



Participation Guide

Background

RIZE Action Month, which is our Rise to Immunize™ campaign's annual observance held in conjunction with National Immunization Awareness Month, aims to mobilize medical groups and health systems to take action to advance our campaign goal of 25 million vaccines administered by 2025. This year's RIZE Action Month is focused on supporting campaign participants in making strong vaccine recommendations.

To participate in RIZE Action Month, we're encouraging you to assemble your immunization team for a 30- to 60-minute event (in-person or virtually) during the month of August. During the event, we ask that you watch a video on providing strong vaccine recommendations and discuss its application with your team over a snack, meal, and/or coffee (on us, up to \$100*!). We provide all the supporting materials for this event as well as suggestions for both in-person and virtual formats so you can choose what works best for your team!

*Please Note: Each [participating AMGA member](#) is eligible for one (1) reimbursement up to \$100.

RIZE Action Month Event Materials

To support your event, we have developed the following materials:

- [Participation Guide](#) (this document)
- [PowerPoint](#) (includes discussion guide and prompts)
- ["5 Strategies to Strengthen Your Vaccine Recommendations" Video & Factsheet](#)
- [Staff Invitation Template](#)
- [Certificate Template](#) (for staff recognition)
- [Reimbursement Form](#)


In Advance of the Event

- **Save the date.** Your RIZE Action Month event can be held any day during the month of August. To maximize attendance, you'll want to book the date and time of your event as soon as possible and communicate the details with your team once the event is confirmed. Considering using the [Staff Invitation Template](#) provided. Encourage staff to RSVP so you can anticipate food/beverage quantities (in-person event) or gift card quantities (virtual event).
- **RSVP to RIZE.** Let us know when your team plans to participate—[RSVP](#) with your name, organization name, and RIZE Action Month event date.
- **Choose a leader.** Identify one individual from your immunization team to be responsible for leading the RIZE Action Month event, including walking the team through the PowerPoint presentation and serving as a moderator to solicit feedback from the group at various points in the discussion. Consider the RIZE primary or quality point-of-contact for this role.

- **Select a space (*in-person event*).** We recommend choosing a space that allows your full immunization team to sit and eat and is conducive to group discussion. You'll need a computer, large screen or projector, and speakers to display the **PowerPoint** and to watch the **"5 Strategies to Strengthen Your Vaccine Recommendations" Video**. Make sure your materials are pre-loaded on the computer to save time and test the audio and visual of the video in advance of the event!
- **Select a platform (*virtual event*):** Select a teleconference platform that will allow you to share the **PowerPoint** and **Video** with your team as well as discuss the content as a group. Make sure your materials are pre-loaded on the computer to save time, and test the audio and visual of the video in advance of the event on your selected platform! Note that some teleconference platforms will require you to enable settings to share the audio of the video with participants.
- **Arrange for food and drink (*in-person event*).** Use RSVPs as guidance for food and beverage quantities. Remember, RIZE will reimburse each [participating AMGA member](#) up to \$100 for the team food (consider a meal if your team is smaller or snacks and light refreshments if you need to accommodate more people).
- **Purchase and distribute gift cards (*virtual event*).** Use RSVPs as guidance for gift card quantities. By distributing gift cards in advance of the event, you can ensure staff have received them electronically. Advance distribution also enables staff to purchase their meal, snack, or beverage slightly ahead of the event so you can begin on time. Remember, RIZE will reimburse each [participating AMGA member](#) up to \$100 for relevant team gift cards (e.g., food-specific gift cards like Starbucks or Panera Bread or general gift cards like VISA or American Express).

During the Event

- **Serve the meal.** Encourage your event participants to gather their meal, snacks, and/or refreshments and get seated.
- **Provide background information.** The leader will offer a brief background on RIZE and RIZE Action Month, using the talking points provided in the **PowerPoint** (see "Notes" field of each slide).
- **Watch video.** The leader will play the **Video**. Remember, the video is available at www.RiseToImmunize.org/ActionMonth and is embedded in the PowerPoint presentation. Be sure to test the audio and visual of the video in advance of the event!
- **Discussion.** Walk through and discuss the discussion questions as they relate to the **Video** you just watched, soliciting feedback from the team. If your event is 30 minutes long (vs. 60 minutes), keep an eye on the clock so you don't spend too much time on a given question. Depending on the size of your team, it may make sense to discuss these questions as one large group led by the leader or to break out into smaller groups (if in-person).
 - **One large group:** The discussion questions are animated within the PowerPoint so each question will appear as the leader advances the PowerPoint.
 - **Smaller "breakout" groups:** For in-person events, print out the discussion slides in advance so each group can discuss at their own pace. To bring the whole group back together, the leader may ask for the top takeaway from each smaller "breakout" group.
- **Recognize exceptional staff.** Use your RIZE Action Month event as an opportunity to recognize staff who have advanced your organization's vaccine efforts. The number of staff you choose to recognize and the criteria for recognition are up to you. We recommend utilizing the enclosed **Certificate Template**. Be sure to customize the certificates in advance of the event and print



them to hand out (for an in-person event) or show them on your screen (for a virtual event). A few ideas for recognition include acknowledging:

- Someone who has excelled at implementation of a campaign plank
- The provider(s) with the highest percentage of patients vaccinated
- The RIZE campaign points of contact—primary, quality, data/IT, and marketing
- The entire immunization team for participating in RIZE Action Month
- **Review additional resources and possible activities for your team.** The leader will review some additional resources that can support your immunization team in campaign implementation, as well as some of the activities that your team can undertake beyond RIZE Action Month. Note: Hyperlinks in the PowerPoint only work in “presentation mode.” For convenience, URLs are also provided in the “Notes” section of the PowerPoint.
- **Take a group selfie.** Capture your event by taking a group selfie. If you are conducting a virtual event, have everyone turn on their cameras and take a selfie by capturing a screenshot of the team. Remember, each [participating AMGA member](#) needs a picture from their RIZE Action Month event to receive reimbursement.

After the Event

- **Submit your picture and reimbursement form.** To receive up to \$100 for your team food and beverage or gift cards, complete the **Reimbursement Form** and send it along with receipts and a picture of your RIZE Action Month event to RiseToImmunize@amga.org by **Friday, Sept. 30, 2022**. Remember, each [participating AMGA member](#) is eligible for one (1) reimbursement up to \$100.