



November 2025 Edition

The Rise to Immunize® (RIZE) campaign is pleased to recognize three participating organizations for their impressive achievements in immunization care with the 2025 “RIZE to the Challenge” awards! The awards are based on each organization’s high performance, progress on campaign measures, and engagement with the campaign.

- Advocate Health Southeast Region (Downers Grove, IL)
- Mills-Peninsula Medical Group (Los Altos, CA)
- UW Medicine Primary Care and Population Health (Seattle, WA)

Congratulations to all three organizations for continually making strides to leverage campaign activities and resources to improve adult immunization care in their communities. [Join us](#) at the campaign webinar on Nov. 20 to hear more about each group’s accomplishments and what award winners attribute to their successes.

During this month focused on giving thanks, we’d like to express our gratitude to all RIZE groups for your ongoing commitment to immunizations! We are here to support you in overcoming barriers to vaccination and protecting your patients and communities.

As always, please don’t hesitate to contact RiseToImmunize@amga.org with questions or for support.

Best,
- The RIZE Team

Flu by the Numbers

The 2024-2025 flu season was classified by the Centers for Disease Control and Prevention (CDC) as a high severity season overall and for all age groups. Especially notable, there were 281 pediatric deaths, breaking the previous record from the 2023-2024 flu season for the most pediatric deaths in a non-pandemic season. Of those 281 pediatric deaths, only about half of children had an underlying medical condition, and 89% were not fully vaccinated (NAIIS).

The CDC is set to monitor and record U.S. flu activity weekly for the 2025-2026 flu season in a report called “FluView.” Due to the government shutdown, certain federal government activities are paused, resulting in delayed updates in information to the CDC website. Once publication of these data resumes, highlights from “FluView” will be featured in our *RIZE Monthly* newsletters.

Webinar Preview

"Year 4 Data & RIZE Awards"

During the November campaign webinar, Stephen Shields, MPH from the RIZE team will share data insights from the fourth year of the campaign. Additionally, the following three award-winning groups—all of whom demonstrated high performance and impressive progress on the campaign measures over Year 4—will join us to share their success stories:

- Katie Passaretti, MD, FIDSA, Chief Infection Prevention Officer, *Advocate Health Southeast Region*
- Keith Duncan, MD, President, *Mills-Peninsula Medical Group*
- David Boyd, Director of Quality, *Mills-Peninsula Medical Group*
- Nkem Akinsoto, MSc, Assistant Director, Population Health, *UW Medicine Primary Care and Population Health*

[Join us](#) on Nov. 20 to learn more about data insights and award-winning success stories from the fourth year of the campaign!



Upcoming Dates

Nov. 20 – Monthly campaign webinar: "Year 4 Data and RIZE Awards" at 2 pm ET ([Register](#))

Nov. 26 – Data available on data dashboard ([Learn More](#))

Dec. – No webinar – happy holidays!

Campaign Spotlight

This month, we are excited to spotlight Executive Sponsor Sanofi’s rollout of its [Vaccine Hesitancy Toolkit](#), which was created for healthcare leaders to inspire their care teams to proactively address vaccine hesitancy. Specifically, the tools and resources in this kit will help your care team communicate credibly about adult immunizations and encourage confident and informed decision-making grounded in science. Use these resources—from provider and care team education to patient outreach and engagement solutions—to address vaccination concerns and ultimately strengthen team satisfaction and the patient experience!

Resource of the Month

Pfizer's [Underlying Medical Conditions](#) handout is a great resource to share with patients who have chronic conditions that put them at increased risk for severe respiratory illnesses. Available in English and Spanish, this handout identifies common at-risk conditions—including diabetes, heart and lung disease, chronic liver disease, and kidney failure—and encourages affected patients to talk to a healthcare professional about vaccination against flu, COVID-19, pneumococcal disease, and respiratory syncytial virus (RSV). Share this handout to educate your patients with certain underlying medical conditions about the importance of staying up to date on the latest vaccines!



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