



Association of
Immunization
Managers

AIM BULL'S-EYE AWARD FOR INNOVATION AND EXCELLENCE IN IMMUNIZATION *2025 Nomination Process*

The AIM Bull's-Eye Award for Innovation and Excellence in Immunization is presented to state, territorial, or local immunization programs (National Center for Immunization and Respiratory Diseases (NCIRD) awardees) in recognition of outstanding immunization initiatives. Only nominations received from **one of the 64 city, state, or territorial immunization programs directly funded by the Centers for Disease Control and Prevention, NCIRD** will be considered. The 50 states, the District of Columbia, American Samoa, Guam, the Republic of Marshall Islands, Micronesia, the Northern Mariana Islands, Palau, Puerto Rico, the Virgin Islands, Chicago, New York City, Houston, San Antonio, and Philadelphia will be considered.

The award recognizes immunization strategies that "hit their mark," achieving goals and increasing awareness by encouraging replication in other programs. **Only those initiatives that are currently ongoing or those that concluded between January 2023 and the end of the nomination period are eligible for the Bull's-Eye Award.** Three Bull's-Eye Awards will be selected and will be presented at the AIM Leadership in Action Conference (December 2025, Palm Springs, CA). The three programs awarded with the Bull's-Eye Award will be notified in advance and will be invited to give a short presentation to the AIM membership at the 2025 Leadership in Action Conference.

****PLEASE NOTE:** The 64 federal immunization awardees are eligible to nominate themselves or others for a Bull's-Eye Award. All nominations must be NCIRD awardees. Programs may submit multiple initiatives; however, they may **identify a maximum of THREE initiatives for consideration for the Bull's-Eye Award.** Note that only one Bull's-Eye Award may be won per program.

SUBMISSION PROCESS FOR BULL'S-EYE AWARD

- To nominate a program, submitters must [complete the 2025 Bull's-Eye Program Practices Submission Form](#).
- Each submission cannot exceed three pages.
- Each of the *Submission Components* on the submission form must be addressed.

- Only those initiatives that are currently ongoing or those that concluded between January 2023 and the end of the nomination period are eligible for the Bull's-Eye Award.
- Submissions must demonstrate effectiveness of the initiative (either with evaluation data, including preliminary results, or by showing other means of assessing and interpreting effectiveness, such as observations or estimations).
- All submissions (regardless of whether they are selected as Bull's-Eye winners) will be entered into the publicly accessible AIM Program Practice Database.

SUBMISSION LENGTH

Brevity is key! The intent and expectation are not for programs to write a lengthy description about the activity, but rather to provide a brief "snapshot" of the activity. Utilizing the submission form, please keep submissions to three pages or less.

SUBMISSION COMPONENTS

Please see the [2025 Bull's-Eye Program Practices Submission Form](#) document for more information on the submission components.

REVIEW PROCESS FOR BULL'S EYE AWARD

A review committee comprised of mainly AIM members who did not submit an initiative and select AIM staff will score the submissions.

The submission components (listed below) on the AIM Bull's-Eye Award submission form will be scored as follows:

- Background: 5 points
- Description: 5 points
- Effectiveness: 20 points
- Conclusions/Lessons learned: 10 points
- Potential for replication: 20 points
- Innovation: 40 points

NOMINATION DEADLINE

To be considered for the 2025 Bull's-Eye Award, submissions must be received by 11:59 pm EST on **Friday, August 15, 2025**. Please email the completed AIM Program Practice Submission form and any accompanying materials to Mikaela Mendoza Pereira at mpereira@immunizationmanagers.org and include "Bull's-Eye Award Submission" in the subject line.

NOTIFICATION

All those submitting for the Bull's-Eye Award will be notified of their status in October 2025. The three programs awarded with the Bull's-Eye Award will be invited to give a short presentation to the AIM membership at the Leadership in Action Conference in Palm Springs, CA, in December 2025.

QUESTIONS

Please direct any questions about the Bull's-Eye Award submission process to Mikaela Mendoza Pereira at mpereira@immunizationmanagers.org.