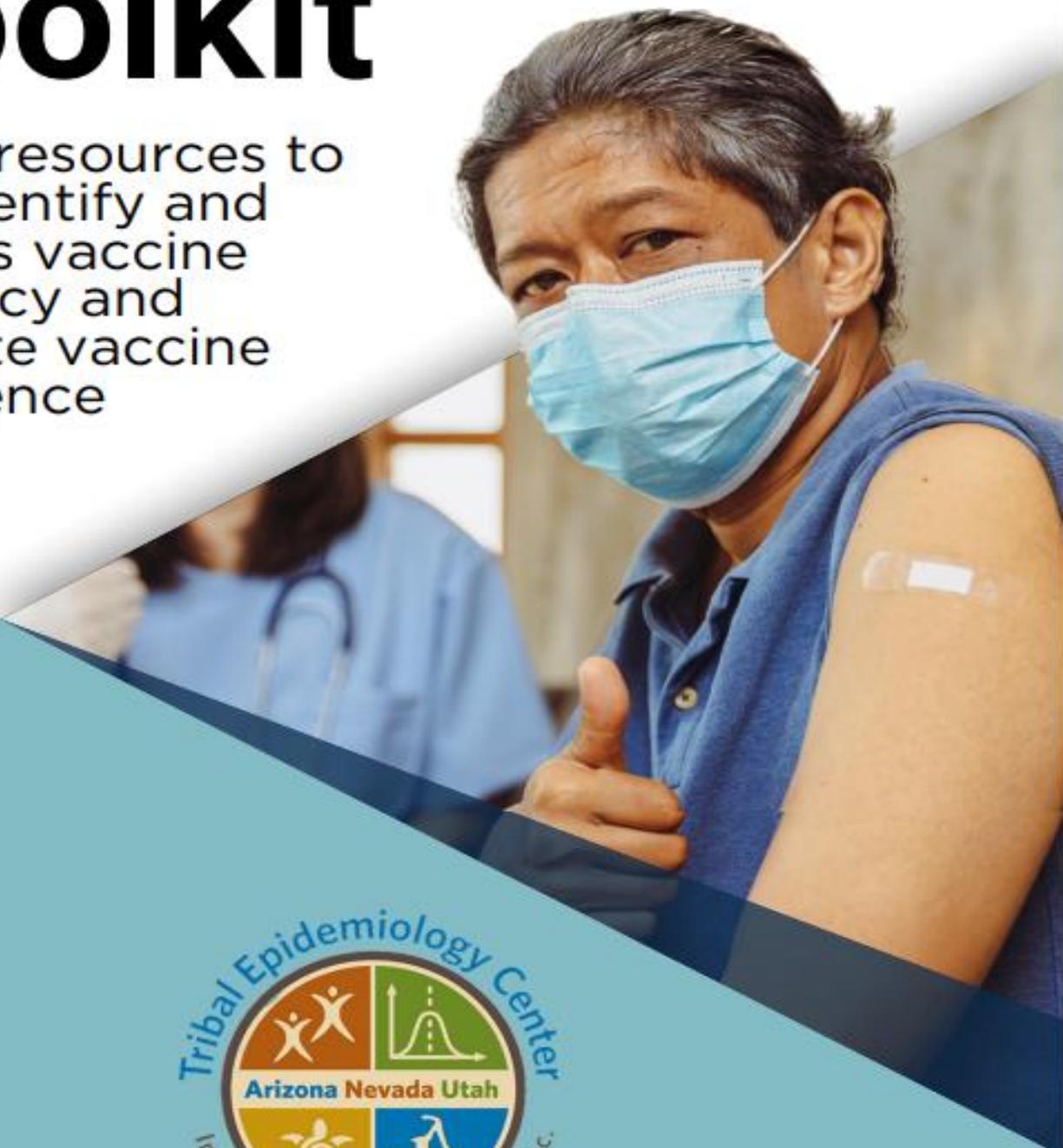


# Vaccine Confidence Toolkit

Online resources to help identify and address vaccine hesitancy and promote vaccine confidence



# Contributions

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Publication of this document would not have been possible without the contribution of the following individuals:

## **Inter Tribal Council of Arizona, Inc. Executive Director**

Maria Dadgar, MBA

## **Inter Tribal Council of Arizona, Inc. Assistant Director**

Thomas Throssell, BS

## **Tribal Epidemiology Center Director**

Jamie Ritchey, PhD, MPH

## **Tribal Epidemiology Center Staff**

Melissa Fulton, MPH – *Epidemiologist II*

Providence Ishimwe, MPH – *Epidemiologist II*

Darien Fuller, MS, MPH – *Epidemiologist II*

Anne van Duijnhoven, MS, MPH – *Epidemiologist III*

Stephanie Bustillo, MPH – *Epidemiologist II*

Derek Hart, MPH – *Epidemiologist II*

Alison Cantley, MPH – *Epidemiologist II*

## **Additional Inter Tribal Council of Arizona, Inc. Contributors**

Cassie Santoro, BM – *Social Media Manager*

## **Recommended Citation**

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# Acknowledgements

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We would like to thank Northwest Portland Indian Health Board, VacciNative Coalition, and the Centers for Disease Control and Prevention for their assistance in creating this report. The resources in this toolkit represent just a few of the many online resources. The organizations referenced in the toolkit have expansive networks of other resources and services. The featured contents of interest are not definitive; they serve as summaries of content available on each organizations' website.

