

# MA Vaccine Confidence Project UPDATE

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# Project Background



- The Massachusetts Vaccine Confidence Project (MVCP) was initiated in 2018.
- The MVCP is a collaboration of the Massachusetts Adult Immunization Coalition (MAIC), the Massachusetts Chapter, American Academy of Pediatrics (MCAAP), and the Immunization Division of the Massachusetts Department of Public Health (MDPH).
- **Mission:** to increase vaccine confidence throughout Massachusetts to ensure that all residents are fully protected against vaccine-preventable diseases.

# 2024 Project Funding

MDPH received a CDC vaccine confidence grant to enhance current MVCP activities during 2024.

- Focus Areas:

- Identify, build, and enhance relationships with trusted community partners and organizations to improve vaccine confidence with their populations (For example, dental health professionals, OB/GYNs, early education and school-aged organizations, school and public health nurse organizations).
- Work with other public health partners to integrate and create opportunities to build vaccine confidence with their relevant populations (For example, Office of Oral Health, Massachusetts Comprehensive Cancer Coalition).
- Develop HCP vaccine confidence presentation; recruit and train presenters.
- Create and participate in campaigns to increase vaccine confidence.
- Develop multi-language patient-focused resources.

MA PTA health grant application - MVCP/“Take the Shot Night”



# Project Activities



Collaborate with individuals and organizations which support immunization



Develop science-based immunization resources and training materials.



Educate healthcare professionals and the public

# Partners & Collaborators



Collaborate with individuals and organizations which support immunization

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

# Resource Development



Develop science-based immunization resources and training materials.

## Building Vaccine Confidence Presentation (for HCP)

- In development
- Will require recruitment of presenters

## Measles Vaccination Flier

- With MCAAP for Chapter members
- Patient-facing to address vaccination before international travel

## Take the Shot Night Manual

- Guidebook and resource materials for organizations who want to host their own Take the Shot Night



# 2024 Public Education



Educate healthcare professionals and  
the public

## Past Exhibits/Events

- Authentic Caribbean Foundation/ HCFA (Health Care for All) Panel Discussion (1/14/24)
- “Take the Shot” Event - Lenox, MA - Collaboration with Team Maureen (2/8/24)
- Monomoy Public School Health Fair (3/28/24) – Collaboration with Team Maureen
- MA PTA Annual Conference (4/6/24)

## Upcoming Exhibits

- South Berkshire County Back to School Health and Vaccination Fair (8/16/24)
- International Festival, Hyannis (8/7/24)
- Take the Shot Nights-Winter 2024-25





# 2024 Provider Education



Educate healthcare professionals and  
the public

## Provider Education

- MCAAP Immunization Initiative Webinar Series
  - 2024 Human Papillomavirus (HPV) Update Webinar (1/18/24)
  - 2024 Immunization Schedules Webinar (2/1/24)
- MAIC Conference (4/2/24) – Paul Carson, MD, FACP
- MA DPH Oral Health in the Commonwealth Meeting (4/30/24) – Collaboration with MA HPV Coalition
- 2024 MDPH Immunization Updates
  - Kelly Moore, MD, MPH, Executive Director, Immunize.org (5/29/24)





# 2024 Provider Education and Events



Educate healthcare professionals and  
the public

## Exhibits

- Massachusetts School Nurse Organization (MSNO) Annual Conference Exhibit (3/16/24)
- MAIC Conference (4/2/24)
- MAPHN Annual Conference (5/9/24)
- Mass League of Community Health Centers – Community Health Institute (5/14-16/24)



# Upcoming Provider Education and Events

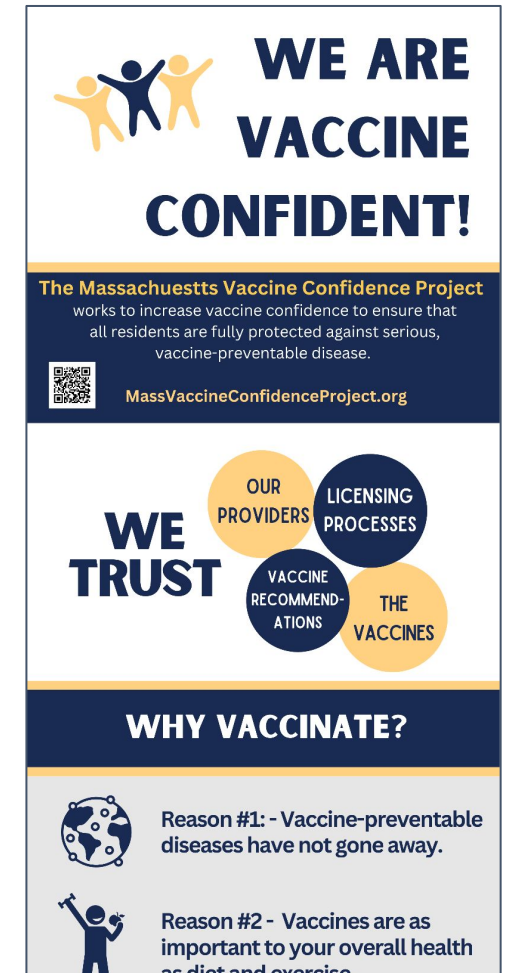


## Education and Exhibits

- MASC/MASS Joint Conference, Hyannis (Nov 8-10)
- National Health Center Week: Certificates of Appreciation (Aug 4-10)
- Northeastern University School Health Academy (8/7/24)
- Tufts University Dental Continuing Education Training: Giving Vaccines as a Dental Professional (6/28/24)
- HPV Disease Burden and Prevention Enduring Webinar (6/27/24)  
Collaboration with MA Comprehensive Cancer & Control

# Communication Activity

- MVCP Newsletter – Spring 2024
  - Upcoming Newsletter– August 2024
- MAIC, MCAAP and MDPH Immunization Division newsletters
- MVCP Website Updates including the Resource Library
- Exhibit Refresh
  - Standing banners for events
  - Buttons, pencils, stickers and business cards



**WE ARE VACCINE CONFIDENT!**


The Massachusetts Vaccine Confidence Project works to increase vaccine confidence to ensure that all residents are fully protected against serious, vaccine-preventable disease.


 [MassVaccineConfidenceProject.org](https://MassVaccineConfidenceProject.org)

**WE TRUST**

OUR PROVIDERS  
LICENSING PROCESSES  
VACCINE RECOMMENDATIONS  
THE VACCINES

**WHY VACCINATE?**

 Reason #1: - Vaccine-preventable diseases have not gone away.

 Reason #2: - Vaccines are as important to your overall health as diet and exercise.



# MVCP Contact Information



[About Us](#) [Resources](#) [Trainings & Events](#) [Contact Us](#) 



## 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.*

[Sign up for our newsletter!](#)

[Summer 2023 Newsletter](#)



National Health Center week - MVCP booth

[www.massvaccineconfidenceproject.org](http://www.massvaccineconfidenceproject.org)



# Project Co-Facilitators

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