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National Association of County & City Health Officials

Increasing Vaccine Confidence: A Resource Guide for Local Health Departments

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Vaccine confidence is defined as the trust that patients, their families, and providers have in recommended vaccines; providers who administer vaccines; and the processes and policies that lead to vaccine development, licensure or authorization, manufacturing, and recommendations for use.¹ Vaccine confidence is a key factor to maintain and increase vaccination coverage and protect against outbreaks of vaccine-preventable disease in communities across the country. Local health departments (LHDs) play a critical role in providing education and information about vaccine safety and efficacy, combatting misinformation about vaccines, and increasing access to life-saving vaccines.

This resource guide is the result of a literature review and environmental scan for best practices, toolkits, and other guidance to address vaccine confidence across the lifespan for routine and COVID-19 vaccines. The goal of the guide is to present tools and resources that LHDs can utilize and adapt to address vaccine confidence at the local level among various communities and populations. Resources are categorized by the following topic areas: Resources for COVID-19; Resources for General Population; Resources for Pediatric Populations/Parents; Resources for Adults; and Resources for Special Populations.

Resources for COVID-19

Resource	Description	Type	Source
State Strategies to Increase Vaccine Confidence	This webinar from May 2021 reviews strategies states used to increase confidence for the COVID-19 vaccines, as well as to ensure equitable and efficient distribution.	Video	National Academy for State Health Policy
Strategies to Build COVID-19 Vaccine Confidence	This document provides multiple strategies for increasing vaccine confidence for the COVID-19 vaccine.	Strategies	Florida Department of Health

¹ Centers for Disease Control. Vaccinate with Confidence – Strategy to Reinforce Confidence in COVID-19 vaccines. Accessed 7/23/2021. <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html>

<u>How the COVID-19 Vaccines Were Developed</u>	This fact sheet provides information on how the COVID-19 vaccine was able to quickly be produced. It also provides a visual of the steps a vaccine goes through to be tested and shown to be safe and effective.	Fact Sheet	Multnomah County Health Department (Oregon)
<u>Vaccinate with Confidence: Building Confidence in COVID-19 Vaccines</u>	This resource details CDC's strategy to reinforce confidence in COVID-19 vaccines. This framework includes tips to address vaccine confidence, insights reports, and a resources and communication toolkit. The webpage also provides a <u>Rapid Community Assessment Guide</u> that provides guidance on assessing your community's needs regarding COVID-19 vaccines.	Webpage	CDC
<u>Vaccine Hesitancy for COVID-19: State, County and Local Estimates</u>	This resource provides state, county, and sub-state level predictions of hesitancy rates. The resource includes an issue brief that explores vaccine hesitancy among different geographic areas and sociodemographic groups, models factors associated with vaccine hesitancy, and examines trends over time.	Webpage	Office of the Assistant Secretary for Planning and Evaluation
<u>We Can Do This, Rural Community Toolkit</u>	A toolkit that provides resources to increase public confidence in and uptake of COVID-19 vaccines in rural communities. The toolkit includes culturally tailored materials from the HHS COVID-19 public education campaign and their team of multicultural experts.	Toolkit	HHS
<u>COVID-19 Vaccine Confidence Toolkit</u>	This resource is intended for care delivery organizations, health plans, and state and local governments directly engaged in vaccine administration efforts. The resource includes vaccine confidence archetypes, data and indices used to assess vaccine confidence, and recommended tactical interventions.	Toolkit	Kaiser Permanente
<u>Strategies for Public Engagement to Combat Mistrust and Build COVID-19 Vaccine Confidence</u>	A report providing six public engagement strategies designed to combat mistrust and build confidence in COVID-19 vaccines. The rapid consultation report provides current data	Research Report	The National Academies of Sciences,

