

MA Vaccine Confidence Project UPDATE

October 1, 2024

Kelly Welch

MVCP Program Coordinator

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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.

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

2024 Public Education



Educate healthcare professionals and
the public

Past Exhibits/Events

- International Festival, Hyannis (8/7/24)
- Bay State Health Center-Brightwood (8/7/24)
- Bay State Health Center-High Street (8/8/24)
- MA PTA Annual Conference (4/6/24)
- Monomoy Public Schools Wellness Fair (3/28/24)

Upcoming Exhibits/Events (pending approval)

- Transweek Education in Provincetown
- Strategies for Children 9:30am Call
- Falmouth Public Schools Health Fair
- Take the Shot Night Events - 2024-2025 (in partnership with Team Maureen)



2024 Provider Exhibits- Spring/Summer



Educate healthcare professionals and
the public

Exhibits



- MAPHN Annual Conference (5/9/24)
- Mass League of Community Health Centers – Community Health Institute (5/14-16/24)
- Tufts University Dental Continuing Education Training: Giving Vaccines as a Dental Professional (6/28/24)
- Northeastern University School Health Academy (8/7/24)

Provider Exhibits- Upcoming



Educate healthcare professionals and
the public



Exhibits

- MIAP Conference (10/30/24)
- MSNO Fall Conference (11/2/24)
- Massachusetts Council on Aging Conference (October 2024)
- Massachusetts Association for the Education of Young Children - Western Conference (11/24)
- Massachusetts Association of School Committees (MASC) & Massachusetts Association of School Superintendents (M.A.S.S.) Annual Conference (11/24)

Provider Education– Spring/Summer



Educate healthcare professionals and
the public

Provider Education

- MDPH Oral Health in the Commonwealth Meetings -in partnership with the MA HPV Coalition (4/30/24; 6/4/24)
- MDPH Immunization Update (5/29/24)
- HPV Disease Burden and Prevention Enduring Webinar (6/27/24) in partnership with MA Comprehensive Cancer & Control
- MCAAP Immunization Initiative Webinar Series
 - Pregnancy and Newborn Immunization During the 2024-25 Respiratory Illness Season (8/27/24)
 - Accessible Vaccination: A First Step Toward Health Equity (9/25/24)
- Community Health Worker Vaccine Confidence Training

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VACCINE
CHAMPION!**

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HEALTH WORKER
TRAINING

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Endorsed by: 

Massachusetts Chapter
OF THE AMERICAN SOCIETY OF HEALTHCARE
CONSULTANTS IN MASSACHUSETTS



Provider Education- Upcoming



Educate healthcare professionals and
the public

Provider Education



- MIAP Conference (10/30/24)
- MCAAP Immunization Initiative Webinars
 - 2024-2025 Influenza Season Update (10/8/24) – Lisa Grohskopf, MD, MPH, CDC
 - A Father's Story: Motivational Interviewing and Storytelling to Improve Vaccine Confidence (12/5/24) – Families Fighting Flu
- Yankee Dental Conference – HPV Prevention in the Dental Setting for CHCs (2/1/25) – TJ Schuch, MD, MPH, South Boston Community Health Center

Communication and Campaigns

Newsletters

- MVCP Newsletter – Spring 2024 and Summer 2024
 - Open rate for Summer was 45% and 19% click rate
- Other newsletters:
 - MAIC, MCAAP and MDPH Immunization Division newsletters
 - Massachusetts PTA (Fall-Winter)
 - Families Fighting Flu (Fall-Winter)
 - MA HPV Coalition (monthly)

Campaigns

- National Health Center Week (8/4-10/24)
- Respiratory Illness Season Campaign (Oct 2024)

Communication and Campaigns

CERTIFICATE OF APPRECIATION

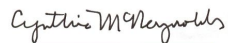
Proudly presented in recognition of
National Health Center Week

Powering Communities Through Caring Connections

August 4-10, 2024, to:

ACTION COMMUNITY HEALTH CENTER

To recognize your dedication to the health of all
members of your community, and your commitment to
protecting them from vaccine-preventable diseases.