# Table of Contents

<b>Introduction.....</b>	<b>1</b>
<b>Vaccine Confidence.....</b>	<b>2</b>
<b>Resources for Health Care and Public Health Workers .....</b>	<b>3</b>
<b>Indian Health Services (IHS) .....</b>	<b>3</b>
<b>National Indian Health Board (NIHB).....</b>	<b>5</b>
<b>Centers for Disease Control and Prevention (CDC).....</b>	<b>5</b>
<b>US Department of Health and Human Services (HHS) .....</b>	<b>9</b>
<b>Northwest Portland Area Indian Health Board (NPAIHB).....</b>	<b>11</b>
<b>Inter Tribal Council of Arizona, Inc. Tribal Epidemiology Center (ITCA TEC)....</b>	<b>11</b>
<b>State .....</b>	<b>13</b>
<b>Other Resources.....</b>	<b>17</b>
<b>Public Resources .....</b>	<b>17</b>
<b>Indian Health Services (IHS) .....</b>	<b>18</b>
<b>National Indian Health Board (NIHB).....</b>	<b>18</b>
<b>Centers for Disease Control and Prevention (CDC).....</b>	<b>19</b>
<b>Northwest Portland Area Indian Health Board (NPAIHB).....</b>	<b>23</b>
<b>Inter Tribal Council of Arizona, Inc Tribal Epidemiology Center (ITCA TEC)....</b>	<b>23</b>
<b>State .....</b>	<b>24</b>
<b>References.....</b>	<b>28</b>

## Introduction

Vaccines have been in use as early as the 15<sup>th</sup> century<sup>1</sup>. Some sources suggest inoculation practices date back as early as 200 BC<sup>2</sup>. The first successful vaccine was created in 1796 against smallpox<sup>3</sup>. Vaccines have been reported to save approximately 4 million lives a year from diseases<sup>4</sup>. Previous research and progressive technology has enhanced vaccine development<sup>5,6</sup>. Modern research, laboratory, and surveillance techniques ensure vaccines are safe and available for use<sup>6</sup>.

Despite the historical effectiveness of vaccines, coverage and confidence has waned over the years<sup>7,8</sup>. Vaccine coverage declined during the COVID-19 pandemic due to mistrust<sup>5,9</sup>. Vaccination rates continued to decline as misinformation circulated through a variety of media sources<sup>10</sup>. Vaccine opponents utilized the convenience of social media to discredit vaccine safety and effectiveness<sup>10</sup>. Some efforts to combat misinformation included words and concepts that were unfamiliar or confusing to the layperson<sup>11</sup>. Messaging and conversations need to appeal to the reader<sup>12</sup>. There are now several resources that are available for vaccine advocates to use to improve communication related to vaccination.

The purpose of this toolkit is to provide a consolidated, though not exhaustive, list of vaccine communication resources for health professionals. These resources are provided for use in planning vaccine projects, expanding existing programs, and creating clinical or community products, etc. The versatility of the resources in this toolkit allow users to customize effective strategies for their communities and purposes.

## Vaccine Confidence

The Centers for Disease Control and Prevention (CDC) defines vaccine confidence as *“the belief that vaccines work, are safe, and are part of a trustworthy medical system”*<sup>13</sup>. Factors that affect confidence are culture, experience, knowledge, adverse reactions, and history/longevity<sup>1,13</sup>.

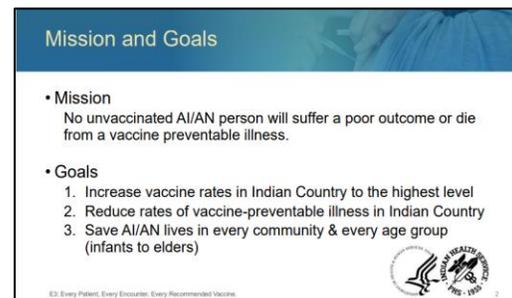
The dichotomy of confidence is fact and perception. Education and awareness must go beyond giving the facts and consider the values, opinions, and understanding of the target audience<sup>1,14,15</sup>. Framing vaccine promotion in a relevant context can help people feel confident in vaccinations<sup>1,14,15</sup>. Strategies based on community-revered principles present a connection between science and community<sup>14</sup>.

# Resources for Health Care and Public Health Workers

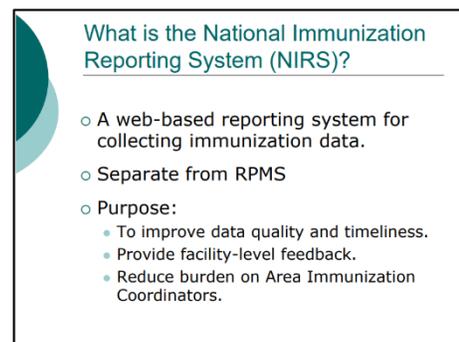
The resources in this section help health care workers recognize, define, and address vaccine hesitancy. Resources include strategies and techniques for discussing vaccinations with patients and encouraging vaccine confidence.

## Indian Health Services (IHS)

- [E3 Vaccine Strategy | National Pharmacy & Therapeutics Committee \(ihs.gov\)](#)<sup>16</sup>
  - The strategy is designed to prioritize vaccination in all age groups and health-related settings.
  - Content of interest:
    - [E3 Operational Plan \(Jan 2023\)](#)
    - [National Pharmacy and Therapeutics Committee \(NPTC\) E3 Presentation](#)
    - [IHS E3 Vaccine Strategy Documentation \(Nov 2022\)](#)
    - E3 Factsheets
    - Provider resources
    - Patient resources
    - E3 National Immunization Reporting System Training Materials
    - E3 Sample Best Practice



- [Immunization and Vaccine-Preventable Diseases Resources for Providers](#)<sup>17</sup>
  - These resources help health care providers initiate and guide discussions about vaccines.
  - Content of interest:
    - Influenza resources
    - Vaccine recommendations
    - IHS immunization software resources
      - [National Immunization Reporting System \(NIRS\) training PDF](#)





# National Indian Health Board (NIHB)

- [NIHB COVID-19 Community Health Tools<sup>20</sup>](#)
  - This website offers resources, FAQs, and infographics for Tribal public health departments and workers, community organizations, and Tribal community members.
  - Resources for healthcare workers include:
    - [COVID-19 Response Plan Template](#)
    - Resources for providers and healthcare facilities
    - Research reports

## Resources for Providers and Healthcare Facilities

**Resources for Mental Health Programs**

Please see the links below for more information on responding to COVID-19.

**ROUTINES**

Substance Abuse and Mental Health Services Administration's (SAMHSA) Disaster Distress Helpline is 800-955-9888 or text 43885 (HELP) to 64634.

People with diabetes or hearing loss can use their preferred relay service to call 3-800-955-5993.

For confidential support 24 hours a day, 7 days a week, call 1-800-273-8255 (TALK), or visit the National Suicide Prevention Lifeline Crisis Chat webpage, or text the Crisis Text Line (text START to 741741) from anywhere in the U.S.) and a trained Crisis Counselor will respond quickly.

