# Communicate with Confidence

**Talking with Patients about Vaccines**



**COVID-19 VACCINES**

[**MDPH:** *COVID-19 Vaccine Equity Initiative: Communications materials*](https://www.mass.gov/info-details/covid-19-vaccine-equity-initiative-communications-materials)

[*COVID-19 Vaccine Equity Initiative Weekly Highlights*](https://www.mass.gov/info-details/covid-19-vaccine-equity-initiative-highlights)

[**CDC:** *Vaccinate with Confidence – Strategy to Reinforce Confidence in COVID-91 Vaccines.*](https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html)

**[CDC](https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html)**[:](https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html) *[COVID-19 Vaccination Communication Toolkit](https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html)*

FAQs, Social Media, Posters, Stickers, Videos  
 [**CDC**: *Talking to Recipients about COVID-19 Vaccination*](https://www.cdc.gov/vaccines/covid-19/hcp/index.html)  
 Making A Strong Recommendation, Answering Questions,

Understanding and Explaining the mRNA COVID-19 Vaccines



**VACCINE CONVERSATIONS**

[**CDC**: *Vaccine Hesitancy or Refusal*](https://www.cdc.gov/vaccines/howirecommend/index.html) **-** Short videos with providers’ stories on how they handled their patients’ vaccine concerns.

[**CDC**: *Talking with Parents about Vaccines*](https://www.cdc.gov/vaccines/hcp/conversations/conv-materials.html)Conversational techniques for discussions with parents.

[**CDC TRAIN**: *Immunization and Effective Communication*](https://www.train.org/main/training_plan/4098) *-* Webinars on effective communication techniques - how to make strong vaccine recommendations and referrals and address common questions (register for a free account to access the webinars).

[**CDC**: *Preparing for questions from parents about vaccines*](https://www.cdc.gov/vaccines/hcp/conversations/preparing-for-parent-vaccine-questions.html)[Answering common questions on the vaccine schedule,](https://www.cdc.gov/vaccines/hcp/conversations/preparing-for-parent-vaccine-questions.html) [safety, and potential side effects.](https://www.cdc.gov/vaccines/hcp/conversations/preparing-for-parent-vaccine-questions.html)

[**AAP**: *Communicating with vaccine hesitant families*](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/vaccine-hesitant-parents.aspx)[Evidence-based strategies on communicating about vaccine](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/vaccine-hesitant-parents.aspx) hesitancy, plus [case studies](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/CaseStudies.aspx) and a free training course.

[**Immunize.org:** *Responding to parent’s questions about vaccines*](https://www.immunize.org/talking-about-vaccines/responding-to-parents.asp)- Videos and PPTs to guide discussions with patients and parents (from IAC, CDC, Vaccine Education Center, and AAP).

[**Harvard School of Public Health***: Trust in Vaccines*](https://theforum.sph.harvard.edu/events/trust-in-vaccines/) – Why it matters video.

### [WithinReach: *Talking about Vaccines*](https://immunitycommunitywa.org/talking-about-vaccines/) - How to have vaccine conversations, including keystone statements, effective messaging, and the HEART and [*Ask Advise Acknowledge method*](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf) Al Jazeera: the [*“cure” for vaccine skepticism*](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DA9wqFuHX6c0&data=04%7C01%7Ccmcreynolds%40mms.org%7C7cb10d90cfbc45dc47e808d9665650e7%7C458a53272e354039ab37680f1f49c047%7C0%7C0%7C637653343944704602%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=pq2L6nRqnjvbUeBLuuSLSbRABluo8pPJHmpl9AXDt1U%3D&reserved=0) A 25-minute video on the spread of vaccine misinformation and how to combat it

[](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)**[ARTICLES](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)**

[*[Communicating with parents about vaccination](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)*](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3480952/) [- An examination of common parental perceptions of vaccination and an evidence-based framework to help providers communicate with parents.](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)

[This](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf) [*[American Sociological Association article](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)*](https://journals.sagepub.com/doi/pdf/10.1177/1536504218792524)[provides context into vaccination decisions among common vaccine- hesitant populations.](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf) [*[Confidence about Vaccines in the United States](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)*](https://www.healthaffairs.org/doi/10.1377/hlthaff.2011.0396)[-Parent perceptions regarding vaccines and commonly reported vaccine concerns.](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)

