



# RIZE Monthly

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

## 5 Strategies to Strengthen Your Vaccine Recommendations



### August 2022 Edition

This month is [RIZE Action Month](#)—our campaign's annual observance held in conjunction with [National Immunization Awareness Month](#)!

To take action this month, we're encouraging you to assemble your immunization team for a 30- to 60-minute educational event (virtual or in-person) focused on empowering healthcare professionals to make strong vaccine recommendations. All [materials](#) needed to host a RIZE Action Month event are available on our website.

During the event, your team will view the short video, "[5 Strategies to Strengthen Your Vaccine Recommendation](#)." This video was developed in collaboration with the National Foundation for Infectious Diseases (NFID) and highlights the key components of providing strong vaccine recommendations, including five CDC-recommended implementation strategies for healthcare professionals to use with patients who express vaccine contemplation. **View the [video](#) now and share with your colleagues!**

If your organization has not yet committed to host an event, please [RSVP](#) today! You can still RSVP and conduct your event anytime during the month of August.

[RSVP](#)

If you have any questions during RIZE Action Month, please don't hesitate to contact [RiseToImmunize@amga.org](mailto:RiseToImmunize@amga.org).

Best,  
- The RIZE Team

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### Webinar Preview

#### "Promoting Health Equity in Adult Immunizations"



The August campaign webinar will feature [Victoria Smith, MD, FAAFP](#), and [Matthew Malachowski, PharmD, MHA, BCPS](#), from Ochsner Health. Dr. Smith is the associate medical director for primary care for the River Region. She also serves as the ambulatory quality leader and chair of the Health Equity Council. Dr. Malachowski is the system director of the population health and ambulatory care pharmacy. He is also a member of the American Society of Health Systems Pharmacists' Section of Specialty Pharmacy Practitioners and serves on the Section Advisory Group on Business Development. Ochsner Health is focused on delivering care that respects individuals and provides an inclusive place to receive care—their work in equity includes adult immunizations.

[Join us](#) on August 18 to learn more from Drs. Smith and Malachowski about promoting health equity in adult immunizations.

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## Upcoming Dates

**August** – RIZE Action Month ([RSVP](#))

**August 18** – Monthly campaign webinar: “Promoting Health Equity in Adult Immunizations” at 2 p.m. ET ([Register](#))

**September 15** – Monthly campaign webinar: “Routine Adult Immunizations in the Age of COVID-19: Implementation Strategies for Success in an Evolving World” at 2 p.m. ET ([Register](#))

**September 30** – RIZE Action Month Reimbursement forms due ([Learn more](#))

**Sept. 29-Oct. 1** – AMGA’s Innovation, Quality & Leadership (IQL) Conference ([Register](#))

## Campaign Spotlight

This month we are pleased to spotlight a campaign partner: NFID. NFID is a leader in the vaccine education space and provided critical expertise in the development of the [“5 Strategies to Strengthen Your Vaccine Recommendation”](#) campaign video. Dr. William Schaffner, NFID’s medical director, has been recognized as a prominent communicator on vaccines and immunization and received the inaugural National Vaccine Program Office UpShot Award for Excellence in Vaccine Communications. To keep up with the latest news and resources from NFID, [sign up](#) for their newsletter. Thank you NFID for your collaboration!

## Resource of the Month

[ImmYounity](#), a free e-learning course, fosters the power of empathy and patient-focused strategies for increasing vaccination rates. The program developed by Sanofi empowers providers and office staff with science-based tools to build trust and improve vaccine recommendations. Users will learn how to move patients from hesitant to vaccinated through proven communication strategies based on behavioral science. You can access the resource by visiting [ImmYounity.vaccines.com](#) or through the vaccine education page [Vaccines.com](#). If you have any questions or would like to schedule a live training session with your staff, please reach out to [Courtney.Peters@sanofi.com](mailto:Courtney.Peters@sanofi.com).



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