



I Raise the Rates! October Edition

In this edition of I Raise the Rates (IRtR), you will find a variety of new resources from several public health partners, educational opportunities, and a brief selection of popular media articles related to immunization.

Updates from the American College of Physicians (ACP)

Opportunity to Participate in ACP Quality Improvement Initiative to Increase Adult Influenza Immunization Rates



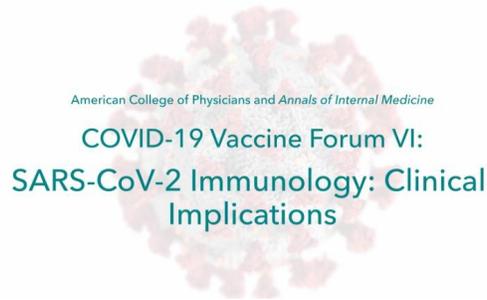
[APPLY NOW](#) Opportunity to participate in ACP Quality Improvement Initiative to Increase Adult Influenza Immunization Rates. ACP is recruiting internal medicine and subspecialty practices and residency programs to participate in the *I Raise the Rates* quality improvement programs to increase influenza and adult immunization rates. [ACP's I Raise the Rates program](#), which is supported by funding from the CDC, Merck, and GSK, provides QI education and virtual coaching support from ACP Advance expert coaches to support increased adult immunization coverage.

The program also offers access to a virtual learning community, tailored educational offerings, and the opportunity to earn more than 54 CME and ABIM MOC credits for program participants. Onboarding is underway so act now! Opportunity is limited, applicants will be considered on a first come, first served basis.

Please click the "Learn More" button below to view the recruitment flyer for more information about participation benefits and requirements as well as the application link.

Learn More

COVID Forum VI: SARS-CoV-2 Immunology: Clinical Implications



ACP and *Annals of Internal Medicine* hosted COVID-19 Forum VI: SARS-CoV-2 Immunology: Clinical Implications on Friday, October 8th. The sixth edition of the forum series featured expert panelists discussing the clinical implications of the immunology of SARS-CoV-2, the COVID-19 vaccines, including the status of booster doses, and the efficacy of vaccination in various groups.

Panelists Included:

- Deborah Cotton, MD, MPH, Deputy Editor of *Annals of Internal Medicine*
- John R. Mascola, MD; Director of Vaccine Research Center (VRC) at National Institute of Allergy and Infectious Diseases, National Institutes of Health
- Camille N. Kotton, MD, Clinical Director of Transplant and Immunocompromised Host Infectious Diseases at Massachusetts General Hospital, and Harvard Medical School Associate Professor
- The full recording of the forum is available for [replay](#) and is published in *Annals of Internal Medicine* along with commentary by Christine Laine, MD, MPH, ACP senior vice president, and editor-in-chief, *Annals of Internal Medicine*.

Watch The Panel In It's Entirety Here

ACP & YouTube Partnering On Educational Content to Counter Misinformation Around COVID-19 Treatment and Vaccines



ACP is partnering with YouTube to create new educational content to help combat health misinformation about the COVID-19 virus, vaccination, and treatments. The videos will focus on communication strategies for clinicians as well as providing proactive, trusted information in the clinicians' voice.

ACP will provide resources in English and Spanish for physicians on how to assess and address medical misinformation through a series of videos to proactively share evidence-based strategies to offer credible information about vaccines for clinicians and the public. In addition, ACP is developing video content for the public to answer their questions about vaccines with trusted information from physicians. The videos will also highlight the challenges around misinformation and focus on where to go for credible medical information.

ACP has expressed its concern about the spread of misinformation about the COVID-19 virus, vaccination and treatments, and its detrimental impact on public health. ACP strongly supports the use of science and scientific expertise, based on the best available evidence, in the fight against COVID-19. The spread of [inaccurate and incorrect information](#) about COVID-19 hinders our ability to mitigate the spread of the virus and combat the global public health crisis

[Learn More](#)

Upcoming Webinar: NCIRD Influenza Update



Upcoming Webinar: The National Center for Immunization and Respiratory Disease (NCIRD) presents Current Issues in Immunization Webinar on November 3, 2021, 12 PM - 1 PM EST.

Registration will not be needed for this event. Participants can join directly at: <https://cdcizlearn.adobeconnect.com/ciiv>.

Topic: Influenza Update 2021-2022

Moderator: Andrew Kroger, MD, MPH, Medical Officer, Communications and Education Branch, Immunization Services Division, NCIRD, CDC

Speaker: Lisa Grohskopf, MD, MPH, Medical Officer, Influenza Division, NCIRD, CDC

[Join the Webinar Directly by Clicking Here](#)

Getting through COVID-19: Physician Well-Being



A new *Annals of Internal Medicine* Ideas and Opinions article titled “Getting Through COVID-19: Keeping Clinicians in the Workforce,” authored by ACP leaders, Darilyn Moyer, MD, FACP, FRCP, FIDSA; Eileen Barrett, MD, MPH, MACP, Susan Thompson Hingle, MD, MACP; and Cynthia D. Smith, MD, FACP, focuses on ways to support the well-being of physicians in the COVID-19 environment.

[Access the Full Article Here](#)

Featured Articles and Resources

What Are ‘Escape Variants,’ and How Are Vaccine Producers Preparing for Them?



Leading COVID-19 vaccine companies are working relentlessly to prepare for the possible emergence of more virulent SARS-CoV-2 variants.

A recent *Nature* Trusted Source news article Trusted Source reports that AstraZeneca, Moderna, and Pfizer are updating their vaccines and running human trials to stay ahead of potential escape variants.

Escape variants are variants with the ability to evade the immunity that people acquire through vaccines and previous infections. Scientists have not identified any escape variants yet.

The manufacturers are also coordinating with regulators and streamlining internal workflows for faster deployment of vaccines if necessary.

In an August 2021 podcast that the Infectious Diseases Society of America hosted, Walter Orenstein, M.D., discussed how vaccines work. He is a professor and associate director of the Emory Vaccine Center in Atlanta.

[Read More](#)

Updated Toolkit: COVID-19 Booster Dose Messaging and Outreach Tools

Public Health Communications COLLABORATIVE

Millions of Americans are now eligible to get a COVID-19 booster dose. The following communications resources — including topline talking points, answers to tough questions, sample social media posts, and graphics — can help you answer questions about COVID-19 vaccine booster doses and support your local vaccination outreach.

[Access the Toolkit Here](#)

Study: Chatbot for Addressing COVID-19 Vaccine Hesitancy



What if a few minutes of interaction with a chatbot could effectively address vaccine concerns? In an article published in the *Journal of Experimental Psychology*, researchers from the CNRS, INSERM, and ENS-PSL show that such an interface is indeed capable of swaying the vaccine-hesitant.

Vaccine hesitancy is one of the major challenges in containing the COVID-19 pandemic. Previous studies have revealed that mass communication—through short messages relayed by television or radio—is not a very effective means of persuading the hesitant. In contrast, discussing your particular concerns with an expert whom you trust can be more persuasive, but having a face-to-face talk with every vaccine-hesitant individual is impractical.

[Read More](#)