The 2013 Bull’s-Eye Award for Innovation and Excellence in Immunization

**Purpose:** The AIM Bull’s-Eye Award for Innovation and Excellence in Immunization is presented to a state, territorial or local (awardee) immunization program in recognition of an outstanding immunization initiative. The award recognizes immunization strategies that hit their mark and increase the awareness of successful immunization initiatives by encouraging replication in other programs. Three Bull’s-Eye Awards will be presented annually at the Immunization Program Managers meeting.

**Eligible Candidates:** Recipients of the AIM Bull’s-Eye Award must be one of the 64 federally funded immunization awardee project areas, although the winning effort may be conducted in concert with other partners. A single project area may not receive more than one of the three awards in a particular year.

Award winners will be asked to give a presentation about their winning initiatives at the Program Managers meeting held in November 2013 in Atlanta.

**Selection Criteria:** Nominees will be judged based on their achievement in these areas:

**Background Description (10 points)**

A. **Brief Background** on the immunization issues or problems addressed.
B. **Goal/major purpose** of the program/initiative.
C. **Target population** or audience.
D. **Annual budget and funding sources.**
E. **Timing** of the program/initiative.

**Justification (90 points)**

F. **Innovation** (40 points)
   In what way is the project especially innovative? How is this project different from projects with a similar intent? What obstacles were overcome to implement this project?

G. **Effectiveness** (30 points)
   Does the project achieve its stated goals? What makes this program effective? Is there data to support this conclusion? How is the program evaluated?

H. **Potential for replication** (20 points)
   How can the program be replicated in other immunization programs? What limitations/obstacles might other programs encounter if they replicated the project?

**Nomination Procedures:** All submissions must be emailed to awards@immunizationmanagers.org by September 26, 2013 utilizing the format detailed on the 2013 AIM Bull’s-Eye Award Nomination Form.

**Selection Procedures:** Nominations will be reviewed and a final selection made by the AIM Bull’s-Eye Award Selection Committee. The selection committee will consist of: members of the AIM Nominations/Award/Membership Committee, a program manager representing the AIM general membership, a member of the AIM Executive Committee, a representative of CDC/NCIRD, and a representative of the Association of State and Territorial Health Officials (ASTHO).

**Award Announcement:** The three recipients of the AIM Bull’s-Eye Award will be notified via phone call and/or email by October 7, 2013 in order to allow time for them to prepare their presentations for the Program Managers meeting. The recipients will receive a plaque at the Program Managers meeting and a $100 gift card.

**For more information:** Contact Helen Fox Fields at hfields@immunizationmanagers.org or (301) 424-6080.