



Association of
Immunization
Managers

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Association of Immunization Managers Announces the 2025 Bull's-Eye Award Winners

[ROCKVILLE, MD] – December 4, 2025 – The three 2025 Association of Immunization Managers (AIM) Bull's-Eye Award recipients and winning immunization initiatives are:

- **Maine Department of Health and Human Services**, *Docket for Schools*
- **Washington State Department of Health Office of Immunizations**, *The HPV @ 9 Quality Improvement (QI) Project*
- **Minnesota Department of Health**, *Becoming a Vaccine Advocate Training Program*

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. This year's Bull's-Eye Award winners will present their initiatives at the 2025 AIM Leadership in Action Conference in Palm Springs, CA.

The winners for this year's award were chosen by a committee of their peers. Highlights from the 2025 winning immunization programs include:

- The Maine immunization program's (MIP) initiative included partnering with Docket to develop and implement a state-wide uniform mechanism for tracking school immunization compliance. This partnership allowed for year-round visibility of vaccine and exemption rates for all Maine schools (pre-K through twelfth grade) by both MIP and the Maine Department of Education (DOE).
- The Washington Department of Health Office of Immunization's initiative contracted with the WA Chapter American Academy of Pediatrics (AAP) (WCAAP) to conduct a quality improvement program with several cohorts aimed at increasing HPV vaccination rates among pre-teens by initiating at age 9. This approach aligns with guidelines endorsed by leading health organizations and demonstrated that initiating HPV vaccination at age 9 is both feasible and impactful.
- The Minnesota Department of Health's initiative identified the importance of creatively addressing the consistent flow of vaccine misinformation which has led to vaccine hesitancy. A vaccine advocate training was created and piloted and modeled after Voices for Vaccines' Trusted Messenger training grounded in

motivational interviewing in October 2024. The training was well received, and they have since implemented this type of training with the Minnesota Department of Education's School Cultural Liaisons and Help Me Grow Parent Navigators.

For more information on the AIM Bull's-Eye Award and the 2025 winners, please visit the [AIM Awards page](#). AIM would also like to recognize Rhode Island and Washington for receiving honorable mentions for the Bull's-Eye Award and thank them for sharing the promising initiatives in their jurisdictions. Visit the [AIM Program Practice Database](#) to view more innovative initiatives of immunization programs.

"AIM is proud of the incredible work done by the Maine, Washington, and Minnesota immunization programs. There were many outstanding submissions this year, and we're so inspired by the work being accomplished by our members. Congratulations to the recipients of the 2025 AIM Bull's-Eye Award. We look forward to watching these initiatives continue to flourish and increase vaccine access and coverage rates," said AIM Executive Director Claire Hannan.

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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 66 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/.