

Connecting the Dots

Vaccine Confidence



Association of
Immunization
Managers

This guide is designed to equip AIM members and their staff with the tools and information necessary to promote vaccine confidence across the nation and its territories. For even more resources, visit the [AIM Library](#).

Education & Training

- Lessons from the Field: [Addressing Incorrect Vaccine Information \(AIM\)](#)
- Webinar Series: [Increasing Vaccine Confidence](#)
- [The Debunking Handbook](#): How to Handle Misinformation
- [COVID-19 Vaccine Training](#): Building Trust in Vaccination
- Full Resource Guide: [Promoting Vaccine Confidence \(AIM\)](#)
- [COVID Vaccine Ambassador Training](#): How to Talk to Parents
- [Health Equity Guiding Principles for Inclusive Communication](#)
- How to Debunk Misinformation and Bolster Vaccine Confidence: Online Course (VYF) ([English](#)) ([Spanish](#))

Resources & Training

- [Increasing Vaccine Confidence](#): A Resource Guide for LHDs
- [Healthcare Provider Resource Guides](#) for Vaccine Communication
- [Handout for CBOs](#) on Building Vaccine Confidence
- [Handout for Faith Leaders](#) on Building Vaccine Confidence
- [Postcard and Social Media Graphic Templates](#) in English and Spanish
- [Vaccine Resource Hub](#): Resource Library to Promote Vaccine Confidence
- [Template Fact Sheet on Existing State Vaccine Requirements](#) (AIM members only)

Clear Communication

- [Public Health Communications Collaborative](#)
- [Building Bridges](#): A Practical Communications Tool for Acknowledging Tough Questions and Building Trust
- Video: [How Do We Know Vaccines are Safe?](#)
- [IZ Communications Resource Portal \(AIM\)](#) Campaigns, Talking Points, Social Media, and More
- [Best Practices Guide](#) in Vaccine Communication

Building Partnerships

- [Immunization Coalitions by Jurisdiction](#)
- [Peer Sharing & Information Requests](#) (AIM members only)
- Personal Assistance: Looking for a resource? [Contact AIM](#) at info@immunizationmanagers.org

Check out the full [AIM Vaccine Confidence Toolkit](#)