The Truist Project offers crisis services that create a safe, supporting, and inclusive environment for youth who identify as Lesbian, Gay, Bisexual, Transgender, Queer and/or Gendering (LGBTQ), by phone at 1-866-868-7366, and through text (text TRUSTR to 3-202-394-1200).

**On Demand Webinars**

Coronavirus Disease 2019 (COVID-19) Update—What Clinicians Need to Know to Prepare for COVID-19 in the United States. Recorded on March 5, 2020.  
[https://www.cdc.gov/coronavirus/2019-nCoV/updates\\_030520.html](https://www.cdc.gov/coronavirus/2019-nCoV/updates_030520.html)

U.S. Department of Veterans Affairs and the National Child Traumatic Stress Network, Psychological First Aid Training. [https://www.va.gov/onthenationaltraumastressnetwork/trauma\\_mental.asp](https://www.va.gov/onthenationaltraumastressnetwork/trauma_mental.asp)

CDC Coronavirus Disease 2019 (COVID-19) Communication Resources. <https://www.cdc.gov/coronavirus/2019-nCoV/communication/resources.html>

SAMHSA SAM Helpline – Telepsychiatry in the Era of COVID-19. <https://indianhealth.org/press/press-releases/telepsychiatry-in-the-era-of-covid-19>

American Psychiatric Association. Managing the Mental Health Effects of COVID-19. <https://indianhealth.org/press/press-releases/american-psychiatric-association-managing-mental-health-effects-covid-19>

**SAMHSA**  
Substance Abuse and Mental Health Services Administration

**Training and Technical Assistance Related to COVID-19**

**MHTTC Resources**

Responding to COVID-19: Fight back products and resources that can be useful when coping with the effects of a widespread public health crisis such as:

- Psychological Impacts of Disaster: Assisting Community Leaders
- Supportive Practices for Mental Health Professionals During Pandemic: Reduced Social Distancing

**MHTTC Pandemic Response Resources:** <https://indianhealth.org/press/press-releases/mhttc-pandemic-response-resources>

**Upcoming webinars:**

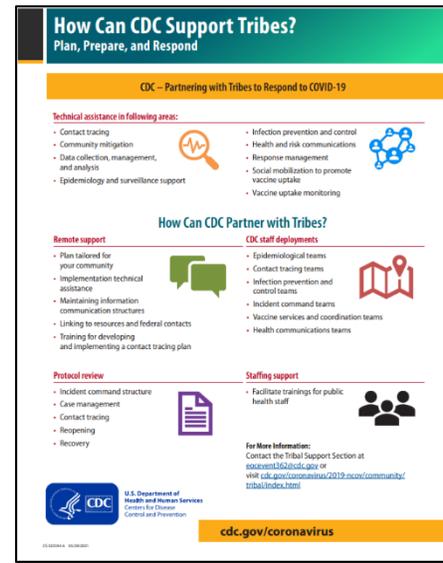
- **Mental Health Mutual Support Calls for Thinking at Work During COVID-19**
- **Northwest & Caribbean MHTTC:**
  - For **mental health providers**, meetings held every other **Thursday** from 9-10am PT / 10-11pm ET until 5/28
  - For **mental health supporters**, meetings held every **Thursday** from 11am-12pm PT / 1-2pm ET until 5/28
- **Triangulate Informal and Resilience-Oriented Leadership During a Pandemic:** Pacific Southwest MHTTC - May 11, 3-4pm PT / 6-7pm ET
- **Learn More on Terms of Use:** Pacific Southwest MHTTC - May 18, 3-4pm PT / 6-7pm ET
- **Regional ACT Virtual Meetings to Address Impact of COVID-19 - Northwest MHTTC:** May 4, 10-11:30pm PT / 3-4:30pm ET. Meetings held every Monday through May from 10-11:30am PT / 1-2:30pm ET. [Learn More](#)
- **Business of Support for Mental Health Providers:** - National American Indian & Alaska Native MHTTC - May 5, 12-1pm PT / 3-4pm ET
- **Mental Health Providers and Supportive Practices During National Emergency:** - National Hispanic & Latino MHTTC - May 8, 10-11am PT / 3-2pm ET
- **Triangulate Informal and Resilience-Oriented Leadership During a Pandemic:** - Pacific Southwest MHTTC May 11, 3-4pm PT / 6-7pm ET
- **Wellness and Self-Compassion: Supporting Mental Health and Substance Use Providers During the Pandemic:** New England MHTTC - May 18, 10-10:30am PT / 1:30pm ET
- **Educator Wellness Webinar:** - the Educator Wellness Webinar Series is part of the Well-Being Series - Connections During COVID-19: Mental Wellness Webinars for Families and Educators. <https://www.nceh.org/press/press-releases/educator-wellness-webinar-2-supporting-educator-well-being>

**Resource List for COVID-19**

**Mental Health Training and Technical Assistance for COVID-19**

## Centers for Disease Control and Prevention (CDC)

- [CDC Tribal Health](#)<sup>21</sup>
  - CDC Tribal Health page lists supportive resources for Tribal communities and links to other Tribal partners.
  - Content of interest:
    - COVID-19 Resources for Tribal Communities
    - [How Can CDC Support Tribes? Plan Prepare, and Respond PDF](#)
    - [World Health Organization COVID-19 pandemic](#)
    - [Social Stigma associated with COVID-19 PDF](#)
- [What is Health Equity?](#)<sup>22</sup>
  - CDC Health Equity CORE strategy addresses health disparities with a systematic approach to factors affecting health equity.
  - Content of interest:
    - Factors affecting health equity
    - Office of Health Equity's role in CDC's CORE commitment to health equity
    - Optimize interventions
    - What you can do to promote health equity
- [Minority Health](#)<sup>23</sup>
  - CDC Minority Health is a compilation of reports, studies, and strategies to address and combat health disparities due to racism.
  - Content of interest:
    - [Health Disparities and Strategies Reports](#)
    - [Racism and Health](#)
    - [Leading Causes of Death – Males – United States](#)
    - [Leading Causes of Death – Females – United States](#)



- [Student Programs](#)
- [Events and Continuing Education](#)
- [Foundations of Health Equity Self-Guided Training Plan](#)

**Student Programs**

[Print](#)

CDC's Office of Health Equity (OHE) supports internship and fellowship opportunities for qualified undergraduate and graduate students to gain meaningful experiences in public health settings. The CDC John R. Lewis Undergraduate Public Health Scholars (Lewis) Program and the Dr. James A. Ferguson Emerging Infectious Diseases (Ferguson) Fellowship provide students, particularly those from populations that are underrepresented in public health professions, with career-building public health experiences.



