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: 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 keystone statements, effective messaging, 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

VACCINE SAFETY

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

SPECIFIC POPULATIONS

CDC Immigrant, Refugee and Migrant Health Health education and Communication tools discussing COVID-19, Flu, Measles, Polio and other VPD’s. Available in multiple languages. Also included is a COVID-19 booklet highlighting the most important information about COVID-19 information for new arrivals to the United States. This booklet is available in 19 different languages

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

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.
Addressing Parental Vaccine Hesitancy towards Childhood Vaccines in the United States: A Systematic Literature Review of Communication Interventions and Strategies