Cynthia McReynolds
MA Chapter,
American Academy of
Pediatrics



Amy Sgueglia
MA Adult Immunization
Coalition




Pam Worthington
MA Department of
Public Health

Campaigns–National Health Center Week (8/4-10/24)

- CHC Certificates of Appreciation
- Governor’s Proclamation – Massachusetts Health Center Week
- CHC Health Fair Exhibits– provider and community outreach and presentation of Proclamations

Communication and Campaigns



MassVaccineConfidenceProject.org

Protect Your Patients During the 2024-2025 Respiratory Illness Season

Dear Massachusetts Healthcare Provider,

The 2024-2025 respiratory illness season is quickly approaching and the time for planning to prevent respiratory disease is upon us. The Massachusetts Vaccine Confidence Project (MVCP) recognizes that as a provider, you are critical in this work. We are reaching out to you for your assistance in promoting immunization to reduce respiratory disease across Massachusetts ahead of, and during, the upcoming respiratory illness season. We are also sharing a number of resources to assist you in promoting respiratory immunizations and improving uptake among your patients.

Similar to the 2023-2024 respiratory illness season, COVID-19, influenza and RSV viruses may be circulating at the same time this season. As in recent years, this could strain an already overwhelmed healthcare system, challenging our ability to provide the best care for all patients.

COVID-19, influenza, pneumococcal and respiratory syncytial virus (RSV) immunizations will be available this fall and winter to help provide protection against these respiratory illnesses. Immunization is especially important for people who are at higher risk of developing serious complications, including young children, pregnant people, people with weakened immune systems, people with disabilities, and older adults. Immunization remains one of the safest and most effective protections for reducing the risk of severe illness, hospitalization, long-term health impacts, and even death.

Data reported on the Massachusetts Respiratory Immunizations [Dashboard](#)¹ as of July 3, 2024, indicates that:

- Fewer than 25% of Massachusetts residents were vaccinated against COVID-19 during the 2023-2023 respiratory illness season;
- Only about 40% of Massachusetts residents were vaccinated against influenza during last season.

The Massachusetts Vaccine Confidence Project believes that through our collective efforts across the Commonwealth, we can improve immunization uptake and reduce disease, especially for vulnerable populations. We hope that the following resources and suggestions will help you to improve immunization uptake in your practice during the respiratory season.

Campaigns—Respiratory Illness Season Campaign (Oct 24)

- “Call to Action” letter to MA HCPs (October 2024)
 - Distribution by co-facilitator organizations and partners
- Special Edition of MVCP Respiratory Illness Season newsletter (October 2024)
 - Resources and webinars
 - Distribution by co-facilitator organizations and partners

Call to Action Content

Strategies for Increasing Immunization Uptake:

- ❖ **Assess a patient's vaccination status** at all clinical encounters.
- ❖ **Strongly recommend** all respiratory illness season immunizations. A provider recommendation is one of the most important factors in patients accepting vaccines.
- ❖ **Utilize Motivational Interviewing** when encountering a lack of vaccine confidence.
- ❖ **Utilize prompts** in the electronic health record (EHR) to remind you that vaccines are due.
- ❖ **Use immunization reminder and recall systems** to identify and notify patients who are behind on immunizations (recall) or due soon (reminder).
- ❖ **Name an Immunization Champion** in your practice to oversee your efforts.
- ❖ **Use standing orders** to assess a patient's immunization status and to administer vaccinations.
- ❖ **Leverage your local pharmacy** especially for your adult patients, to deliver vaccinations. If you are not able to stock vaccines at your facility, e-prescribe/prescribe to the pharmacy. The prescription will activate pharmacy reminder systems which can improve uptake.
- ❖ **Attend a respiratory illness season-themed webinar.**

MVCP Contact Information



MASSACHUSETTS VACCINE CONFIDENCE PROJECT

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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 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.

ATTENTION- COMMUNITY HEALTH WORKERS
Click to learn more about our new program to encourage vaccination and navigate people to services.

Vaccination Community Navigator Training

A project of: Massachusetts Chapter

REGISTER NOW

29TH ANNUAL MIAP PEDIATRIC IMMUNIZATION
SKILLS BUILDING CONFERENCE | OCT 30, 2024 | 8:00AM-4:00PM

This full day in-person conference will provide up-to-date information on the field of pediatric immunization with an emphasis on current immunization updates.

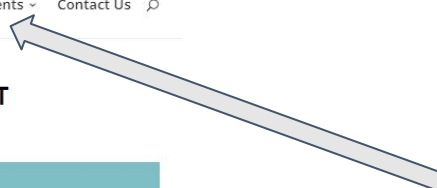
Registration is now OPEN!

Sign up for our newsletter!

[View our August 2024 Newsletter](#)

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Links to webinars and exhibits



Newsletter sign up



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