



Influenza. Pneumococcal. Tdap. Zoster.

Vaccines are one of the most successful and cost-effective public health interventions, yet rates remain low nationwide. AMGA Foundation's Rise to Immunize™ campaign is bringing together organizations like yours to rise to this challenge.



Our goal:
collectively administer
25 million vaccines
by 2025.

A photograph showing a woman with curly hair and glasses, wearing a blue top, smiling and shaking hands with a healthcare provider whose white coat is visible. They are in a bright, modern medical office. A green exit sign is visible in the background.

A Framework for Success.

Our National Campaigns have a track record of empowering medical groups and health systems to measurably improve patient care.

- Measure Up/Pressure Down® (2012-2015) improved hypertension detection and control for over half a million Americans.
- Together 2 Goal® (2016-2021) improved care for over 1 million Americans with Type 2 diabetes.

The National Campaigns platform coupled with our years of experience tackling adult immunization rates through our Best Practices Learning Collaboratives create a framework for success.

Rise to the Challenge. Rise to Immunize™.

We need you. Our campaigns are all about working together to share ideas, elevate best practices, and ultimately reach our collective campaign goal. Together, we can reduce the burden of vaccine-preventable illnesses and ultimately help patients live longer, healthier lives.

By participating in this joint effort, your organization can:

- Capitalize on heightened immunization awareness due to COVID-19 to move the needle on other essential vaccinations
- Use resources that are proven, practical, and represent the best of the best from AMGA members
- Measure how you're doing and benchmark against your peers
- Learn from others who are on the same journey to improvement
- Reduce the cost of care by decreasing vaccine-preventable illnesses

But remember, we can't do it without you.





Campaign Planks

Plank Domain



Choose Your Path. Rise to the Next Level.

Rise to Immunize™ offers care processes called “campaign planks” (each indicated by a box) across five different domains (each indicated by a circle). Campaign planks within each domain vary by difficulty—higher-level planks represent more advanced interventions.

You decide where to start. To participate, your team will choose which “campaign planks” to implement based on your areas of interest and resources available. We suggest tackling only one campaign plank within a given domain at a time.

Work hard and move to the next level. We encourage you to increase your level in one domain annually (e.g., moving from a Level 1 to Level 2 campaign plank). By making stepwise improvements, we all will collectively rise.

Measure Milestones.

Track your progress and see where you stand among your peers. By reporting data on a quarterly basis, you measure progress towards your organization's goals for improvement and our shared campaign goal of 25 million vaccines administered by 2025.

We provide multiple data reporting tracks so you can pick the one that best fits your organization's resources and capacity.

Data Reporting Tracks

	Basic Track	Core Track
Influenza (19+)	✓	✓
Pneumococcal (66+)	✓	✓
Td/Tdap (19+)		✓
Zoster (50+)		✓
Bundle*		✓

* The “bundle” is a combined measure of influenza, pneumococcal, Td/Tdap, and zoster vaccinations.





Leverage Resources. Collaborate. Share. Learn.

Throughout the four-year campaign, you'll be supported by powerful tools and resources. These resources are informed by the learnings of AMGA members nationwide and are proven to deliver the best outcomes.

- Campaign Toolkit
- Monthly webinars
- Campaign mentors
- Educational resources for patients and providers
- Online discussion forum
- Dedicated campaign website
- Annual observance during National Immunization Awareness Month

Join Us.

No matter where you are on your journey, Rise to Immunize™ offers a pathway to improve adult immunizations. The path you take is up to you. Rise to Immunize™ is designed so you can customize your program based on your resources and capacity.

Participation requires three things:

- 1. Implement campaign planks.** Determine which campaign planks your organization will tackle and get to work! Remember you're encouraged to advance over the course of the four-year campaign.
- 2. Report data quarterly.** Select the data reporting track that best fits your organization's capabilities.
- 3. Leverage resources.** Use free campaign resources to help you make impactful change at your organization.



Let's improve vaccination rates together.

Visit RiseToImmunize.org to learn more.



AMGA Foundation is the 501(c)(3) affiliate of AMGA and enables medical groups and other organized systems of care to consistently improve health and health care.