



# Massachusetts Vaccine Confidence Project Update

## MAIC Meeting June 23, 2022

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# Project Background

- The Project's mission is to increase vaccine confidence throughout Massachusetts so that children and all citizens will be fully immunized against vaccine-preventable diseases.
- The mission is accomplished by identifying challenges to vaccine confidence and developing resources and training to address those challenges.
- Project outreach includes both HCPs and the public.



# 2022 Project Activity

- **Project logo and branding**
- **Project website for providers in development**
- **Communicate with Confidence resource for providers updated bi-annually**
- **Provider training – Grand Rounds seminars, conferences, MDPH Immunization Updates, webinars**
- **Statewide training with MDPH Maternal, Infant and Child Health (English/Spanish/Portuguese)**
- **Public outreach**



# 2022 Project Activity in Western Massachusetts

- **Communicate with Confidence Resource for Providers**
- **Work Groups**
  - **Baystate Health System Workgroup**
  - **Public Outreach Workgroup**
- **Provider Education and Meetings**
  - **Conferences, MDPH Immunization Updates, Grand Round Seminars, and webinars**
- **Public-Facing Events**
  - **Community Forums with MASSPIRG and MAPHN**
  - **Community Health Center Health Fairs**
  - **Back to School Event – Holyoke**
  - **Customer Service Night – Big E**
  - **Farmer's Markets**



# Project Co-Facilitators

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