category to recognize and stimulate the publishing of articles to document and support implementation of the NVAC Adult Immunization Standards. Eligible nominations come from articles published and currently under official review for publication over the past 2 years.

National Winner

American College of Obstetricians & Gynecologists (ACOG)

(Washington,DC)

ACOG, was selected to recognize their publishing of three documents that provided guidance to ob-gyn practitioners regarding immunizing this adult patient population. The three publications touched on *Integrating Immunizations into Practice, Influenza Vaccinations during Pregnancy* and the “Influenza Season Algorithm for Treatment and Assessment for Pregnant Women with Influenza-Like Illness”. All were focused on educating and supporting provider active engagement in immunization discussion and delivery to their targeted population.

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 and improving vaccination rates for vaccines recommended by the Advisory Committee on Immunization Practices. Visit the Summit’s website at **izsummitpartners.org**

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