Program Participants

CDC established the Lewis Scholars Program in 2011 to increase the knowledge, skills, and interest in public health careers among diverse students through internship programs. The program aims to equip the future public health workforce with the competencies needed to effectively address ongoing and emerging health inequities. The program introduces undergraduate students to topics in minority health and health equity and supports their career development.

CDC established the Ferguson Fellowship in 1989 to support public health research and professional development in the areas of infectious diseases and health disparities, with a special focus on increasing knowledge and interest in public health research careers among graduate students from underrepresented populations.

- [COVID-19 Vaccination Field Guide: 12 Strategies for Your Community](#)<sup>24</sup>

- The field guide is a detailed manual of evidence-based and research supported strategies to promote COVID-19 vaccination uptake and confidence.

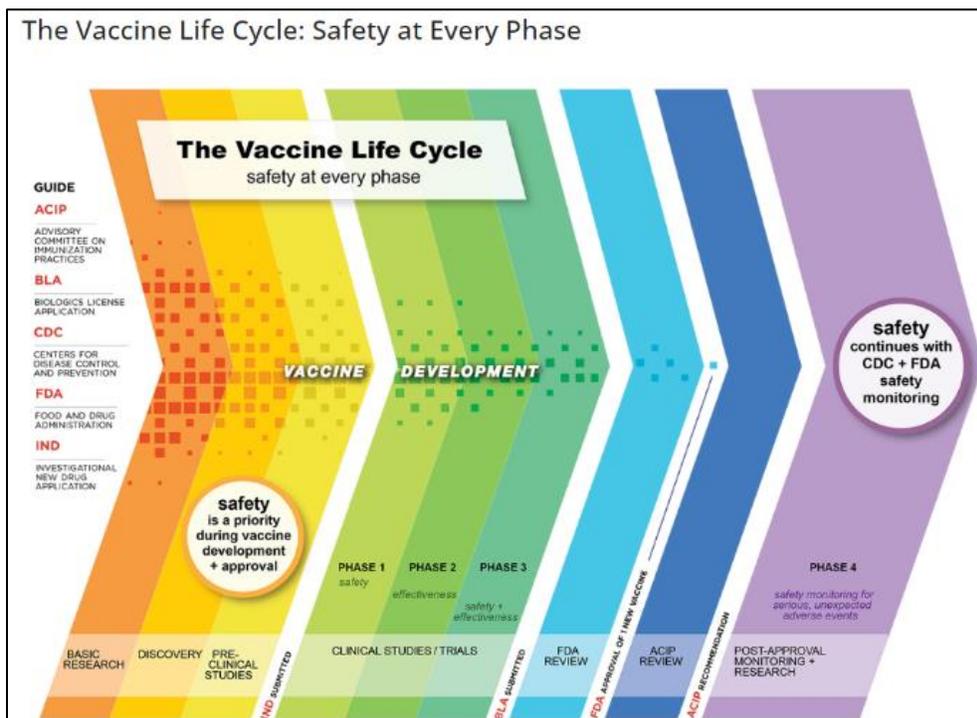


- [Advisory Committee on Immunization Practices \(ACIP\)](#)<sup>25</sup>

- The ACIP webpage is the portal to meetings, vaccine recommendations, ACIP membership, and work groups.
- Content of interest:
  - ACIP recommendations
  - Meeting information
  - Committee information
  - Committee members
  - Membership application
  - Work groups
  - Evidence-based recommendations process

<p><b>ACIP Meeting Information</b></p>  <p><a href="#">View meeting information</a></p>	<p><b>ACIP Committee Information</b></p>  <p><a href="#">View committee information</a></p>	<p><b>ACIP Committee Members</b></p>  <p><a href="#">View committee members</a></p>
<p><b>Apply for ACIP Membership</b></p>  <p><a href="#">Apply for membership</a></p>	<p><b>ACIP Work Groups</b></p>  <p><a href="#">View work groups</a></p>	<p><b>Evidence Based Recommendations Process</b></p>  <p><a href="#">View evidence based recommendations</a></p>

- [Frequently Asked Questions about COVID-19 Vaccination<sup>26</sup>](#)
  - This page addresses commonly asked questions about COVID-19 vaccination.
  - Content of interest
    - Getting your updated COVID-19 vaccines
    - Getting children and teens vaccinated
    - Safety
    - Benefits
    - After your vaccine
- [U.S. Vaccine Safety - Overview, History, and How It Works<sup>27</sup>](#)
  - U.S. Vaccine Safety page is a high-level review of vaccine development, testing, and legalities.
  - Content of interest:
    - The National Childhood Vaccine Injury Act
    - The vaccine life cycle: Safety at every phase
    - How CDC monitors vaccine safety
    - Improvements in vaccine safety
    - The future of vaccine safety

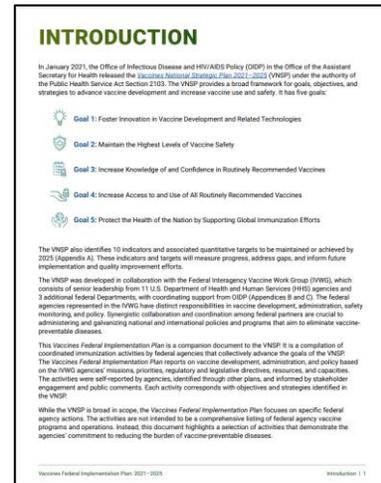


- [COVID-19 Communication Resources](#)<sup>28</sup>
  - COVID-19 Communication Resources aids in delivering effective, relevant, and factual information to the public in videos, braille-ready files, and website applications.
  - Content of interest:
    - [Guidance Documents](#)
    - [Image Library](#)
    - [Widgets, Buttons, and Graphics](#)