	about people’s motivations, which are informed by perceptions and social norms.		Engineering, and Medicine
<u>#I Got My Shot</u>	This public safety campaign is designed to debunk vaccine myths, highlight trusted voices in the community, and encourage residents to get vaccinated and become advocates. The resource provides sample communication messages and <u>“Vaccine Myths vs. Facts”</u> to combat COVID-19 vaccine misinformation.	Communications Campaign	Orange County Government (Florida)
<u>Key Considerations for Counties in COVID-19 Vaccine Distribution Plans</u>	This resource provides background and resources useful for counties as they participate in COVID-19 vaccine distribution and administration. The resource provides vaccine hesitancy best practices from local public health agencies, as well as resources to improve confidence in the COVID-19 vaccine.	Webpage	National Association of Counties
<u>Vaccine Confidence Discussion Guide</u>	This LHD-developed guide aims to advise on one-on-one conversations with people who are unsure about receiving the COVID-19 vaccine.	Fact Sheet	Whatcom County Health Department (Washington)
<u>Vaccine Champions Training - Building COVID-19 Vaccine Confidence: Helping People Make Informed Choices</u>	A training designed to create COVID-19 vaccine ambassadors and champions. The training aims to equip trusted community leaders with the necessary resources to train other vaccine influencers/ambassadors and change the conversation around vaccine to one of choice.	Training	San Francisco Department of Public Health (California)
<u>Special COVID-19 State of Vaccine Confidence Insights Report</u>	This report explores the perceptions and sentiments of parents and adolescents regarding COVID-19 vaccination for adolescents 12 through 15 years old. This report details threats to COVID-19 vaccine confidence, content gaps and information voids, mis and disinformation, and action steps.	Research Report	CDC – Vaccine Confidence Team
<u>Building Vaccine Confidence: Supporting COVID-19 Vaccine Uptake in Health Care Workers</u>	This research brief provides an overview of the issues surrounding vaccine confidence, barriers to building confidence, and outlines strategies that may assist in building vaccine confidence with healthcare workers.	Strategies	Ontario Hospital Association
<u>COVID-19 Vaccination: Building Vaccine Confidence Among</u>	This presentation provides information on vaccine confidence and hesitancy and a framework for how to build vaccine confidence among healthcare staff and patients.	Strategies	New York City Department of

<u>Health Care Providers, Support Staff and Patients</u>			Health and Mental Hygiene
<u>Prioritizing Equity in COVID-19 Vaccinations</u>	This document includes strategies on increasing equitable vaccine distribution and uptake. Approach 4 includes specific strategies on increasing vaccine confidence. Some of these strategies include supporting trusted community leaders and providing scientific messaging.	Strategies	Duke Margolis Center for Health Policy
<u>Spotlight on Vaccine Confidence</u>	This resource provides tools and other guidance to highlight strategies for addressing nursing home staff members' concerns related to COVID-19 vaccines. The resource also provides an overview of eight principles of COVID-19 vaccine communications.	Webpage	Agency for Healthcare Research and Quality
<u>COVID-19 Vaccine Communication Toolkit</u>	This toolkit focuses on rural populations. The resources support rural community-based groups, faith-based organizations, businesses, public health, schools, and healthcare organizations to develop internal and external communication materials. The toolkit provides customizable templates.	Toolkit	National Rural Health Resource Center
<u>Discussion Guide for Building Confidence in COVID-19 Vaccine for Immigrants and Refugees</u>	This resource provides guidance and a proposed flow for conversation about the COVID-19 vaccine with community members and clients.	Fact Sheet	Washington State Department of Health
<u>COVID-19 Video Education Series: Boosting Vaccine Confidence in Minority Populations</u>	This resource provides a 90-minute webinar and quick videos of key highlights. The series details indicators affecting COVID-19 rates in racial and ethnic minority communities, reviews current vaccination rates, access, and distribution data, discusses the social determinants of vaccine acceptance, and key elements of conversations with patients that will boost confidence in vaccination.	Webinar	American Nurses Association

