



July 2025 Edition

Rise to Immunize® (RIZE) Action Month is around the corner! RIZE Action Month is our campaign’s annual observance held in August in conjunction with National Immunization Awareness Month. The observance aims to mobilize campaign participants to take action to advance our goal of 30 million vaccines administered by 2027 through comprehensive and equitable vaccine initiatives. This year the observance will support your organizations in encouraging a culture of vaccination.

To “take action,” follow the steps below. All the materials to support you are available on the [RIZE Action Month webpage](#).

- 1. [RSVP](#) to RIZE. Let us know that your organization will be taking action!
- 2. **Choose an activity organizer.** Choose an individual who will coordinate this activity, including communicating with team members using the customizable [Staff Email Template](#), distributing “I’m vaccinated because...” signs, and eventually collecting pictures of individuals or a group selfie with their completed signs.
- 3. **Complete “I’m vaccinated because...” signs** to reinforce the many benefits of routine adult vaccination and/or the costs of not vaccinating. Use the [Participation Guide](#) for tips to engage your immunization team and make it easy!
- 4. **Submit pictures and reimbursement form.** Send RiseToImmunize@amga.org your team photo(s) along with your [Reimbursement Form](#) and receipts to receive up to \$100 for food, beverages, or other activity-related expenses by Sept. 12.



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

Best,
- The RIZE Team

Webinar Preview

"Adult Immunization Strategies: June ACIP Insights and EHR-Driven Patient Identification"



Christopher Russo, MD, MBA, CPE, FAAP



Kent Hunter, PharmD, BS

The July monthly webinar will feature [Christopher Russo, MD, MBA, CPE, FAAP](#) and [Kent Hunter, PharmD, BS](#). Dr. Russo serves as the Director of Pediatrics and Medical Director for Quality and Innovation at WellSpan Health, where he oversees the delivery of pediatric care across multiple sites, facilities, and settings, including inpatient (wards, nurseries, and NICUs), outpatient, specialty, emergency, and urgent care. Dr. Russo will share how WellSpan Health is leveraging EHR-driven patient identification as a strategy to increase adult immunizations.

Dr. Hunter is a Senior Vaccines Medical Director working as the Vaccines and Antivirals Field Medical Strategy and Execution Lead in the Medical Affairs Division of Pfizer Vaccines. Dr. Hunter will share insights from the June ACIP meeting. We hope you [join us](#) on Thursday, July 17!



Upcoming Dates

Jul. 15 – Deadline to submit quarterly data report ([Learn more](#))

Jul. 17 – Monthly campaign webinar: “Adult Immunization Strategies: June ACIP Insights and EHR-Driven Patient Identification” at 2 pm ET ([Register](#))

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

Aug. 21 – Monthly campaign webinar: “Adult Immunizations: Where We Are and What Comes Next” at 2 pm ET ([Register](#))

Campaign Spotlight

RIZE is pleased to announce that CSL Seqirus has deepened its engagement with the campaign and is now a Contributing Sponsor through 2027! As the only vaccine company with a singular global focus on influenza, Seqirus is a valued sponsor of the RIZE Campaign and works tirelessly to protect communities from seasonal influenza and global pandemic threats.

Resource of the Month

We invite you to check out the National Foundation for Infectious Diseases (NFID) [Infectious IDeas Podcast](#)! Each episode features thought-provoking conversations with inspiring leaders, and through their experiences we learn about the human side of infectious disease prevention and treatment. Listen to their latest episode, “[From Shark Dreams to Global Health with Craig Spencer, MD, MPH](#),” in which Dr. Spencer talks about the power of empathy, the importance of cultural understanding, and the pursuit of health equity.



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