



Association of
Immunization
Managers

Association of Immunization Managers (AIM)

Executive Summary Report, National Vaccine Advisory Committee

June 15-16, 2022

AIM 2022 Leadership in Action Conference – Philadelphia, PA (August 30-September 1, 2022)

The AIM 2022 Leadership in Action conference will be held August 30-September 1, 2022, in Philadelphia, PA, featuring leadership development and training, AIM awards, and networking events. The program will help attendees set and meet immunization goals, connect with peers, and will feature a pandemic lessons learned session. This conference is open to AIM members, state and local immunization program staff, immunization partners, and more. Visit the AIM website for more information.

AIM Awards: 2022 Leadership in Action Conference

AIM is currently accepting nominations for AIM awards in recognition of immunization program managers and programs for their outstanding initiatives, service, dedication, and leadership. For more detailed information about each award and the nomination process, visit the [awards page on AIM website](#). The following awards will be presented: Natalie J. Smith, MD Award for Excellence in Program Management, AIM Bull's-Eye Award(s) for Innovation and Excellence in Immunization, AIM Rising Star Award, AIM Impact Award and AIM Partnership Award.

Immunization Champion Award

This year, 2022, will mark the inaugural reinstatement of the previously titled CDC Childhood Immunization Champion Award. Now hosted by AIM, the newly expanded and streamlined Immunization Champion Award will honor up to one Champion from each of the 50 U.S. states, 8 U.S. territories and freely associated states, and 6 major cities. The Immunization Champion Award honors those doing an exemplary job or going above and beyond to promote or foster adult and childhood immunizations in their communities. When nominating and selecting their Champion, state and territorial immunization programs base their nominations on criteria including leadership, collaboration, innovation and advocacy. For more information, see the [Champions Awards](#) page on the AIM website.

Member Assistance Program (MAP)

AIM launched the Member Assistance Program (MAP) in January of 2022 after 6 months of planning and member input. MAP is a CDC-funded AIM program to support immunization programs in addressing vaccine hesitancy, improving health equity, and building robust adult immunization programs. To achieve this goal, MAP offers various activities such as affinity groups, matchmaking, shared learning webinars, and workgroups.

Affinity groups are monthly meetings focused on a specific topic. MAP offers four groups focused on Addressing Work-Related Staff Burnout, Community Partnerships, Addressing Vaccine Mis/Disinformation, and recently launched one on Managing Budgets for Adult Immunization Programs. The MAP program offers quarterly rounds of matchmaking, which pairs together program managers and/or staff experiencing specific challenges, with those that have

success in that area. The hope is that matches facilitate bi-directional information sharing between the program managers on best practices. Workgroups allow AIM members to provide input to CDC on the development of a vaccines for adult's program as well as MAP activities. The workgroups have resulted in the development of the Partnership Success Framework. Currently, the MAP program is planning a shared learning webinar on motivational interviewing as a technique to address vaccine misinformation.

HRSA Vaccine Access and Training (VAT) Project: AIM Partnership with Centers for Global Health Innovation

Announced in May 2022, AIM is partnering with the Center for Global Health Innovation Vaccine Access and Training (VAT) project to train and deploy community health workers (CHWs) across seven states (AZ, AL, FL, GA, KY, MI, TX) to build COVID-19 vaccine confidence in historically marginalized and medically underserved communities. AIM is part of the VAT Resource Team, including NACCHO and Johns Hopkins University. AIM is playing a key role in reviewing materials and tools for CHWs responsible for implementing community-based activities for increasing individual and community rates of confidence and acceptance for COVID-19. Materials include compiling trusted resources on COVID-19 vaccine, development of a resource portal, infographics on vaccine decision making in African American, Latinx and Native American communities reminder recall postcards in select communities and social media toolkits with tailored messages.

AIM/CDC Listening Sessions: COVID-19 Vaccine Lessons Learned from the Pediatric 5-11 COVID-19 Program Rollout

AIM held a series of 4 listening sessions with CDC to discuss lessons learned during the rollout of the COVID vaccines for 5-11-year-olds. The listening sessions were used by CDC to help inform best practices for the rollout of COVID vaccine for younger populations under 5 years. These sessions were attended by CDC, immunization program managers, and immunization program staff. These listening sessions covered the following topics: overall lessons learned, ensuring an adequate pediatric provider network, building on vaccine confidence in pediatric vaccination, and next steps. AIM held a final wrap up discussion in March 2022 with immunization program managers, staff, and CDC subject matter experts who provides input and perspective on implementing feedback from the prior 4 listening session in the rollout for COVID vaccines in younger age groups.