 <p style="text-align: center;">Encuentre vacunas contra el COVID-19 cerca de usted</p> <p style="text-align: center;"><a href="https://www.vacunas.gov">Visite vacunas.gov</a></p> <p style="text-align: center;">Llame al 1-800-232-0233</p> <p style="text-align: center;">  </p>	 <p style="text-align: center;">Find COVID-19 Vaccines Near You</p> <p style="text-align: center;"><a href="https://www.vaccines.gov">Visit Vaccines.gov</a></p> <p style="text-align: center;">Or Call 1-800-232-0233</p> <p style="text-align: center;">  </p>
<p>Copy the code below for this widget:</p> <pre style="border: 1px solid #ccc; padding: 5px; font-family: monospace;"> &lt;iframe src="https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-finder-widget-sp.html" scrolling="no" height="520" frameborder="0" width="280" title="Widget - Encuentre vacunas contra el COVID-19 cerca de usted" style="overflow: hidden; frameborder="0"&gt;&lt;!-- Vaccine Finder Widget !-&gt; &lt;/iframe&gt; </pre>	<p>Copy the code below for this widget:</p> <pre style="border: 1px solid #ccc; padding: 5px; font-family: monospace;"> &lt;iframe src="https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-finder-widget_1.html" scrolling="no" height="520" frameborder="0" width="280" title="Vaccine Finder Widget" style="overflow: hidden; frameborder="0"&gt;&lt;!-- Vaccine Finder Widget !-&gt; &lt;/iframe&gt; </pre>

## US Department of Health and Human Services (HHS)

- [Vaccines National Strategic Plan](#)<sup>29</sup>
  - The Vaccine National Strategic Plan is a roadmap of the coordination of vaccine development and use in the United States.
  - Content of interest:
    - [Vaccines National Strategic Plan 2021-2025 PDF](#)
    - [Background and History](#)
    - [Vision and Goal](#)
    - [Vaccines Federal Implementation Plan 2021-2025 PDF](#)
- [Featured Priorities](#)<sup>30</sup>
  - This page lists and summarizes HHS vaccines and immunization priorities central to improving the vaccination system in the United States.
  - Content of interest:
    - Catch-up Vaccination
    - Adult Immunization
    - HPV Immunization
    - Vaccine Confidence
    - Vaccine Innovation
    - Vaccine Safety



## Northwest Portland Area Indian Health Board (NPAIHB)

- [VacciNative - Indian Country ECHO<sup>31</sup>](#)
  - VacciNative is a national alliance of Native Elders, clinicians, and public health professionals dedicated to sharing accurate vaccine information.



- Content of interest:
  - [Infectious Disease ECHO Program](#)
  - [A guide to understanding Childhood Vaccines](#)
  - [A guide to building vaccine confidence with families](#)
  - [COVID-19 Resources](#)



## Inter Tribal Council of Arizona, Inc. Tribal Epidemiology Center (ITCA TEC)

- [Vaccine Promotion Resources](#)<sup>32</sup>
  - ITCA TEC offers vaccine program support, needs assessment, promotional strategies, and training/technical assistance.
  - Content of interest:
    - [CDC Clinical Guidance for COVID-19 Vaccination](#)
    - COVID-19 Vaccine Standing Orders
    - [TEC Request for Services](#)

Request for Tribal Epidemiology Center (TEC) Support Form	
<b>1. Requested Date:</b>	<input type="text"/> (ex. MM/DD/YYYY) <span style="float: right;"><b>RTA I.D.:</b> _____</span>
<b>2. Date Completed:</b>	<input type="text"/> (ex. MM/DD/YYYY) <span style="float: right;"><b>INITIALS:</b> _____</span>
<b>3. Requester Information</b>	
Name: <input type="text"/>	Address: <input type="text"/>
Tribe/Org: <input type="text"/>	Phone: <input type="text"/>
Department: <input type="text"/>	Email: <input type="text"/>
<b>4. Please provide a brief description of the requested TEC support.</b>	
<input style="width: 100%; height: 100%;" type="text"/>	
<b>5. Technical Assistance</b>	
(Please check all that apply)	
<input type="checkbox"/>	<b>Community Health Profile (CHP)/Community Health Assessment (CHA)</b> Reports that helps to determine the health status of Tribal communities.
<input type="checkbox"/>	<b>Other Report Construction</b> Assistance in writing & assembling a paper with content or data provided by the requestor.
<input type="checkbox"/>	<b>Data analysis</b> A short report that examines health information and provides an interpretation of data.
<input type="checkbox"/>	<b>Data search</b> A search to locate publically available data.
<input type="checkbox"/>	<b>Develop health educational materials</b> Provide Tribal communities with brochures and/or health bulletins on disease topics.
<input type="checkbox"/>	<b>Document review</b> Support in the form of reading and editing grants, projects, health reports, papers, etc.
<input type="checkbox"/>	<b>Literature search</b> A gathering of reports and published materials on a health topic.
<input type="checkbox"/>	<b>Program evaluation</b> A systematic way of determining if tribal health projects are effective and efficient.
<input type="checkbox"/>	<b>Survey design or question development</b> Creating surveys for Tribal communities and health programs.
<input type="checkbox"/>	<b>Public Health Workshops</b>
<input type="checkbox"/>	<b>Other -- Contact TEC to discuss other available TEC support.</b>
Email or fax your completed form to ITCA Tribal Epidemiology Department: <a href="mailto:TECinfo@itcaonline.com">TECinfo@itcaonline.com</a> FAX: 602-258-4825	

## State

- Arizona
  - [Providers - Arizona Partnership for Immunization](#)<sup>33</sup>
    - The Arizona Partnership for Immunization is a statewide coalition dedicated to developing and coordinating immunization education programs and advocating for better healthcare needs in the public and private sector.

**The Arizona Partnership for Immunization – TAPI**



**They Still Need You to Help Protect Their Future**

Teen vaccine campaign materials are available on the Free Materials Page.

- Content of interest:
  - COVID-19 Vaccine How To's & Useful Info for Providers
  - [COVID-19 Provider Resources](#)
  - [HPV Vaccine Resources: Other Provider Resources](#)
  - [Outbreak Information](#)
  - [Vaccine Advocacy](#)
  - [Vaccine Safety](#)
  - Outside Resources
  - Trainings
  - [The Pink Book](#)

- Nevada

- [Immunizations \(nv.gov\)](http://nv.gov)<sup>34</sup>

- The Nevada State Immunization Program (NSIP) works with local health and educational institutes to facilitate equitable vaccine access.

