

Massachusetts Vaccine Confidence Project (MVCP) Update

MAIC Meeting

June 13, 2023

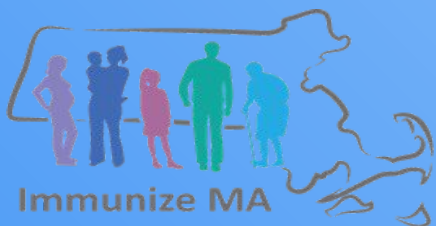
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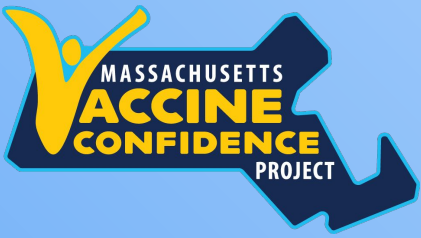




Project Background

- Initiated in 2018
- Collaboration between:
 - MDPH Immunization Division
 - Massachusetts Chapter, American Academy of Pediatrics
 - Massachusetts Adult Immunization Coalition
- MVCP Project Team and Outreach Workgroup meet monthly – co-facilitators, MAIC/MCAAP/MDPH staff, external stakeholders





MVCP Mission and Goals

- **Mission:** To increase vaccine confidence throughout Massachusetts so that children and adults within the state will be fully immunized against vaccine-preventable diseases.

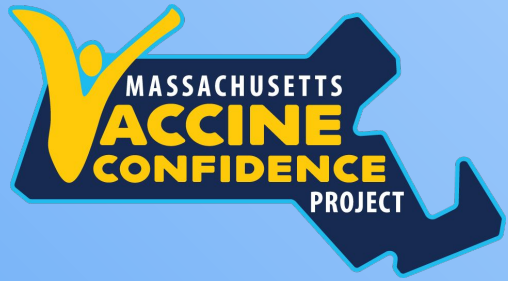
- **Goals:**
 - Identify challenges to vaccine confidence in areas of the state with lower than state average immunization rates (school immunization data; engagement with the COVID-19 Vaccine Equity Initiative)
 - Address challenges in these areas by building partnerships, and developing resources and training.

- Project outreach includes HCPs, community outreach workers and advocates, and the public.



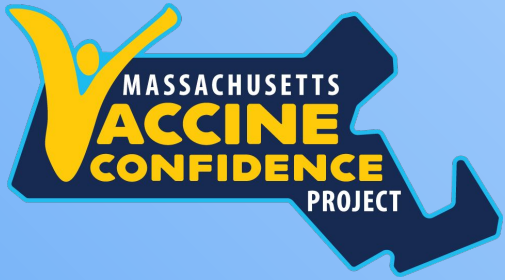
Project Activities

- Build partnerships which promote vaccine confidence
- Develop provider education (Grand Rounds seminars, conferences, MDPH Immunization Updates, webinars)
- Organize, develop and distribute resources through MVCP newsletter/website and partner communications
- Organize public outreach as appropriate



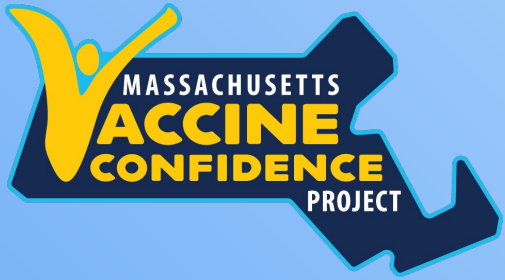
Partners and Immunization Champions

- Baystate Health
- MAIC
- MASSPIRG
- MCAAP
- MDPH Immunization Division
- MDPH Bureau of Family Health and Nutrition; Maternal, Infant, and Early Childhood Home Visiting Program
- Martha's Vineyard Vaccine Coalition
- Massachusetts COVID-19 Vaccine Equity Initiative
- Massachusetts HPV Coalition
- Massachusetts Office for Refugees and Immigrants
- Massachusetts PTA
- Team Maureen



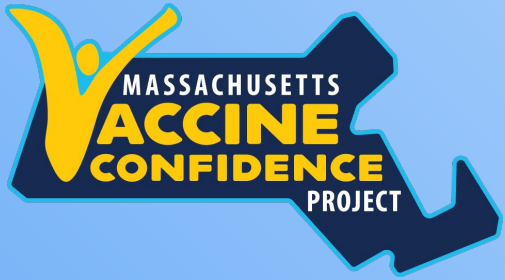
Spring 2023 Provider Education and Events

- **Massachusetts Adult Immunization Conference (April 2023)**
 - **“Weathering the Storm: All Hands On Deck Response to Vaccine Misinformation,”** Katelyn Jetelina, PhD, Your Local Epidemiologist
- **American Academy of Pediatrics’ Childhood Immunization Support Program (CISP) Webinar (April 2023)**
 - **“Leveraging Partnerships to Increase COVID-19 Vaccine Confidence,”** Cynthia McReynolds, MCAAP Immunization Initiative
- **MDPH Immunization Updates (May 2023)**
 - **“Vaccine Conversations that Work!”,** Karen Ernst, Voices for Vaccines
- **Massachusetts Public Health Nurses Conference Exhibit (May 2023)**



Spring 2023 Communication Activity

- MVCP Newsletter, Issue No. 1 (March 2023)
 - Contact Cynthia or Pam to sign-up to receive future newsletters
- MAIC, MCAAP and MDPH e-newsletters
- MCAAP *Forum* (Spring 2023, Issue 2)



Upcoming Activities and Events

- **MVCP Newsletter, Issue 2 (Summer 2023)**
- **National Immunization Awareness Month (August 2023)**
- **National Health Center Week (August 6-12, 2023)**
- **All Cape School Training Day (10/6/23)**
- **2023 MIAP Conference (10/25/23)**
- **Grand Rounds Seminar – Martha's Vineyard (TBD)**



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.*





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**.



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Search Results:

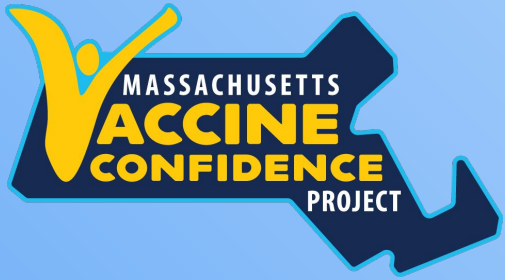
[National HPV Vaccination Website](#)

Audience Options: Providers, Community, 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.





Project Co-Facilitators

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