Virtual Roundtable with HHS Secretary Xavier Becerra: Increasing Routine Vaccinations

AIM participated in a roundtable with HHS Secretary Becerra focusing on raising immunization coverage rates for routine vaccinations. This roundtable served as an opportunity to meet with the Secretary to discuss how public health can continue to work together to address health equity in this space and better protect the American public through vaccinations. Other partners included ASTHO, Vaccinate Your Family (VYF), the National Association of School Nurses (NASN), and more. See the [readout from the roundtable](#).

International HPV Awareness Day: March 4th

AIM partnered with the International HPV Vaccination Roundtable to produce a video and social media toolkit to recognize both the progress we've made against HPV cancers and the work we still must do. The [HPV Awareness Day video](#) detailed the importance of HPV vaccination and featured pediatrician Dr. Nicole Baldwin, HPV cancer survivor Kimberly Williams, Gabrielle Union, and Dr. Sanjay Gupta. The [social media toolkit](#) (also published in Spanish) was intended to help share International HPV Awareness Day messages. This toolkit provided templates for

Facebook, Instagram, LinkedIn, and Twitter platforms. Messaging was encouraged to be shared in the weeks leading up to March 4, the day of, and the weeks following. AIM also conducted an internal social media campaign on LinkedIn and Twitter. See all HPV awareness day resources [here](#).

Preparedness Summit: Reimagining Preparedness in the Era of COVID-19 (April 4-7, 2022)

AIM participated in the 2022 Preparedness Summit, *Reimagining Preparedness in the Era of COVID-19*, which provided an opportunity for state, local, and national stakeholders including AIM, NACCHO, and ASTHO to reflect on lessons learned from current and previous responses, and highlight tools, resources, and learnings that we can apply into the future. AIM participated and presented at the summit on the value of technical assistance from national public health organizations. This presentation highlighted AIM's support for immunization programs throughout the COVID pandemic through our Member Assistance Program (MAP), partnerships, advocacy, and media impact.

Issue Brief: Potential Impact on Vaccine Policy by Ending the Federal Public Health Emergency Declarations

AIM authored an [issue brief](#) in March 2022 discussing the impact of the end of emergency declaration, including the end of the PREP act and federal authority for pharmacists to vaccinate, FEMA reimbursement for their COVID vaccination efforts, and certain Medicaid eligibility.

Position Statement: AIM Reaffirms Position on Pediatric COVID-19 Vaccination

AIM [reaffirmed the position](#) advanced by CDC that everyone ages 5 years and older get a COVID-19 vaccine to help protect against COVID-19. This recommendation was approved by CDC's independent ACIP in March 2022 and endorsed by leading medical associations including AAP.

AIM Public Comment on HHS Vaccines Federal Implementation Plan 2021-2025

On March 31, 2022, AIM provided comments on the Vaccines Federal Implementation Plan (VFIP). The VFIP is a companion document to the Vaccines National Strategic Plan 2021-2025 published in January 2021. This plan outlines the federal government's broad national vaccination goals and offers a framework to eliminate vaccine-preventable diseases through safe and effective vaccination over the lifespan, for both federal agencies and external partners. AIM provided comments on the value of communication and vaccine information dissemination, proper vaccine storage and handling, IIS/data sharing improvements, and partnerships built during the COVID-19 pandemic. Read [AIM's comment on the VFIP](#).

AIM Public Comment on The National Committee for Quality Assurance (NCQA) Adult Immunization Measure

The National Committee for Quality Assurance (NCQA) requested public comment on proposed new measures, changes to existing measures and proposed measure retirements for HEDIS MY 2023 in March 2022. HEDIS is a comprehensive set of standardized performance measures designed to provide purchasers and consumers with the information they need for reliable comparison of health plan performance. AIM provided [comment](#) on the [Proposed Changes to Existing Measure for HEDIS®1 Measurement Year \(MY\) 2023](#).

AIM Receives National Association of School Nurses Distinguished Service Award

AIM was honored to receive the 2022 Distinguished Service Award from the National Association of School Nurses (NASN). This award recognizes an organization or individual who

has continually supported or uniquely contributed to NASN, school nursing, or school health services nationally in at least the last five years. NASN recognized AIM for its support of school nurses, leaders in K-12 education, public health professionals, health care providers, and other stakeholders from the immunization community.

Reminder/Recall Postcard Campaigns

To help jurisdictions increase immunization rates, AIM coordinates reminder/recall postcard campaigns for children and/or adolescents due for vaccines. AIM's goal is to ease the burden on programs of getting reminder/recall postcards in caregivers' hands. In 2022, AIM has partnered with Wyoming, Nevada, Rhode Island, and Washington to conduct reminder/recall campaigns. In Wyoming, 9% of children received 4th dose DTaP during the 12 weeks after postcard mailing.

