



## ASSOCIATION OF IMMUNIZATION MANAGERS

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### **Association of Immunization Managers Announces the 2013 Bulls-Eye Award Winners**

**Rockville, MD, March 12, 2014** – The Association of Immunization Managers (AIM) representing the 64 federally funded state, territorial and large urban area immunization programs, announces the winners of its annual Bull's-Eye Awards. The AIM Bull's-Eye Award for Innovation and Excellence in Immunization recognizes three immunization strategies that hit their mark and increase the awareness of successful immunization initiatives by encouraging replication in other programs. Recipients of the AIM Bull's-Eye Award are federally funded immunization awardee project areas that may be conducted in concert with other partners.

#### **The 2013 winners of the Bull's-Eye Awards are the Tennessee, California, and Minnesota Immunization Programs.**

The Tennessee Immunization Program developed the *Tennessee Immunization Program Immunization Certificate Validation Tool (ICVT)* to validate completion of school entry requirements without requiring a physician signature.

The California Department of Health, Immunization Program developed its own custom training for Vaccines for Children (VFC) physicians and their medical assistants to meet new federal requirements for vaccine storage and handling.

The Minnesota Department of Health Diverse Media Project used print, online and radio media to target Minnesota's diverse populations with culturally appropriate health messages and ads on influenza, hepatitis B, measles, international travel, pertussis/Tdap, and infant, adolescent and adult immunizations.

AIM congratulates the 2013 Bull's-Eye Award winners for their innovative efforts and for achieving excellence in immunization through innovation. Each of the winners will present on their initiatives at the next Program Managers meeting.

The Bull's-Eye Award is not only an honor to winners but also an inspiration to programs across the country. AIM is pleased to recognize success and encourages replication through the Bull's-Eye Awards. Visit the AIM website at <http://www.immunizationmanagers.org/?page=BullsEyeAwar2013> to read more about the innovative strategies from this year's winners and nominees: Arkansas, California, Colorado, Minnesota, Tennessee, Texas, Washington and Oregon.

The Association of Immunization Managers is non-profit membership organization comprised of the 64 state, territorial and urban area immunization programs which receive federal funding for immunization through the Section 317 program. AIM is dedicated to enabling immunization program managers to work together and with federal, state, and local partners to effectively prevent and control vaccine-preventable diseases. [www.immunizationmanagers.org](http://www.immunizationmanagers.org)