



Connecting the Dots: Vaccine Confidence



This guide provides tools and information to enhance your immunization program's (IP's) vaccine confidence activities. Each resource is organized by topic and audience and includes the name of the organization that created it. Share these resources with your internal team and external partners. If you would like to suggest a resource for this guide or sign up for AIM's weekly newsletter, please [email AIM](#).

Effective Communication

For IPs and their Partners

- Association of Immunization Managers (AIM)
 - [Lessons from the Field: Promoting Vaccine Confidence Chapter 1 - The Legislative Process and Other Public Forums](#)
 - [Vaccine Confidence Toolkit Webinar Series](#)
 - [Program Practice Database](#)
- [Vaccine Education Center | Children's Hospital of Philadelphia \(CHOP\)](#) 
- Public Health Communications Collaborative (PHCC)
 - [Plain Language for Public Health Checklist](#)
 - [Building Trust in Public Health Communications](#)
 - [Communicating More Effectively About Vaccines](#)
- Voices for Vaccines
 - [Becoming Trusted Messengers e-course](#)
 - [Just the Facts: Peer-to-Peer Vaccine Conversation Videos](#) 
- [Communications Planning Guide for Local Health Departments](#) | National Association of County & City Health Officials (NACCHO)
- [Center for Health Communication Resources](#) | Harvard T.H. Chan School of Public Health

Links that include print/digital promotion materials:

- [Evaluating Online Health Information](#) | VaccineInformation.org
- [Resources for Evaluating Information](#) | Children's Hospital of Philadelphia

For Healthcare Providers

- [Reframing the Conversation about Child and Adolescent Vaccinations](#) | FrameWorks Institute

Links that include print/digital promotion materials:

- [Vaccine Confidence & Addressing Concerns](#) | Immunize.org
- [Vaccine Confidence Campaign Resources](#) | American College of Preventative Medicine
- [Fact Sheets](#) | Voices for Vaccines

Vaccine Access and Special Populations


For IPs and their Partners

- Association of Immunization Managers (AIM)
 - [Lessons from the Field Chapter 2 - Managing Vaccine Hesitancy During an Outbreak: A Focus on Cultural Competency](#)
 - [iREACH Hub](#)
 - [iREACH Vaccine e-Learning Modules \(English & Spanish\)](#)
- [Strategies for Developing Culturally Driven Public Health Communications](#) | PHCC
- Frameworks Institute
 - [Reframing Health Disparities in Rural America](#)
 - [Valuing Community: Framing Childhood Vaccines in Rural America](#)
- [Vaccine Resources for Schools and Communities](#) | Alliance for a Healthier Generation

Links that include print/digital promotion materials:

- [Fact Sheets and Social Media Posts](#) | Vaccine Resource Hub

For Healthcare Providers

- [Addressing Social Determinants of Health and Barriers to Vaccination e-course](#) | Vaccinate Your Family University
- [Shared Clinical Decision-Making Guide for Clinicians](#) | Common Health Coalition 

Links that include print/digital promotion materials:

- [Talking Points and FAQs about Vaccines](#) | Vaccine Resource Hub
- [Vaccines and Autism](#) | Children's Hospital of Philadelphia
- [Vaccine Resources](#) | Vaccinate Your Family
- [The American College of Obstetricians and Gynecologists \(ACOG\)](#)
 - [Maternal Immunization Social Media Toolkit](#)
 - [Tools and Resources](#)

Addressing Misinformation and Disinformation

For IPs and their Partners

- Association of Immunization Managers (AIM)
 - [Lessons from the Field Chapter 3 - Addressing Incorrect Vaccine Information](#)
 - [Working Together to Navigate the Legislative Environment and Address Misinformation: A Tip Sheet for IPs and PIOs](#)
- [Practical Playbook for Addressing Health Misinformation](#) | Johns Hopkins Bloomberg School of Public Health
- [Vaccine Misinformation Management Field Guide](#) | The Public Good Projects, UNICEF, Yale Institute for Global Health, and First Draft
- [Checklist to Build Trust, Improve Public Health Communication, and Anticipate Misinformation During Public Health Emergencies](#) | Johns Hopkins Bloomberg School of Public Health
- [Vaccine Education Center](#) | Children's Hospital of Philadelphia
- [The Public Health Communicators Guide to Misinformation](#) | PHCC
- [Vaccine Integrity Project](#) | Center for Infectious Disease Research and Policy, University of Minnesota

For Healthcare Providers

- [How to Debunk Misinformation and Bolster Vaccine Confidence e-course](#) | Vaccinate Your Family University
- [Talking with Vaccine Hesitant Parents](#) | American Academy of Pediatrics

Links that include print/digital promotion materials:

- [Vaccine Resources](#) | Children's Hospital of Philadelphia

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Resources are reviewed quarterly.

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