


Connecting the Dots: Vaccine Confidence Resources





This guide provides tools and information to enhance your immunization program's (IP) vaccine confidence activities. Each resource is organized by topic and audience and includes the name of the organization who created it. Share any of the resources with your internal team and external partners that align with your program's goals! 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

- [Lessons from the Field: Promoting Vaccine Confidence Chapter 1 - The Legislative Process and Other Public Forums](#) | AIM
- [Vaccine Confidence Toolkit Home Page](#) | AIM
 - [Webinar Series](#)
- [Program Practice Database](#) | AIM
- [Public Health Communications Collaborative](#)
 - [Communications Tool: Building Bridges](#)
 - [Plain Language for Public Health Checklist](#)
 - [Building Trust in Public Health Communications](#)
 - [PHCC Newsletter](#)
 - [The CALM Approach to Communicating During Times of Uncertainty](#) 
- [13 Best Practices in Vaccine Communication](#) | Project VCTR
- [Communicating Science Clearly e-course](#) | CDC Train
- [Increasing Vaccine Confidence: A Resource Guide for Local Health Departments](#) | NACCHO

For Healthcare Providers


- [Provider Resources for Vaccine Conversations with Parents](#) | CDC
- [Reframing the Conversation about Child and Adolescent Vaccinations](#) | FrameWorks Institute
- [Vaccine Confidence & Addressing Concerns](#) | Immunize.org
- [Vaccine Confidence Campaign Resources](#) | American College of Preventative Medicine
- ["Risk Less Do More" Pan Respiratory Virus Public Education Campaign](#) | U.S. Department of Health and Human Services 
- [Respiratory Virus Guidance](#) | CDC 

Health Equity and Special Populations

For IPs and their Partners



- [Lessons from the Field Chapter 2 - Managing Vaccine Hesitancy During an Outbreak: A Focus on Cultural Competency](#) | AIM
- [Racial and Ethnic Approaches to Community Health \(REACH\) & Health Equity Resource Hub](#) | AIM
 - [Lessons Learned Report: Building Vaccine Equity for COVID-19 and Flu Vaccination in REACH Communities](#)
 - [REACHing for Vaccine Equity: A Podcast](#)
 - [iREACH Vaccine e-Learning Modules \(English & Spanish\)](#) 
- [How Can CBOs Help Support the COVID-19 Vaccination Effort?](#) | AIM
- [How Can Faith Leaders Help Support the COVID-19 Vaccination Effort?](#) | AIM
- [Vaccine Resource Hub](#) | Partnering for Vaccine Equity
 - [Engaging Diverse Audience](#)
- [COVID-19 Information and Resources: People with Disabilities](#) | CDC
- [2023 Immunization Profile Study Report](#) | NACCHO 
- [Strategies for Developing Culturally Driven Public Health Communications](#) | PHCC 

For Healthcare Providers

- [Counseling Guide for Outreach Workers to Address Vaccine Hesitancy Among At-Risk Adults during Outbreaks of Hepatitis A](#) | CDC
- [#ShowUp and #FightFlu Partner Toolkit: Helping You Show Up for your Family and Your Community](#) | National Foundation for Infectious Diseases
- [Talking Points and FAQs about Vaccines](#) | Vaccine Resource Hub
- [Vaccine Resources for Healthcare Providers](#) | Vaccine Resource Hub
- ["From Me, To You" Communication Campaign](#) | CDC 

Addressing Misinformation and Disinformation

For IPs and their Partners

- [Lessons from the Field Chapter 3 - Addressing Incorrect Vaccine Information](#) | AIM
- [Working Together to Navigate the Legislative Environment and Address Misinformation: A Tip Sheet for IPs and PIOs](#) | AIM
- [The Debunking Handbook 2020](#) | Lewandowsky, et.al.
- [Resources on applying Inoculation Theory to Misinformation](#) | Inoculation Science
- [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
- [Infodemiology Training Program](#) | Infodemiology.com, The Public Good Projects 
- [Checklist to Build Trust, Improve Public Health Communication, and Anticipate Misinformation During Public Health Emergencies](#) | Johns Hopkins Bloomberg School of Public Health 

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
- [Shots Heard Round the World Toolkit](#) | The Public Good Projects

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Resources are added and removed quarterly.
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