



# Massachusetts Vaccine Confidence Project Update MAIC Meeting September 29, 2022

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# Project Background

- **Mission:** To increase vaccine confidence throughout Massachusetts so that children and all citizens will be fully immunized against vaccine-preventable diseases.
- **Goals:**
  - Identify challenges to vaccine confidence in areas of the state with lower than state average immunization rates (school immunization data; MDPH COVID-19 Vaccine Equity Initiative)
  - Address challenges in these areas by building partnerships; developing resources and training.
- Project outreach includes HCPs, community outreach workers and advocates, and the public.



# Project Activity - Summer 2022

## ➤ Statewide

### ➤ Build project recognition through

#### ➤ Website

#### ➤ Collaboration/partnerships

#### ➤ Training

#### ➤ COVID-19 Vaccine Confidence Training with MDPH Maternal, Infant and Child Health

#### ➤ August and September

#### ➤ Interpretation ASL, Portuguese, Spanish



# Project Activity - Summer 2022

## ➤ Western Massachusetts

### ➤ Baystate Health and Public Outreach Work Groups

### ➤ Activities:

#### ➤ National Health Center Week – Baystate Health Fairs

#### ➤ Holyoke Safe Neighborhood Initiative Back to School Event

#### ➤ Big E Customer Service Night

#### ➤ Farmer's Markets – Summer/Fall



# Project Activity - Summer 2022





# 2022-2023 Project Activity

## Fall-Winter

### ➤ Statewide

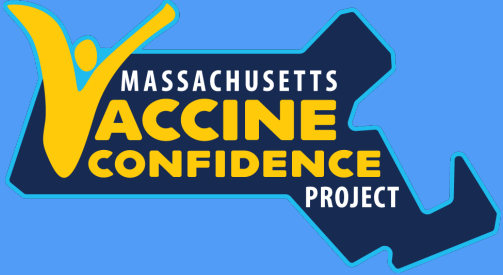
- Launch project website

- Provider education – MIAP Conference, MCAAP II Webinar Series

### ➤ Western Massachusetts

- Evaluate 2022 activities for 2023 planning

- Takeaways – build partnerships at the local level; identify target audiences and tailor resources and training to meet their needs.



# Project Co-Facilitators

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