Resources for General Population

Resource	Description	Type	Source
<u>Understanding Vaccine and Vaccine Safety</u>	These fact sheets provide information about vaccine testing, safety, monitoring, and the process for establishing the U.S. immunization schedule.	Fact Sheets	CDC
<u>Patient Education</u>	This page includes a variety of educational information about vaccines and the diseases they prevent. These include materials to educate patients, links to resources providers can refer patients to, answers to patients FAQs, and printable flyers that answer patients' questions.	Webpage	CDC
<u>Talking About Vaccines</u>	This page provides links to several resources providers can use to talk to patients about concerns they may have about vaccines. Topics include adjuvants and ingredients, autism, MMR vaccine, religious concerns, thimerosal, and more.	Webpage	Immunization Action Coalition
<u>Vaccinate with Confidence</u>	Vaccinate with Confidence is CDC's strategic framework to strengthen vaccine confidence and prevent outbreaks of vaccine-preventable diseases in the United States. This framework includes strategies for protecting communities, empowering families, and stopping myths.	Webpage	CDC
<u>Vaccine Benefits</u>	This page provides information and graphics on the importance of vaccines, community immunity, and cost savings of vaccines.	Webpage	Vaccinate Your Family
<u>We Are Vaccine Confident – You Can Be, Too!</u>	This toolkit provides a vaccine confidence report, checklist, social media content, graphics, and presentation to assist in delivering messages and communicating about vaccine confidence to patients, colleagues, and the broader academic, public health, or medical community.	Resource Toolkit	American College of Preventive Medicine

<u>Communicate with Confidence: Talking with Patients about Vaccines</u>	This resource provides a listing of articles, videos, and other resources to aid providers in communicating about the importance of vaccines.	Fact Sheet	Massachusetts Department of Public Health Immunization Division
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Resources for Pediatric Populations/Parents

Resource	Description	Type	Source
<u>Clear Answers and Smart Advice about Your Baby's Shots</u>	In this article Dr. Ari Brown provides thorough answers to some of parents' commonly asked questions. She also provides helpful tips and addresses some common myths about vaccines.	Article	Immunization Action Coalition
<u>Vaccine and Vaccine Safety Q&A Sheets</u>	This website has fact sheets on each routine vaccine, as well as fact sheets on specific concerns parents may have regarding vaccines such as autism, aluminum, thimerosal, and other vaccine ingredients. These fact sheets can be ordered by providers to put in their offices.	Fact Sheet	Children's Hospital of Philadelphia Vaccine Education Center
<u>Alliance for HPV Free Colorado</u>	The goal of the Alliance for HPV Free Colorado (Alliance) is to increase HPV vaccination rates among 11-17-year olds in northeastern Colorado. The objectives are to utilize community and partner stakeholders to promote and champion HPV vaccine education and awareness, implement a health systems approach to increase adherence to HPV vaccine guidelines, implement a target communication plan, and utilize sustainable infrastructure to measure HPV vaccination rates.	Model Practice	Denver Public Health (Colorado)
<u>HPV Ambassador Program: A Collaborative Approach to Increasing Vaccination Uptake</u>	The HPV Ambassador Program focuses on providing HPV education and training HPV Ambassadors on HPV-related cancers and immunization. Healthcare professionals,	Model Practice	Florida Department of Health - Pinellas County

	including medical, pharmaceutical, and dental students were trained to educate parents and patients about the HPV vaccine and the importance of receiving the vaccine in preventing HPV-related cancers and other diseases.		
<u>HPV Vaccination as a Part of Routine Immunization to Increase Rates</u>	To increase HPV vaccination rates in Broward County, the LHD developed and distributed an HPV palm card and information to the community and providers to increase awareness of HPV and the HPV vaccine. Additionally, they trained immunization staff to promote HPV vaccine as a part of routine recommended immunizations and as cancer prevention.	Model Practice	Florida Department of Health in Broward County
<u>Providing HPV Vaccine in a Community POD to Increase HPV Vaccination Rates</u>	Overviews the process of increasing HPV vaccination rates for children. Increased rates by targeting parents using an approach of framing the vaccine as cancer prevention.	Model Practice	Florida Department of Health in Broward County
<u>Community Immunization Education Guide</u>	This toolkit is a collection of immunization resources and materials to help educate the public about immunizations. It focuses on five key messages to use when talking to parents such as immunizations are safe and free.	Toolkit	City of Chicago
<u>The Journey of Your Child's Vaccine</u>	This video describes vaccines from development through post-licensure. It includes information on the various phases of clinical trials, how it is decided to add a vaccine to the recommended schedule and how safety is monitored.	Video	CDC
<u>How Do Vaccines Help Babies Fight Infections?</u>	This video shows how vaccines work within a baby's body with their immune system to create immunity to diseases.	Video	CDC
<u>What to Expect When Your Baby is Vaccinated</u>	This video explains to parents what they can expect when they get their baby vaccinated.	Video	CDC