**VFC vaccinations cannot be denied to an established VFC-eligible patient due to the inability of the parents to pay the administration fee.**

- [To find a VFC Provider in your location please follow the link below](#)

**1. Who needs a flu vaccine?**  
a) You   b) You   c) You   d) All of the above

Even healthy people can get the flu. Protect yourself and your loved ones. Get vaccinated.

[www.cdc.gov/flu](http://www.cdc.gov/flu)

La vacuna contra la influenza que se aplicará este año te protegerá a ti y a tu bebé.

Para más información visita:  
[www.cdc.gov/flu](http://www.cdc.gov/flu)  
<http://espanol.cdc.gov/enes/flu/>

**YO ME VACUNO**  
protéjete a...  
**MI bebé**

- Content of interest:

- [COVID-19 Vaccine Information](#)
      - [MPox](#)
      - [Vaccine for Children \(VFC\) Program](#)
      - [Nevada WebIZ – Our Statewide Immunization Information System](#)
      - [Health Level Seven \(HL7\) Electronic Data Exchange \(Interface\)](#)
      - [Antepartum & Postpartum Cocooning with Tdap and Influenza Vaccine](#)
      - [Perinatal Hepatitis B Prevention](#)
      - [Vaccine Preventable Diseases](#)
      - [Special Immunization Projects](#)
      - [Influenza](#)
      - [School and Child Care Facility Immunizations](#)

- [Immunize Nevada](#)<sup>35</sup>
  - Immunize Nevada offers resources for providers, caregivers & families, and school & childcare administrators.
  - Content of interest:
    - [Healthcare Providers](#)
    - [School & Child Care Administrators](#)

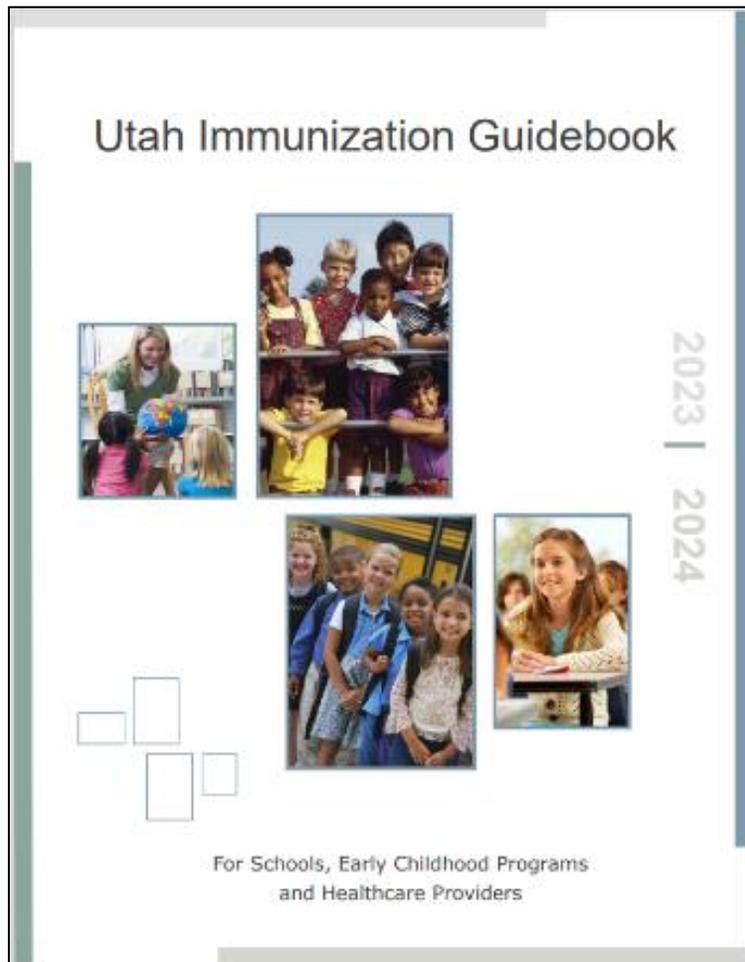


- Utah
  - [Utah Department of Health & Human Services](#)<sup>36</sup>
    - The Utah Health Department site provides resources for healthcare providers to discuss vaccination with patients and increase confidence in getting vaccinated.



- Content of interest:
  - [Immunization Evaluation](#)
  - [Utah Statistics](#)
  - [Immunization Reporting](#)
  - [HPV Information for Providers](#)
  - [Medical Assistant Training](#)
  - [Utah Statewide Immunization Information System \(USIIS\)](#)

- [Childhood Program Requirements<sup>37</sup>](#)
  - The School & Early Childhood Program Requirements page includes state specific childhood and school vaccine requirements and resources to promote immunizations.
  - Content of interest:
    - [Utah Immunization Guidebook](#)
    - [Utah Immunization Rule](#)
    - [K-12 School COVID-19 Recommendations](#)
    - [Immunization Exemptions](#)
    - [School & Childcare Immunization Requirements](#)
    - [Educational Modules](#)
    - [Schools & Early Childhood Program Immunization](#)



## Other Resources

- [8 communication strategies to boost COVID-19 vaccine acceptance | American Medical Association \(ama-assn.org\)<sup>38</sup>](#)
  - The American Medical Association (AMA) provides a review of 8 best practices to build confidence in COVID-19 vaccines.
- [Vaccine Confidence & Addressing Concerns<sup>39</sup>](#)
  - Immunize.org addresses concerns, provides methods to build confidence, offers a spectrum of vaccination promoting resources, and explains vaccine-related terms and concepts.
  - Content of interest:
    - [Topic Areas](#)
    - [Additional Resources](#)
    - [Unprotected People Stories](#)
    - [Image Library](#)
    - [Vaccine Manufacturers Contact and Product Information](#)
    - [Vaccine Apps](#)
    - [Email News Services](#)
    - [Immunize.org Partners](#)
    - [Webinars & Videos](#)

July 13, 2023

### Hepatitis B-Gone! Implementing universal adult screening and vaccination. Your practical questions answered.

**Current**

Widespread implementation of adult screening and catch-up vaccination brings the elimination of hepatitis B in the United States, along with hepatitis B-related liver disease and cancer, within reach. Panelists discuss the hepatitis B CDC recommendations and practical clinical questions about how to make them work for everyone.