[*[Principal Controversies in Vaccine Safety in the United States](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)*](https://watermark.silverchair.com/ciz135.pdf?token=AQECAHi208BE49Ooan9kkhW_Ercy7Dm3ZL_9Cf3qfKAc485ysgAAApwwggKYBgkqhkiG9w0BBwagggKJMIIChQIBADCCAn4GCSqGSIb3DQEHATAeBglghkgBZQMEAS4wEQQMbl47ztreE66LqE8rAgEQgIICT9Gn22VPg77kKDbKfyfg8pbHoPNFPogaXaVKDn4XqolZMPpKe5L1nGJxU5Eogt9SwNhLgKkXF9g1hsoox38KbqlTfc0jHRUC4gQpgPfpumrPrz8QYyNKp_PZbzTyKC8NSMr7nNbkOJGzsePQ3zADFBaXGqvL18fi-SjOiXx1O9k4dtNcpcZTfMZUwmyO32kEMOC-bBDoiQQQ8FOrN--rIMAXSw5ZywG6AFfotzC0NJxC9iL29b-4gV7M3EukjowcLugd2zmJpcGQcKc64JWE9yFeqOv9zxHNKyhEhft9PqFOgdaAzbppDS97f8MDxCTimo26GZGxbA06ylZnrCYo4HCJYwEjPkgaDkOhIX2A7mlDyjP7rYq7ROnAYItTK7yLqlpVGNvCqexpb5e2kGDDYPjdgWLS-f8JklTMwkMWyCl0eFi4ArO6eeg_cvtEWMmmMzwO7Y3iAJpO05NRy0cGTnR_Hdk90khRvRkBj9wSwwV65OHWrY98QW6bcqP5RlKag3yq7maPV6ialrPaUbhRlqy6oHSJR5lQWU5y_RFnzgenuh0KLeFUaWu16YkqMI3tUs-umXc5nC6GKcwEoFQxceIjY1XdQEZi03ugk1Nimj-Iwq7nFhMjN946S8FEQB24lJL6YW1roUkDpOERYHysr2sysUvm4QxmGvQyuQiAZkvwhxfVBSV9BRhzKQEwEjXLIQlH0ivNOPj4B2--1OnYD9bRmbG-lEhO9P9ZtEacZbeIpE6_KZ7vPFojq3oSCjm6xYCCXVfUKTqYER0sHNmjbw)[*[The Architecture of Provider Parent Vaccine Discussions:](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)*](https://pediatrics.aappublications.org/content/pediatrics/132/6/1037.full.pdf) [Provider-parent vaccine communication techniques and their effectiveness.](https://immunitycommunitywa.org/wp-content/uploads/2017/08/a-guide-to-conversations-about-immunization.pdf)

 **VACCINE SAFETY**

[**CDC**](https://www.cdc.gov/vaccinesafety/index.html)

[**Children's Hospital of Philadelphia (CHOP)**](https://www.chop.edu/centers-programs/vaccine-education-center/vaccine-safety)

[**Immunize.org**](https://www.immunize.org/safety/)

 **SPECIFIC POPULATIONS**

**[CDC](https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/communication-toolkit.html)***[: Communication Toolkit For Migrants, Refugees, and Other](https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/communication-toolkit.html)*

*[Limited-English-Proficient Populations](https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/communication-toolkit.html)*  COVID-19 resources are

available in multiple languages. Low literacy, Easy to Read

COVID-19 Materials are also provided.

This [*UNICEF report*](https://sites.unicef.org/about/partnerships/files/Partnering_with_Religious_Communities_for_Children_(UNICEF).pdf) provides suggestions for how to partner with religious organizations to build trust in immunizations.



## HANDOUTS FOR PATIENTS/STAFF

[**CHOP**: *What You Should Know Series*](https://www.chop.edu/centers-programs/vaccine-education-center/resources/vaccine-and-vaccine-safety-related-qa-sheets) *-*These resources address common vaccine questions and misperceptions, including vaccine ingredients, autism, thimerosal, aluminum, vaccine schedules, and more.

[**AAP**: *Immunization Information for Parents*](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Communicating-with-Families.aspx) - Includes frequently asked questions and personal stories from pediatricians regarding the impact of immunizations.

[**Immunize.org:** *resources and handouts*](https://www.immunize.org/handouts/vaccine-confidence.asp)

(including [*VIS)*](https://www.immunize.org/vis/) [*translated*](https://www.immunize.org/handouts/vaccine-confidence.asp) into Arabic, Chinese, Haitian Creole, Korean, Portuguese, Russian, Spanish, Turkish, and Vietnamese.

### SOCIAL MEDIA

[*“The Anti-Anti-Vaxx Toolkit”*](https://static1.squarespace.com/static/5cc216f2c2ff6132d9d57816/t/5d88f048c1b2d2788b4726c6/1569255512703/Kids%2BPlus%2BAAV%2BToolkit.pdf) A strategy guide to prepare for, defend against, and clean up after a Facebook Anti- Vaxx attack, by Kids Plus Pediatrics.

 **APPS**

[**Immunize.org:** *Immunization apps*](https://www.immunize.org/resources/apps.asp) for healthcare providers and their patients. CDC mobile app, CDC Vaccine Schedules, Medscape, Red Book app and more