<u>Talking with Parents about Vaccines for Infants</u>	This page provides tips for talking to parents about vaccinating their infants. It includes a conversation guide and suggested language to use.	Webpage	CDC
<u>Reasons to Follow CDC's Recommended Immunization Schedule</u>	This page offers six reasons to follow the recommended immunization schedule. Reasons include safety and efficacy, as well as protecting those around them.	Webpage	CDC
<u>Talking with Parents about Vaccines</u>	This page offers a collection of materials intended to help healthcare professionals start or continue conversations with parents about vaccines. The materials include proven communication strategies and tips for effectively addressing questions from parents, as well as information for parents who choose not to vaccinate.	Webpage	CDC
<u>Assessing the State of Vaccine Confidence in the United States: Recommendations from the National Vaccine Advisory Committee</u>	This report identifies and describes factors that may affect parental vaccine confidence; ways to improve parental vaccine confidence; and ways to measure vaccine confidence to inform future interventions.	Research Report	National Vaccine Advisory Committee

Resources for Adults

Resource	Description	Type	Source
<u>Motivate Adult Patients to Get Vaccinated</u>	This guide is designed to help identify reasons for not getting vaccinated, as well as factors that may motivate adults to get vaccinated and some key messages to use. It utilizes motivational interviewing and nudge theory to guide these conversations.	Fact Sheet	Quality Improvement Organizations

<u>Vaccinations for Adults: You're never too old to get immunized!</u>	This fact sheet outlines the various vaccines needed for adults, why each is needed, and what costs to expect when using Medicare. This fact sheet is also available in <u>Spanish</u> .	Fact Sheet	Quality Improvement Organizations/TMF Quality Innovation Network
<u>Pregnant? You Need a Flu Shot!</u>	This fact sheet provides information on the importance of receiving a flu shot during pregnancy. It emphasizes that the flu shot is safe during both pregnancy and breastfeeding.	Fact Sheet	CDC
<u>Adult Vaccine Messaging</u>	This guide provides samples of effective and research-tested messages for providers to use, as well as how to adapt these messages to certain patient/demographic groups.	Messaging	National Adult and Influenza Immunization Summit
<u>Conversations: Improving Adult Immunization Rates Using Simple and Strong Recommendations</u>	These videos provide evidence-based interventions for use with vaccine-hesitant patients. With a focus on influenza, Zoster and PCV19/PPSV23 vaccines, these videos demonstrate techniques such as reflective listening, increasing patient knowledge and autonomy, and strong recommendation to educate patients on the importance of vaccines.	Videos	American Academy of Family Physicians

Resources for Other Special Populations

Resource	Description	Type	Source
<u>Seasonal Influenza (flu) A Guide for Community & Faith-Based Organizations & Leaders</u>	This guide for community and faith-based leaders provides facts and messages to share with their communities about the flu and flu vaccination.	Strategies	CDC
<u>Responding to a VPD Outbreak within a Culturally Vaccine-Hesitant Community</u>	In response to a significant measles outbreak among the Somali-Minnesotan community, Hennepin County Public Health implemented practices under Incident Command Structure (ICS), developed specific messaging and response	Model Practice	Hennepin County Public Health (Minnesota)

	activities within a culturally vaccine-hesitant community, and enhanced capacity by leveraging the expertise of staff from the community to implement intensive outreach and education activities.		
<u>Mobile Amish Immunization Clinics in St. Mary</u>	To reduce vaccine access barriers, vaccine confidence issues, and expand outreach to underserved populations within the county, SMCHD developed a mobile, home-based clinic model for implementation in the Amish community. The primary objective of the clinic was to provide community-wide immunizations for infants, children, and adults in a manner that was sensitive to the cultural identity of the Amish community.	Model Practice	St. Mary's County Health Department (Maryland)