



Association of  
Immunization  
Managers

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**CONTACT: TESSA ATKINSON-ADAMS**

**Association of Immunization Managers**

[tatkinsonadams@immunizationmanagers.org](mailto:tatkinsonadams@immunizationmanagers.org)

**Association of Immunization Managers Announces the 2023 Bull's-Eye Award Winners**

**[ROCKVILLE, MD] – December 1, 2023** – The 2023 Association of Immunization Managers (AIM) Bull's-Eye Award recipients are the **North Dakota Department of Health & Human Services Immunization Unit** for their initiative *North Dakota Pharmacy Collaboration to Improve Vaccine Administration*; and the **Washington State Department of Health** for their initiatives *Power of Providers (POP) Initiative* and *WeConsider & Here for Us*.

The AIM Bull's-Eye Award for Innovation and Excellence in Immunization is presented annually to three state, territorial, or urban area immunization programs (awardees) in recognition of an outstanding immunization initiative. The award celebrates immunization programs' strategic initiatives that "hit their mark," achieving goals and increasing awareness by encouraging replication in other programs.

Highlights from the 2023 winning immunization programs:

- The North Dakota Department of Health & Human Services Immunization Unit's initiative collaborated with a local pharmacy chain to establish a process for a pharmacy to search the Immunization Information System (IIS) for their patient's immunization histories, then easily upload the information into the pharmacy's system. Pharmacy staff can now easily view their patients' immunization needs all in one spot.
- The Washington State Department of Health's *Power of Providers (POP) Initiative* reduced vaccination rate disparities and ensured community health and safety by establishing partnerships with trusted healthcare professionals across all state regions. The initiative facilitated COVID-19 vaccine conversations with vaccinating and non-vaccinating providers, particularly among populations with low vaccination rates. The strategy also incorporated healthcare providers' feedback to optimize the department's policies and programs.
- The Washington State Department of Health's initiative *WeConsider & Here for Us* encouraged the state's Black and African American community members to get the COVID-19 vaccine. The initiative's goals also included closing the vaccination rate gap between this community and all adults in Washington and testing a community-centered approach to campaign development and implementation.

AIM is also pleased to recognize three initiatives with an honorable mention for demonstrating innovation and creativity: the Pennsylvania Immunization Program for their initiative *Need-based Criteria for Non-traditional VFC Provider Enrollment*; Vermont Department of Health, Immunization Program for their initiative on *Adult Immunization QI*; and the Washington State Department of Health for their initiative *WAIS Change: HPV at Nine*.

Highlights from the 2023 honorable mentions:

- The Pennsylvania Immunization Program's initiative utilized non-traditional providers, such as pharmacies, by allowing them to go into underserved areas to help meet the immunization needs of those areas. With the new providers in high-need areas, the program was able to provide Vaccines for Children (VFC) to a population who otherwise would likely not have been able to take advantage of this program and its services.
- The Vermont Department of Health Immunization Program initiative's goal was to increase adult immunization quality improvement engagement with family practice providers. Within the first year, the objective was for 100% of family practices that participate in the Immunization Quality Improvement for Providers (IQIP) program to have adult coverage incorporated into their IQIP cycle.
- The Washington State Department of Health's initiative *WAIS Change: HPV at Nine* increased HPV vaccinations among adolescents, helping to prevent cancers caused by HPV. The department of health educated and encouraged providers to routinely start HPV vaccination at age nine, and monitored vaccination coverage by age, with plans to publicly post HPV vaccination initiation and completion rates for children 9-10 annually starting in 2024.

"AIM is proud of the incredible accomplishments of the North Dakota and Washington immunization programs. Congratulations to these recipients of the 2023 AIM Bull's-Eye Award, your work is truly inspiring! This year's applications were competitive, and we also want to recognize the hard work of the honorable mentions, initiatives from Pennsylvania, Vermont, and Washington." said AIM Executive Director Claire Hannan.

Visit the [AIM website](#) for additional information regarding the Bull's-Eye Award and the innovative initiatives of immunization programs.

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#### **About Association of Immunization Managers:**

The Association of Immunization Managers (AIM) is a nonprofit membership association comprised of the directors of the 64 federally funded state, territorial, and local public health immunization programs. AIM is dedicated to working with its partners nationwide to reduce, eliminate, or eradicate vaccine-preventable diseases. AIM also works to ensure the success of its members by providing support in their programming interests. Since 1999, AIM has enabled collaboration among immunization managers to effectively control vaccine-preventable diseases and improve immunization coverage in the United States. For more information on AIM, please visit [www.immunizationmanagers.org/](http://www.immunizationmanagers.org/)