AIM Podcast Series: AIMing to Inform

AIM is developing a limited series podcast *AIMing to Inform* launching in July. This series of conversations with immunization managers hopes to motivate and inspire public sector leaders, while helping them feel supported in their role. These short episodes hosted by AIM's Policy Advisor Consultant produced to fit into the busy public health professional's life. Each episode will talk to immunization managers across the US to understand how they have overcome challenges and become a champion for vaccines.

Medicaid Memorandum of Understanding (MOU) Project

AIM is continuing a project that builds off of the work from 2021 on [Collaborating with Medicaid to Improve Vaccination Rates](#) to develop a guidance/tips for use in creating a model data sharing memorandum of understanding (MOU) to build partnerships between Medicaid and Immunization Programs. Additionally, AIM is building a repository of sample MOUs from States that share data between their Medicaid and Immunization programs that will be available to our members. AIM has convened a workgroup made of up partner organizations including (ASTHO, AIRA, NASHP, GWU, Immunize.org, National Association of Medicaid Directors) to inform the work.

HHS Region 6 Immunization Summit Meeting (April 29, 2022)

AIM presented on the Health and Human Services (HHS) Region 6 meeting in April 2022. This presentation was focused on the immunization program environment and life beyond COVID. Key considerations highlighted in the presentation as we move forward from the COVID pandemic include the transition from a federally purchased COVID vaccine to a privately purchased model, sustaining infrastructure gains, and the future of immunization programs.

CBO Webinar: Leveraging Immunization Manager and Community Based Organization Partnerships for COVID-19 and Beyond (February 24, 2022)

AIM participated in a joint webinar between the CDC Foundation's Community COVID Coalition and Vaccine Equity Cooperative focused continued partnerships between community-based organizations and immunization managers as crucial to shaping a more efficient, effective and equitable community response for the ongoing COVID pandemic and beyond. AIM's presentation provided an overview of the immunization environment, how to work with immunization programs, and the value of continue partnerships with community-based organizations and other community based groups.

AIM/NPHIC Webinar: Building a Dream Team - Navigating the Legislative Environment & Addressing Incorrect Vaccine Information

On February 28, 2022, AIM and the National Public Health Information Coalition (NPHIC) hosted a panel discussion on lessons learned throughout the pandemic for working together to communicate key health information. Immunization program manager and public information officer panelists shared insight about how health departments can strengthen partnerships between public information officers and communications staff and immunization program managers and their staff.

From Exhaustion to Resilience Webinars

AIM held the two-part webinar series focusing on addressing exhaustion and improving resilience in the workplace partnering with [The Leneker Team](#). Resilience in the workplace gives organizations the capacity to deal with stress while building adaptability to change. In these workshops, immunization program managers and staff explored the meaning of exhaustion and resilience, why it matters, and how exhaustion and resilience impact our wellbeing. Participants also built an individualized Resilience Plan.

NFID/AIM Webinar: Communications During a Pandemic - From 1918 to Present Times

In March 2022, AIM partnered with the National Foundation for Infectious Diseases (NFID) for an engaging online discussion on pandemic communications. NFID Medical Director William Schaffner, MD, moderated the webinar. The discussion featured Paul A. Offit, MD, director of the Vaccine Education Center and professor of pediatrics in the Division of Infectious Diseases at Children's Hospital of Philadelphia/FDA VRBPAC voting member, and Tim Stephens, author of One Day at a Time: Newspapers and the Great Influenza of 1918. The discussion explored the similarities and differences between the influenza pandemic of 1918 and the current COVID-19 pandemic. 450+ participants from local, state, and federal public health agencies as well as non-profits/other stakeholders participated in this webinar. View the webinar recording [here](#).

AIM VFC in Pharmacies Workgroup

In April 2022, AIM started a bi-weekly workgroup focused on pharmacy enrollment in the Vaccines for Children (VFC) program. With over 25 workgroup members, the goal of this group is to address issues related to enrolling pharmacies in VFC, and to hear from awardees/participants on experiences, challenges, thoughts, and recommendations.

AIM Health Equity Webinar: Promoting Health Equity for People with Disabilities

AIM held a webinar in April 2022 focused on how COVID-19 had disproportionately impacted people with disabilities. This webinar provided an introduction to the intersection of health equity and disability, an overview of common barriers for those with disabilities, and recommendations to improve health equity for this population. Speakers included Taye Hallock and Caitlin McKenney, from the Institute on Disabilities at Temple University, Pennsylvania's University Center of Excellence on Developmental Disabilities.

AIM/VBI Vaccines Webinar: PreHevbrio Hepatitis B Vaccine

On May 3, 2022, AIM members and program staff were joined by VBI Vaccines Chief Medical Officer, Francisco Diaz-Mitoma, MD, PhD, who discussed the recently approved and ACIP recommended Hepatitis B vaccine, PreHevbrio. During the [webinar](#), Dr. Diaz-Mitoma provided an overview of safety and immunogenicity data of the PreHevbrio 3-antigen Hepatitis B vaccine and answered questions from AIM members.

