



INNOVATION CHALLENGE

A #GetVaccinated Competition

PARTICIPATION TERMS & CONDITIONS

OVERVIEW

The Innovation Challenge is a new competition, launched by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL), as part of its #GetVaccinated initiative supported by Moderna, to encourage long term care providers to develop creative, effective, and impactful vaccination education campaigns within their facilities and communities to help overcome vaccine hesitancy.

Providers are invited to implement an innovative campaign during vaccination season (fall-winter months) that promotes respiratory vaccinations among their residents, staff, and even the broader community. Campaigns should demonstrate creativity, measurable impact, and the ability to educate and inspire vaccine confidence.

Participants will submit their campaign materials and outcomes for review by a panel of judges. The selected winner will receive a grand prize of \$10,000 and be invited to present their campaign during AHCA/NCAL's Quality Summit in May 2027.

ELIGIBILITY

- ▶ Open to all AHCA/NCAL member facilities in good standing.
- ▶ Individual facilities or multi-facility organizations may participate. Multi-facility organizations must submit one campaign per participating location.
- ▶ Campaigns must be implemented during the 2026-2027 respiratory vaccination season.
- ▶ There is no cost to participate.



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SUBMISSION REQUIREMENTS

Each submission should include:

1 CAMPAIGN OVERVIEW

A written summary (2 pages maximum) describing:

- ▶ Setting description
- ▶ Target audience(s)
- ▶ Campaign timeline
- ▶ Innovative approach/tactics used
- ▶ Leadership involvement
- ▶ Challenge(s) addressed (*examples include vaccine hesitancy among staff and/or residents, workflow challenges, staffing capacity, vaccine supply/access*)
- ▶ Lessons learned

2 RESULTS

To demonstrate the effectiveness of your campaign, please report on the outcomes below. Facilities or organizations must demonstrate either an improvement in rates from the previous vaccination season, or consistently high vaccination rates.

Vaccination Rates

Select **at least three** of the following measures to report with both current and last season's rates for comparison.

	Current Rates (at the time of submission, but no later than December 31, 2026)	Last Season Rates (as of December 31, 2025)
Percentage of residents with up-to-date COVID-19 vaccinations		
Percentage of staff with up-to-date COVID-19 vaccinations		
Percentage of residents with up-to-date influenza vaccinations		
Percentage of staff with up-to-date influenza vaccinations		
Percentage of residents with up-to-date RSV vaccinations		

Note: the definition of staff is consistent with the CDC's definition for healthcare personnel in reporting COVID-19 and influenza vaccination rates. [Learn more](#)

Include a brief description (no more than one-half page) describing your results and any factors that contributed to your success.



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SUBMISSION REQUIREMENTS cont.

3 DESCRIPTION OF CAMPAIGN COMPONENTS

Organizations must submit their campaign in **one of the following formats**:

I. **Campaign Materials Submission:** Submit supporting materials that illustrate your campaign. Devote approximately one-half page description to each component.

OR

II. **Video Submission:** Submit a 3–5 minute video highlighting your campaign, its implementation, and its impact. The video should showcase the key components of your campaign and may include photos, interviews, testimonials, or examples of campaign activities.

Regardless of the submission format, organizations should describe and/or illustrate a **minimum of three (3) and a maximum of eight (8) campaign components**. Campaign components may include, but are not limited to:

- ▶ Social media posts
- ▶ Videos or multimedia content
- ▶ Printed educational or promotional materials (flyers, posters)
- ▶ Staff education and training initiatives
- ▶ Resident and family education or communications
- ▶ News articles supporting or promoting your campaign
- ▶ Community outreach activities or partnerships
- ▶ Vaccination clinics, events, or promotional activities
- ▶ Creative incentives or engagement strategies
- ▶ Leadership actions that foster a culture of vaccine confidence and resident safety
- ▶ Policy or workflow changes that support vaccination efforts
- ▶ Other innovative or original campaign components

OTHER SUBMISSION REQUIREMENTS

- ▶ Entrants are responsible for ensuring that all information provided in connection with their submission is complete, accurate, and truthful. AHCA/NCAL reserves the right to verify the information provided and may request supporting documentation.
- ▶ Entrants may use artificial intelligence (“AI”) or other technology-assisted tools to support the development of their submission, provided that:
 - ▶ The submission is original and has not been copied from another source or infringes upon the intellectual property rights of any third party.
 - ▶ Campaign components were used during the facility/organization’s vaccination campaign. Materials created using AI solely for the purpose of this submission, and not implemented during the campaign, are not eligible.
- ▶ If a submission includes photographs, videos, datasets, logos, trademarks, music, or other third-party materials, the entrant must have obtained all necessary permissions, licenses, or releases before submission. AHCA/NCAL may require proof of such permissions.

JUDGING CRITERIA

Submissions will be evaluated based on:

Category	Points	Description
Innovation & Creativity	30	<i>Demonstrates an original, creative, and engaging approach to promoting vaccine confidence and increasing vaccination uptake.</i>
Educational Impact	20	<i>Effectively educates residents, staff, families, or the community by providing clear, accurate, and meaningful vaccination information.</i>
Results	20	<i>Demonstrates measurable outcomes and evidence that the campaign achieved its intended goals.</i>
Engagement	20	<i>Successfully engages residents, staff, families, and/or the broader community through participation, collaboration, or outreach efforts.</i>
Replicability	10	<i>Presents strategies that are practical, sustainable, and could be adapted or implemented by other long term care providers.</i>

Total Possible Points: **100**

WINNER SELECTION

A panel of judges, drawn from AHCA/NCAL membership and other professional organizations with expertise in infection prevention and control, will evaluate all eligible submissions. AHCA/NCAL also reserves the right to review a facility or organization's publicly available data, survey records, and other information.

The selected winner will have the opportunity to:

- ▶ Present their campaign during Quality Summit.
- ▶ Recognition at Quality Summit
- ▶ Share lessons learned and best practices with fellow providers.
- ▶ Be featured in AHCA/NCAL communications and promotional materials.

Thanks to a 2026 grant from Moderna supporting AHCA/NCAL's #GetVaccinated campaign, the selected winner will be granted a **\$10,000 Innovation Prize** to support future vaccination efforts.

The winning organization will receive complimentary registration to AHCA/NCAL's 2027 Quality Summit and up to **\$5,000** in travel reimbursement for up to two facility/organization representatives. Travel reimbursements will follow AHCA/NCAL travel policies and will be paid after submission of required documentation.



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TIMELINE

- ▶ Competition Opens: **September 2, 2026**
- ▶ Vaccination Campaign Implementation Period: **September 2026-December 2026**
- ▶ Submission Deadline: **February 1, 2027**
- ▶ Selected Winner: **March 2027**
- ▶ Quality Summit: **May 3-5, 2027**

SUBMISSION INSTRUCTIONS

- 1 Go to: <https://nominate.ahcancal.org>
- 2 Click “Begin Application” and log in using your AHCA/NCAL website credentials.
- 3 Under the “My Programs” dropdown, select Innovation Challenge and click “Create.”
- 4 Fill out the application and submit.

Questions? Email COVID19@ahca.org.