🕒 56 minutes



## WEBINAR

### Hepatitis B-Gone! Implementing universal adult screening and vaccination. Your practical questions answered.

July 13, 2023



**Carolyn Wester, MD, MPH**  
Division Director of Adult Hepatitis, National Center for HIV, Viral Hepatitis, STD, and TB Prevention, Centers for Disease Control and Prevention

**Kelly L. Moore, MD, MPH**  
President and CEO, Immunize.org

**L.J. Tan, MS, PhD**  
Chief Policy and Partnership Officer, Immunize.org

## Public Resources

The resources in this section are for community dissemination and viewing. Graphics can be downloaded for immediate use, ordered in bulk, or customized to appeal to targeted audiences and communities. These resources are for general audiences to view in public locations or health-related facilities.

### Indian Health Services (IHS)

- [Immunization and Vaccine-Preventable Diseases Resources for Patients<sup>40</sup>](#)
  - The Resources for Patients page provides helpful resources to share with patients to keep them informed on immunization schedules and why regular vaccinations help prevent disease.
  - Content of interest:
    - Vaccine Posters, Broachers, and Public Service Announcements
    - Vaccine Basics and Toolkits
    - Immunization Schedules
    - Lifespan Immunizations



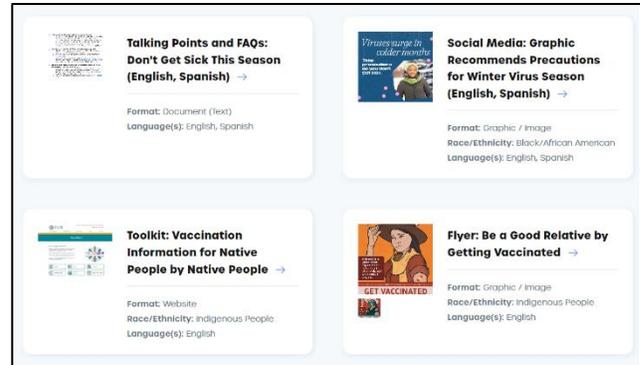
## National Indian Health Board (NIHB)

- [COVID-19 Community Health Tools<sup>20</sup>](#)
  - The COVID-19 Community Health Tools page includes links to resources, FAQs, fact sheets, and infographics for Tribal public health departments and workers, community organizations, and Tribal community members on COVID-19.
  - Content of interest:
    - Community health tools
      - Infographics
      - Flyers
      - FAQs
    - Resources created by Tribes
      - YouTube videos
      - Publications
      - COVID-19 information webpages
    - NIHB Youth Health Policy Fellowship Videos



## Centers for Disease Control and Prevention (CDC)

- [Partnering for Vaccine Equity Resource Hub<sup>41</sup>](#)
  - The site provides access to diverse, culturally relevant and accurate materials that community-based organizations (CBOs) and the public can use to educate and inform their community about vaccines.
  - Content of interest:
    - [Resources](#)
    - [Create Resources](#)



- [COVID-19<sup>42</sup>](#)
  - The CDC COVID-19 page offers a wealth of resources to help educate the public and raise awareness about COVID-19 disease, testing, treatments, and medications.



- Content of interest:
  - [Symptoms of COVID-19](#)
  - [Testing for COVID-19](#)
  - [Treatment and Medications](#)
  - [Get the Latest on COVID-19, Flu, and RSV](#)
  - [Understanding Your Risk](#)
  - [Prevention](#)
  - [If You Were Exposed](#)
  - [If You are Sick](#)
  - [Long COVID](#)
  - [Protect yourself and others from COVID-19, Flu, and RSV](#)

- [Myths and Facts about COVID-19 Vaccines](#)<sup>43</sup>

- CDC Myths and Facts about COVID-19 vaccines promote vaccine confidence by addressing common myths and facts about COVID-19 vaccinations and links to other COVID-19 related topics.

- Content of interest:

- [Long-term health issues after COVID-19 infection](#)
- [Getting a COVID-19 vaccine after having COVID-19](#)
- [Ingredients](#)
- [COVID-19 vaccines for people who would like to have a baby](#)
- [How COVID-19 vaccines work](#)
- [Vaccine Adverse Event Reporting System \(VAERS\)](#)
- [Finding credible vaccine information](#)

Getting a COVID-19 vaccine is a safer and more dependable way to build immunity to COVID-19 than getting sick with COVID-19.

**FACT:** COVID-19 vaccination causes a more predictable immune response than an infection with the virus that causes COVID-19.

COVID-19 can cause severe illness or death. You can also continue to have long-term health issues after COVID-19 infection. Getting sick with COVID-19 offers protection from future illness. This protection is sometimes called "natural immunity". The level of protection people get from a COVID-19 infection may vary depending on how mild or severe their illness was, the time since their infection, and their age.

Getting a COVID-19 vaccine can provide added protection for people who already had COVID-19.

Learn about why you should get vaccinated even if you already had COVID-19.



- [Communication Resources](#)<sup>28</sup>

- The COVID-19 Communication Resources aids in delivering effective, relevant, and factual information to the public in videos, braille-ready files, and website applications.

Flu Can Be Wild

The digital campaign "Wild to Mild" visually shows how flu vaccination can 'tame' flu's symptoms from being 'wild' to 'mild' in people who get vaccinated but still get sick. View our flu vaccine campaign toolkit with social media resources, posters, and more.

[Shareable Resources](#)



- Content of interest:

- [Videos](#)
- [Print Resources](#)
- [Resources for Limited-English-Proficient-Population](#)
- [Braille](#)
- [Easy to Read COVID-19 Materials](#)

## [How to Engage the Arts to Build COVID-19 Vaccine Confidence<sup>44</sup>](#)

- The CDC shares field guides, resources, and examples that public health professionals, health communicators, teachers, and community organizations can use in their work to increase COVID-19 vaccination confidence and demand through the arts.



