

Agenda

- Dr. Andrew Kroger, CDC
- Pejman Talebian, MDPH
- Vaccine Confidence Project Updates
- Routine Vaccination Continued Discussion- Catching Up Adults
- Updates from the Field
- Closing

Influenza Vaccine Recommendation COVID-19 Vaccine Updates

Andrew Kroger, MD, MPH
Centers for Disease Control and Prevention





MDPH Update Pejman Talebian, MPH Massachusetts Department of Public Health





Vaccine Confidence Project Update

- Events attended during National Health Center Week
- Logo/Branding Development
- Provider presentations & outreach in Western MA & Cape Cod and Islands



Vaccine Confidence Project Update

- Future opportunities in Western MA -Baystate, Big E
- Building a list of potential speakers to talk about vaccine confidence
- Suggestions for where VCP could advertise, exhibit, share knowledge
- Welcoming new members!



Communicate with Confidence Talking with Patients about Vaccines

https://www.mass.gov/service-details/vaccine-administration-and -clinical-guidance

https://www.mass.gov/doc/communicate-with-confidence-talkingwith-patients-about-vaccine/download

Communicate with Confidence **Talking with Patients about Vaccines**





COVID-19 VACCINES

MDPH: Trust the Facts Get the Vax - MDPH resource for COVID-19 vaccine - how it works and why it's safe

CDC: Vaccinate with Confidence - Strategy to Reinforce Confidence in COVID-91 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

AAP: Communicating with vaccine hesitant families Evidence-based strategies on communicating about vaccine hesitancy, plus case studies and a free training course.

IAC: 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

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



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 SAFETY

Children's Hospital of Philadelphia (CHOP) Immunization Action Coalition (IAC)



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.

This toolkit for addressing vaccine hesitancy provides suggestions for working with Russian-speaking populations to increase



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

AAP: Immunization Information for Parents - Includes frequently asked questions and personal stories from pediatricians regarding the impact of immunizations.

Immunization Action Coalition (IAC): resources and handouts (including VIS) translated into Arabic, Chinese, Haitian Creole, Korean Portuguese Russian Spanish Turkish and Vietnamese



"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.



Immunization apps for healthcare providers and their patients. CDC mobile app, CDC Vaccine Schedules, Medscape, Red Book app

Routine Vaccination - Catching Up Adults

https://padlet.com/amy_sgueglia/ktdljez53ksq5f92





Updates From The Field

- Flu Updates
- Manufacturer Updates
- Successes
- Challenges