

Vaccine Communication >>> Toolkit

Provider resources and tools to effectively communicate with parents about vaccines.

The World Health Organization has declared vaccine hesitancy as one of the top 10 threats to public health. Vaccine hesitancy has led to increased incidence of vaccine preventable diseases across the world. In 2019 decreased MMR vaccination in certain areas of New York State led to the largest measles outbreak recorded in the state.

A strong provider recommendation and proper communication techniques are critically important to ensure acceptance and adherence to vaccinations. The goal of this toolkit is to give providers the resources and tools to be able to effectively communicate with parents about vaccines.

How to use this Toolkit

- Easily print and share information and Apps with parents on vaccine safety, efficacy & schedules
- Review latest recommendations, share strategies with colleagues, and use to enhance practice-based systems
- Build your own/your colleagues' understanding about vaccine hesitancy and ways to mitigate it
- Give parents tools to understand and manage their children's vaccination schedules
- Use Apps to empower parents and let you access information on any device, anywhere

In The Toolkit



Printable Resources
to share with parents
and/or colleagues

Printable and online resources to reach parents where they are.



**Apps for Patients
& Practices**

Apps to assist your practice improve systems for reaching and following-up with parents.



**Online
Communication
Resources**

Links to strategies and resources to ensure vaccine compliance.

For Access
Visit



VaccinateNY.org

Please give us feedback on this Toolkit [HERE](#)

Resources Included From: American Academy of Pediatrics | Advisory Committee on Immunization Practices (ACIP) | Centers for Disease Control and Prevention (CDC) | Immunization Action Coalition | National Academies | National Foundation for Infectious Disease | New York State Department of Health | Shots Heard | University at Albany | Vaccine Education Center at the Children's Hospital of Philadelphia | Voices for Vaccines | World Health Organization *Source agencies have provided permission for linkage to this Toolkit



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The University at Albany Center for Public Health Continuing Education (CPHCE) developed this Toolkit in collaboration with the New York State Department of Health to help providers communicate with parents about vaccination in New York State.