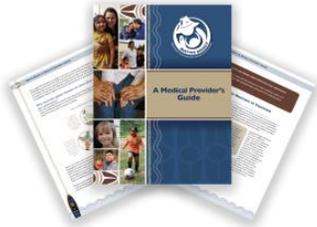
- Content of interest:
  - Examples of Arts and Culture in Public Health Vaccination Efforts
  - Downloadable Field Guides for Building Creative Partnerships, Programs, and Vaccination Campaigns

## Northwest Portland Area Indian Health Board (NPAIHB)

- [VacciNative - Indian Country ECHO<sup>31</sup>](#)
  - The VacciNative site provides ready-for-use or customizable social media posts.
  - Content of interest:
    - [VacciNative Flu Toolkit](#)
    - [VacciNative Vaccine Series & Booster Shoot Toolkit](#)
    - [Native Boost](#)

### Downloadable Resources

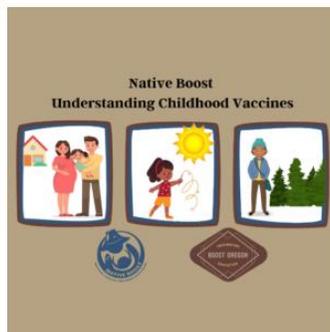
#### A guide to understanding Childhood Vaccines



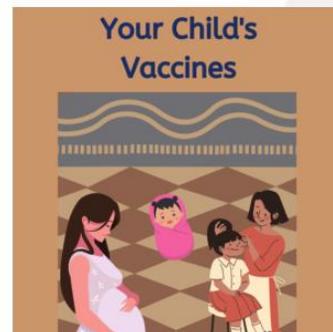
#### A guide to building vaccine confidence with families



#### Understanding Childhood Vaccines Booklet



#### Your Child's Vaccine Flip Book



#### HPV Rack Card

#### Native Boost Animal Social Media Toolkit

## Inter Tribal Council of Arizona, Inc. Tribal Epidemiology Center (ITCA TEC)

- [Vaccine Promotion Toolkit](#)<sup>32</sup>
  - The Vaccine Promotion Toolkit includes customizable messaging templates to promote vaccine confidence via social media posts, flyers, and posters.

### Vaccine Promotion Toolkit



*Sample Posters*

## State

- Arizona

○ [Arizona Partnership for Immunization](#)<sup>45</sup>

- Arizona Partnership for Immunization offers free vaccine advocacy materials for community education and awareness.



- Content of interest
  - [Parent Page – Infant, Toddler & Child](#)
  - [Teen’s Page](#)
  - [For Adults](#)
  - [Employer Immunization Information](#)
  - [Child Care](#)
  - [Arizona School Nurses & Health Office Staff Resources](#)
  - [Where to Go For Your Shots](#)
  - [Free Materials](#)

○ [Arizona Department of Health Services \(AZDH\) - Vaccines Save Lives](#)<sup>46</sup>

- Vaccines Save Lives houses a PSA for vaccine preventable diseases and links to printable vaccine schedules, and other recommended vaccinations.



- Content of interest:
  - [Child immunization recommended schedule](#)
  - [Adult immunization recommended schedule](#)
  - [Pregnancy and vaccination](#)
  - [Travel vaccines](#)
  - [Vaccines Save Lives video](#)

- Nevada

- [ABCs of Hepatitis - Nevada](#)<sup>47</sup>

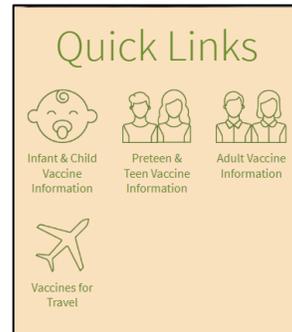
- The presentation reviews key points about hepatitis diseases.

- [Immunize Nevada](#)<sup>35</sup>

- Immunize Nevada provides evidenced-based information needed to make educated and informed decisions about health, as well as local vaccination resources.

- Content of interest:

- [Vaccinations for Infants & Children](#)
- [Vaccinations for Preteens & Teens](#)
- [Vaccinations for Adults](#)
- [Vaccines for Travel](#)
- [Immunization Records](#)
- [Vaccine Preventable Diseases](#)
- [Find a Vaccine Provider](#)



- Utah

- [Immunization Program](#)<sup>48</sup>

- The Utah Department of Health and Human Services Immunization Program aims to improve health by promoting vaccines to combat vaccine-preventable disease.



- Content of interest:

- [Public Information](#)
- [Order Education Material](#)

- [Coronavirus Utah.gov Community Health Resources](#)<sup>49</sup>

- The Community Health Resources offer help during COVID-19 infection and includes subsidy information.
- Content of interest:
  - What do my test results mean?
  - Do you need help paying for food?
  - Do you need help paying rent or finding a place to live or stay while you are sick with COVID-19?
  - Do you need help paying for utility bills?
  - Do you need help finding a doctor, clinic, or health insurance?
  - Do you have questions about COVID-19 vaccines or where to find them?
  - If you have COVID-19 there are medicines that can help keep you from getting severely ill.



### Do you need help paying for food?

- If you need food right away visit [FeedUT.org](https://www.feedut.org) or call (801) 978-2452. You can also visit Utah Against Hunger at <https://www.uah.org/get-help> to find food resources near you.
- You may also qualify for the WIC program or SNAP (Supplemental Nutrition Assistance Program or sometimes called food stamps). To find out if you qualify, visit <https://wic.utah.gov/> or SNAP Nutrition Assistance.

### Do you need help paying rent or finding a place to live or stay while you are sick with COVID-19?

- Utah Community Action
- Utah Rent Relief
- Homeless prevention and rapid re-housing program and temporary assistance for needy families emergency fund

### Do you need help paying for utility bills?

You may be able to get help paying for your heating or cooling bills from the HEAT Energy Assistance program. Visit <https://jobs.utah.gov/housing/scso/seal/heat.html> or call 1-866-205-4357.

### Do you need help finding a job?

- If you've lost your job, you may qualify for unemployment insurance. Visit <https://jobs.utah.gov/ui/home> or call 801-526-4400.
- You can search for jobs at <https://www.careeronestop.org/>.

### Do you need help finding a doctor, clinic, or health insurance?

There are many free or low-cost health clinics and community health centers across Utah. Visit <https://www.freeclinics.com/sta/utah> or <https://www.auch.org/community-health-centers/become-a-health-center-patient> to find a free or low-cost health clinic or doctor near you.

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# Vaccine Confidence Toolkit

Online resources to help identify and address vaccine hesitancy and promote vaccine confidence

