



# RIZE Monthly

A newsletter for **Rise to Immunize**<sup>®</sup>, AMGA Foundation's national campaign aimed at improving routine adult immunization rates



## December 2025 Edition

Dec. 1-5, 2025 is National Influenza Vaccination Week (NIVW), so it's a great time to remind your patients to #GetVaccinated and help #FightFlu. A strong recommendation from a provider can greatly impact a patient's likelihood to vaccinate, making effective communication skills essential to protecting community health. That's why Rise to Immunize (RIZE) is highlighting training opportunities that help providers strengthen their communication skills and have more impactful vaccine conversations with their patients. Two of our campaign partners, Vaccinate Your Family (VYF) and Trusted Messenger Program (TMP), have developed a variety of trainings designed to meet this need:

- The [Vaccination Community Learning Program \(VCLP\)](#) (VYF) provides a comprehensive set of modules that give providers the knowledge and confidence to talk about vaccines across different populations.
- [Targeted mini courses on COVID-19, flu, and RSV](#) (VYF) break down key facts about the disease and its vaccines, addresses common myths versus realities, and provides guidance on effective vaccine conversations.
- The first module of the [TMP Training Series](#), "Maximizing Trust & Reducing Resistance," includes four comprehensive video lessons plus review and reflection documents to help providers strengthen their communication skills.

We hope these resources from our trusted partners will help re-energize your care teams as we move through the holiday season and beyond.

As always, please don't hesitate to contact [RiseToImmunize@amga.org](mailto:RiseToImmunize@amga.org) with questions or for support.

Best,  
- The RIZE Team

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## Flu by the Numbers

The 2024–2025 season was one of the most severe U.S. influenza seasons in 15 years, with an estimated **770,000 hospitalizations** (Centers for Disease Control and Prevention). Older adults drove the majority of this burden: Their flu hospitalization rate (**755 per 100,000**) was more than **100 times higher** than that of adults ages 18–49. Despite this elevated risk, vaccination coverage remained far below the World Health Organization's (WHO's) 75% target, with only **58% of adults 65+** and **25% of adults 50–64** receiving a flu vaccine (WHO). These trends highlight a critical opportunity for medical groups and health systems to strengthen prevention efforts, especially for patients over 50.

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## Webinar Preview

No webinar—happy holidays!

The RIZE campaign will streamline our webinar schedule for 2026 and 2027 to reduce competing meeting requests from AMGA. The new schedule—January, March, May, July, September, and November—has been carefully designed to avoid conflicts with major AMGA events like our annual conference and months when attendance may be more challenging for members (e.g., August, December). The timing of these webinars will remain consistent: the third Thursday of the month from 2 to 3 pm ET. Please revise your calendars accordingly!

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## Upcoming Dates

**December** – No webinar – happy holidays!

**Jan. 15** – Campaign webinar: TBA

**Jan. 15** – Deadline to submit quarterly data report ([Learn More](#))

**Apr. 15-18** – AMGA 2026 Annual Conference in Las Vegas, NV ([Register](#))

## Campaign Spotlight

Building vaccine confidence has never been more critical. AMGA's new Quality and Innovation Collective (QuIC) on vaccine confidence, sponsored by [Pfizer](#), brings together medical groups and integrated delivery systems to address this urgent challenge. Through virtual and in-person collaboration, participating organizations will identify and implement proven strategies to strengthen vaccine confidence among patients and care teams. This structured learning experience promises to deliver actionable insights that can make a real difference in communities nationwide. Stay tuned for updates on this initiative, which will launch in 2026!

## Resource of the Month

This month, we are excited to feature resources from the "[From Wild to Mild](#)" campaign! Brought to you by the National Foundation for Infectious Diseases (NFID), "From Wild to Mild" provides co-brandable graphics and animations along with sample social media posts to help raise awareness about flu prevention. These graphics are available in English and Spanish, and images come in several different sizes. We hope you utilize this engaging, national campaign to encourage flu vaccination!



**AMGA Foundation - Rise to Immunize® Campaign**

One Prince Street  
Alexandria, VA 22314  
Phone: 703.838.0033 | Fax: 703.548.1890  
[Visit our website](#)

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