



WHAT IS VACCINE CONFIDENCE?

Vaccine confidence is the trust that patients, their families, and providers have in:

- Recommended vaccines
- Providers who administer vaccines
- Processes and policies that lead to vaccine development, licensure or authorization, manufacturing, and recommendations for use

Many factors influence vaccine decision-making, including contextual factors (e.g., cultural, social, political), individual or group factors, and vaccine-specific factors.



INCREASING CONFIDENCE IN YOUR FACILITY

Five Steps to Increase Confidence:

1. Encourage senior leaders to be vaccine champions

- a. Trusted leaders serve as vaccine champions and can increase confidence by “leading through example”. If you are in a leadership or educator role, share personal testimonials or discuss the importance via a staff presentation, short videos, email blasts, social media, blogs, and web articles.
- b. Designate facilitators and points of reference that can disseminate, lead, or teach within their scope of practice and within their proper channels
 - i. The facilitator will have a supporting slide deck and suggested conversation prompts and ideas
 - ii. Facilitator should be a staff member or outside health professional who is well-respected and seen as a neutral convener on the topic
 - iii. It can be helpful to also have a vaccine expert in the room to answer more technical questions, such as those about vaccine safety

- 2. Host discussions where personnel with different roles can provide input and ask questions (including non-medical staff)**
 - a. These open discussions can help you address staff questions and concerns and get their input on how to best build vaccine confidence within your facility
 - b. Make yourself available by creating a mechanism for staff to get answers to their questions if they are not comfortable coming to the in-person discussion. Let them know they also have an important role in making vaccine confidence visible in your facility.
- 3. Share key messages with staff through emails, breakroom posters, and other channels**
 - a. Consider sharing opportunities in the county or neighborhood that your workplace is in is holding vaccine clinics and promote this on a weekly or monthly basis
 - b. Post in your staff break rooms and common areas
 - c. Share regular updates on vaccination efforts in staff meetings or email blasts
 - d. Include vaccine info on your website, intranet, and social media platforms
- 4. Share facts about vaccines, including how they are developed and monitored for safety, and how they can effectively communicate this information or field questions**
 - a. Teach them how to have effective conversations with their families, friends, and communities
 - b. Designate a location for an internal feedback mechanism for staff members to ask questions or receive guidance about vaccinations
 - c. Let them know they also have an important role in making vaccine confidence visible in your facility
- 5. Make the decision to stay up to date with your vaccines visible and celebrate it!**
 - a. Provide small, sincere token of gratitude for those getting vaccinated (e.g. pins, lanyards, bracelets, etc.), or showcase photos on social media as part of a campaign
 - b. Offer paid time off for receiving vaccinations or to give back to the community by participating in vaccine-related events.



REFERENCES

- CDC Conversation Starter (Printable). Centers for Disease Control and Prevention. How to Build Healthcare Personnel's Confidence in COVID-19 Vaccines. <https://www.cdc.gov/vaccines/covid-19/downloads/Build-Healthcare-Personnel-Confidence.pdf>. Accessed October 21, 2022.
- Centers for Disease Control and Prevention. APPENDIX A. COVID-19 Vaccine Communication and Confidence Checklist. <https://www.cdc.gov/vaccines/covid-19/downloads/Appendix-A-Communication-Confidence-Checklist-508.pdf>. Published January 31, 2021. Accessed October 21, 2022.
- Centers for Disease Control and Prevention. APPENDIX B. The COVID-19 Vaccine Confidence Conversation Starter. <https://www.cdc.gov/vaccines/covid-19/downloads/Appendix-B-Conversation-Starter-508.pdf>. Published January 31, 2021. Accessed October 21, 2022.