AIM/CDC Listening Session for Evaluating Impact of COVID-19 Supplemental Funds

AIM held a joint AIM-CDC listening session on evaluating the impact of COVID-19 supplemental funds in May 2022. Immunization program managers and staff identified priority topics for evaluation to showcase accomplishments achieved using COVID-19 supplemental funds, and to identify data gaps necessary for mapping program success.

Vaccine Dinner Club (March 2, 2022)

The Vaccine Dinner Club (VDC) exists to facilitate networking, dialogue, and collaboration between members of the large and growing community of researchers, clinicians, policy makers, communicators, and historians/journalists who are interested in vaccine need, history, policy, discovery, development, testing, and deployment. AIM presented at the Vaccine Dinner Club on March 2, 2022 on community issues associated with vaccine mandates, highlighting the value of school entry requirements and the potential impact of anti-mandate legislation for COVID vaccines on routine immunization school requirements.

RESOURCES

Legislative Season Resources and Immunization Program Policy Resource Guide

During the 2022 legislative season (approx. Jan-May), AIM has provided resources to help immunization program managers and staff navigate the legislative environment and communicate effectively with policy makers in their jurisdiction. AIM offers a [policy toolkit](#) designed to equip members and their staff with the tools and information necessary to engage with elected officials appropriately and effectively. In Spring 2022, AIM published an update to the [Immunization Program Policy Resource Guide](#) and continues to offer members new resources for testimony, tracking, and analysis. See [all AIM legislative resources](#):

- **Legislative Roundups:** These one-pagers provide an overview, analysis, and recommendations on currently moving or enacted legislation across our country from AIM's Policy Advisor Consultant.
- **Connecting the Dots:** [Connecting the Dots](#) is an all-inclusive guide designed to equip AIM members and their staff with the necessary tools and information to engage with elected officials appropriately during the legislative session.
- **Leg Tips in 2:** AIM's bi-weekly "Legislative Tips in Two Minutes" video series is a series of updates and tips from AIM's Policy Advisor Consultant. These short videos cover a range of topics including, legislative happenings, suggestions for outreach to policymakers, and more.
- **Policy Summaries:** Starting the February 2022, each week, AIM staff compile new and moving legislation in jurisdictions all over the country, tracking legislation that is enacted, proposed, gaining media attention, and more.
- **Consulting:** AIM offers one-on-one legislative consulting with AIM's Policy Advisor Consultant. Our policy consultation provides an opportunity for immunization program managers and staff to ask questions and receive advice on how to navigate tricky legislative environments in their jurisdiction.

Handout: How Can Faith Leaders and CBOs Support the COVID-19 Vaccination Effort?

AIM partnered with the National Public Health Information Coalition (NPHIC) to create handouts on how [community-based organizations](#) (CBOs) and [faith leaders](#) can help support the COVID-19 vaccination effort. As trusted leaders in their communities, CBOs and faith leaders are uniquely positioned to overcome vaccine hesitancy. These handouts (also offered in [Spanish](#))

offer tips on building vaccine confidence, improving vaccine access, and partnering with immunization programs or healthcare institutions to offer vaccine clinics.

Tips Sheet for Immunization Programs and PIOs on Working Together to Navigate the Legislative Session

AIM and the National Public Health Information Coalition (NPHIC) created a tip sheet to help immunization programs managers and public information officers collaborate effectively to navigate the legislative environment and address incorrect vaccine information. Access the [tip sheet](#).

AIM Quarterly Peek: Vaccine Catch-Up Edition

The Quarterly Peek is a quarterly newsletter published by AIM focused on hot topics in the immunization landscape. AIM's Volume IV of the Quarterly Peek Newsletter published in May 2022 focuses on the beginning stages of vaccine catch-up efforts in Nevada, Puerto Rico, Pennsylvania, Minnesota, and Kentucky and provides valuable vaccine catch-up resources. This Quarterly Peek highlights the creative partnerships and innovative methods jurisdictions utilize to begin campaigns to increase routine vaccination in their communities.

Additional AIM Resources (February 2022-June 2022)

- [Article: Supporting Immunization Programs to Address COVID-19 Vaccine Hesitancy: Recommendations for National and Community-Based Stakeholders](#)
- Blog Posts:
 - [How Valuing the Public Health Workforce Impacts COVID-19 Vaccine Hesitancy](#)
 - [How Data Gaps Impact COVID-19 Vaccine Hesitancy](#)
 - [Priorities and Policy Levers to Support School-Located Vaccination \(Health Affairs Forefront\)](#)
 - [School Nurses Promote Vaccine Confidence](#)
- [Tip Sheet: How Can Reminder/Recall Improve COVID-19 Vaccination Rates?](#)