

Connecting the Dots

Vaccine Confidence



Association of
Immunization
Managers

Explore the tools and information featured in this guide to improve or enhance your immunization program's vaccine confidence promotion activities!
For more information, visit: [Information Request & Program Practice Database](#)

Effective Communication

Communication Tools for Immunization programs

- [Communications Tool: Building Bridges](#) (PHCC webpage)
- [Inclusive Communication Principles](#) (CDC webpage)
- [13 Best Practices in Vaccine Communication](#) (Project VCTR .pdf)

For the general public

- [Building Trust in Vaccines](#) (CDC webpage)

For health care audiences

- [How to Talk to Parents](#) (Johns Hopkins University online class)
- [Provider Resource for Vaccine Conversations with Parents](#) (CDC webpage)
- [Reframing the Conversation About Child and Adolescent Vaccinations](#) (FrameWorks Institute brief)
- [For Pharmacists: Vaccine Confident Playbook](#) (APHA webpage)

Targeting Misinformation

Effective Strategies and Tools for Immunization programs

- [Lessons from the Field: Addressing Incorrect Vaccine Information](#) (handbook)
- [A Scientific Consensus Document About Combatting Misinformation](#) (Lewandowsky, et al. handbook)

For the general public

- [Correcting Misinformation, Just the Facts](#) (Voice for Vaccine newsletter)
- [How Do We Know Vaccines Are Safe](#) (Vaccinate Your Family video)
- [How to Address COVID-19 Vaccine Misinformation](#) (CDC webpage)
- [The Conversation](#) (Greater than COVID Video Series)

For health care audiences

- [How to debunk misinformation and bolster vaccine confidence](#) (Vaccinate Your Family University online class)

Resources for Partners

- [How Can CBOs Help Support COVID-19 Vaccination Effort](#) (AIM webpage)
- [How can Faith Leaders Help Support the COVID-19 Vaccination Effort](#) (AIM webpage)
- [Vaccine Confidence Reminder/ Recall Templates](#) (AIM toolkit)
- Template for Communicating [State Vaccine Requirements](#) to Policymakers (AIM template)
- [Increasing Vaccine Confidence: A Resource Guide for Local Health Departments](#) (NACCHO handbook)
- [Recommendations for Sustaining and Expanding Vaccine Equity](#) (Rockefeller Foundation, Brown University School of Public Health, Equity-First Vaccination Initiative handbook)

Resource Hub

AIM Developed Resources

- [COVID-19 Vaccine Education Resources](#) (webpage)
- [Vaccine Confidence Toolkit](#) (webinar)

Partner Developed Resources

- [Vaccinate with Confidence](#) (CDC webpage)
- [Public Health Communications Collaborative](#) (PHCC webpage)
- [Vaccine Resource Hub](#) (P4VE webpage)