

# Massachusetts Vaccine Confidence Project (MVCP) Update

## MAIC Meeting January 26, 2023

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# Project Background

- **Mission:** To increase vaccine confidence throughout Massachusetts so that children and adults 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 developing resource and training, and building partnerships.
- Project outreach includes HCPs, community outreach workers and advocates, and the public.



# Project Activity - Fall 2022

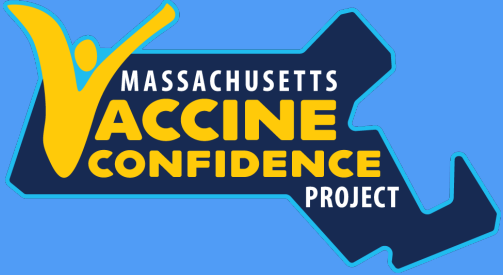
- Finalize MVCP website
- Develop provider education activities
- Build partnerships which promote vaccine confidence
- Engage in public outreach as appropriate



# Project Activity - Fall 2022

## ➤ **Provider Education**

- **MCAAP COVID-19 Vaccine Provider Training (September 2022)**
- **MCAAP Immunization Initiative Webinars**
  - **Massachusetts School Immunization Survey Data: How It's Collected and What It Shows (October 2022)**
  - **Trial and Error in Undoing Vaccine Misinformation in the ultra-Orthodox Jewish community (December 2022)**
- **MIAP Conference Presentation**
  - **VaccinationCommunication: Build Vaccine Confidence While Combatting Disinformation (October 2022)**



# Project Activity - Fall 2022

- **Build partnerships and develop activities which promote vaccine confidence**
  - MDPH MA COVID-19 Vaccine Equity Initiative
    - MCAAP COVID-19 vaccine provider training (September 2022)
  - MDPH Maternal, Infant, and Early Childhood Home Visiting Program
    - Vaccine Confidence Training (September 2022)
  - MA Office for Refugees and Immigrants
    - School and Community COVID-19 Vaccine Confidence Training (September 2022)



# 2023 Project Activity Winter-Spring

- **Finalize 2023 Goals and Objectives**
  - **Project/activity evaluation**
- **Launch and promote project website**
- **Provider education**
- **Build partnerships which promote vaccine confidence**



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## MASSACHUSETTS VACCINE CONFIDENCE PROJECT

We are working to increase vaccine confidence throughout Massachusetts to ensure that all residents are fully protected against serious, vaccine-preventable disease.

***Vaccine confidence:*** The trust in the recommended vaccines, the providers who administer them, and the process that leads to vaccine licensure and recommendations.







## About Us

The Massachusetts Vaccine Confidence Project is a statewide initiative formed in 2018 by the [Immunization Initiative of the Massachusetts Chapter, American Academy of Pediatrics \(MCAAP\)](#) and the [Immunization Division of the Massachusetts Department of Public Health \(MDPH\)](#). In 2021, the [Massachusetts Adult Immunization Coalition \(MAIC\)/JSI Research & Training Institute, Inc.](#) joined the project.



## Our Mission

To increase vaccine confidence throughout Massachusetts to ensure that all residents are fully protected against serious, vaccine-preventable disease. People who lack vaccine confidence are more likely to seek exemptions to school-required immunizations and to pass on recommended vaccinations, which can put our children and communities at risk.

## What we do



[WWW.MASSVACCINECONFIDENCEPROJECT.ORG/](http://WWW.MASSVACCINECONFIDENCEPROJECT.ORG/)





## Resources

**The Vaccine Confidence Project** provides resources and training to educate healthcare professionals and the public which share the goal of optimizing vaccine confidence in MA, to ensure that all residents are fully protected against serious, vaccine preventable disease.

Use the **filters** to search for a resource. Click on the arrows within each filter to refine your search. Then click **GO**. Search results will appear below in the order of most recently added resource. To clear your choices, select **Clear filters**.



Audience

Topic

Format

Source

GO

[Clear filters](#)

Page 1 of 7 [1](#) [2](#) [3](#) [4](#) [5](#) ... [»](#) [Last](#) »

### Search Results:

[National HPV Vaccination Website](#)

**Audience Options:** Community, Providers, Spanish or IQIP

**Topics:** COVID-19, Health Equity, HPV, Infants, Key Populations, Multi-Language, Pregnant, Preteen-Teen, Russian, Vaccine Confidence, Vaccine Safety and more.

**Format:** Article, Handouts for Staff, Poster, Toolkit, Video, Website and more.





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# 2023 Project Activity Winter-Spring

## ➤ Provider education

### ➤ MCAAP II Webinars

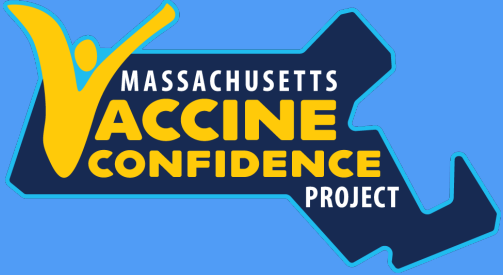
➤ Understanding Current COVID-19 and HPV Vaccination Challenges (1/26/23)

➤ Updates in ACIP Recommendations for the 2023 Childhood/Adolescent and Adult Immunization Schedules (3/9/23)

➤ 28<sup>th</sup> Annual MAIC Conference (4/4/23)

➤ MDPH Immunization Updates

➤ Karen Ernst, Voices for Vaccines (5/24/23)



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- Provider education
- **Build partnerships which promote vaccine confidence**



# 2023 Project Activity

## Winter-Spring

- **Build partnerships which promote vaccine confidence**
- **WIC Vaccine Confidence Training (January 2023)**
- **Western Massachusetts**
  - **Plan provider activities for National Immunization Awareness Month and National Health Center Week (August 2023)**
- **Cape and Islands**
  - **Outreach to identify challenges to vaccine confidence**
  - **Identify and build partnerships to address challenges**



# Project Co-Facilitators

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