Communicate with Confidence
Talking with Patients about Vaccines

COVID-19 VACCINES

MDPH: COVID-19 Vaccine Equity Initiative: Communications materials
COVID-19 Vaccine Equity Initiative Weekly Highlights
CDC: Vaccinate with Confidence – Strategy to Reinforce Confidence in COVID-19 Vaccines.
CDC: COVID-19 Vaccination Communication Toolkit
FAQs, Social Media, Posters, Stickers, Videos
CDC: Talking to Recipients about COVID-19 Vaccination
Making A Strong Recommendation, Answering Questions, Understanding and Explaining the mRNA COVID-19 Vaccines

VACCINE CONVERSATIONS

CDC: Vaccine Hesitancy or Refusal - Short videos with providers’ stories on how they handled their patients’ vaccine concerns.
CDC: Talking with Parents about Vaccines Conversational techniques for discussions with parents.
CDC TRAIN: Immunization and Effective Communication - 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 Answering common questions on the vaccine schedule, safety, and potential side effects.
AAP: Communicating with vaccine hesitant families Evidence-based strategies on communicating about vaccine hesitancy, plus case studies and a free training course.
Immunize.org: Responding to parent’s questions about vaccines - 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 – Why it matters video.
WithinReach: Talking about Vaccines - How to have vaccine conversations, including key messages and the HEART and Ask Advise Acknowledge method.
Al Jazeera: the “cure” for vaccine skepticism A 25-minute video on the spread of vaccine misinformation and how to combat it

ARTICLES

Communicating with parents about vaccination - An examination of common parental perceptions of vaccination and an evidence-based framework to help providers communicate with parents. This American Sociological Association article provides context into vaccination decisions among common vaccine-hesitant populations. Confidence about Vaccines in the United States - Parent perceptions regarding vaccines and commonly reported vaccine concerns. Principal Controversies in Vaccine Safety in the United States The Architecture of Provider Parent Vaccine Discussions: Provider-parent vaccine communication techniques and their effectiveness.

VACCINE SAFETY

CDC
Children’s Hospital of Philadelphia (CHOP)
Immunize.org

SPECIFIC POPULATIONS

CDC: Communication Toolkit For Migrants, Refugees, and Other Limited-English-Proficient Populations COVID-19 resources are available in multiple languages. Low literacy, Easy to Read COVID-19 Materials are also provided. This UNICEF report provides suggestions for how to partner with religious organizations to build trust in immunizations.

HANDOUTS FOR PATIENTS/STAFF

CHOP: What You Should Know Series - These resources address common vaccine questions and misperceptions, including vaccine ingredients, autism, thimerosal, aluminum, vaccine schedules, and more.
AAP: Immunization Information for Parents - Includes frequently asked questions and personal stories from pediatricians regarding the impact of immunizations.
Immunize.org: resources and handouts (including VIS translated into Arabic, Chinese, Haitian Creole, Korean, Portuguese, Russian, Spanish, Turkish, and Vietnamese.

SOCIAL MEDIA

“The Anti-Anti-Vaxx Toolkit” 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 for healthcare providers and their patients. CDC mobile app, CDC Vaccine Schedules, Medscape, Red Book app and more.

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