

ADDRESSING VACCINE HESITANCY



A significant portion of the U.S. population may experience vaccine hesitancy of a new COVID-19 vaccine, which poses dangers to both the individual and their community. Vaccination is one of the most important tools to end the COVID-19 pandemic.

[Journal of Ambulatory Care Management](#)

STRATEGIES AND TECHNIQUES FOR ADDRESSING VACCINE HESITANCY

COMMUNICATE



- ▶ Explore COVID-19 One-Stop Shop [Toolkits](#) and learn practical [strategies](#) for engaging communities to build public confidence and promote acceptance of COVID-19 vaccines.
- ▶ Learn strategies to [leverage](#) positive emotional appeals when framing vaccine strategies such as highlighting the importance of family and social connections associated with vaccination.
- ▶ Employ [tailored strategies](#) for messaging that are tested and [evidence-informed](#) such as giving facts, then addressing myths with the use of visual aids.

EDUCATE



- ▶ Promote access to COVID-19 educational materials such as [webinars](#) and ways to address [vaccine hesitancy](#) in minority groups.
- ▶ Support [educational initiatives](#) in routine processes such as clinic registration and procedures.
- ▶ Educate the community on ways to find [credible](#) vaccine information.

COLLABORATE



- ▶ Engage [community](#) and religious/influential [leaders](#) to promote vaccination.
- ▶ Employ community-level [interventions](#) that address access barriers by offering vaccination programs in various settings such as WIC programs, child care centers, etc.
- ▶ Collaborate with Health Departments to assist with COVID-19 [vaccine registration](#) in hard hit communities or [mobile vaccination](#) clinics/testing (See the story of farmworkers in Riverside county).

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Strong confidence in the vaccines within communities leads to more people getting vaccinated, which leads to fewer COVID-19 illnesses, hospitalizations, and deaths.

[Centers for Disease Control and Prevention](#)

STRATEGIES TO REINFORCE CONFIDENCE IN COVID-19 VACCINES

PROVIDER TOOLS

- ▶ Adapt a sample personal [letter](#) message written by a clinical executive staff describing their own vaccine experience, published on their website.
- ▶ Consider tailoring [patient reminders](#) based on patient values and text [reminders](#) to vaccinate.
- ▶ Learn techniques to communicate effectively about vaccines to [vaccine-hesitant](#) parents.
- ▶ Share with members [12 facts and insights](#) from Dr. Golden (Johns Hopkins Medicine) on “what the COVID-19 vaccines can do to benefit you and your family”.
- ▶ Explore ready-to-use [digital resources](#) for members in multiple languages that can be shared in the community and on social media by providers.

MEMBER TOOLS

- ▶ Share discussion [strategies](#) for when members talk about vaccination with family or friends.
- ▶ Encourage members to [promote and celebrate](#) their vaccination on social media to influence others.
- ▶ Share [key messages](#) that members can use during COVID discussions to elicit trust and promote action within their social network.
- ▶ Share with members [factual information](#) about [vaccines](#).
- ▶ Consider educational outreach in barbershops and beauty salons to dispel vaccine disinformation in Black, Latino and communities of color (such as [Shots at the Shop](#) and MCP member education outreach).