



Actor Portrayal.

We want to make  
the conversation  
about vaccines  
easier.

More than a health care professional,  
you are someone they can trust.

At Merck, it is our mission to discover, develop, and provide innovative products and services, including vaccines that can help protect against certain vaccine-preventable diseases.

Actor Portrayal.



Join us in helping to  
reduce vaccine hesitancy  
and improve vaccine equity.

Listen to parents' concerns and acknowledge them in a non-confrontational manner. Allowing parents to express their concerns may increase their willingness to listen to your views.<sup>1</sup>

Vaccination rates are generally lower in Black and Hispanic communities.<sup>2,3</sup>



Actor Portrayal.

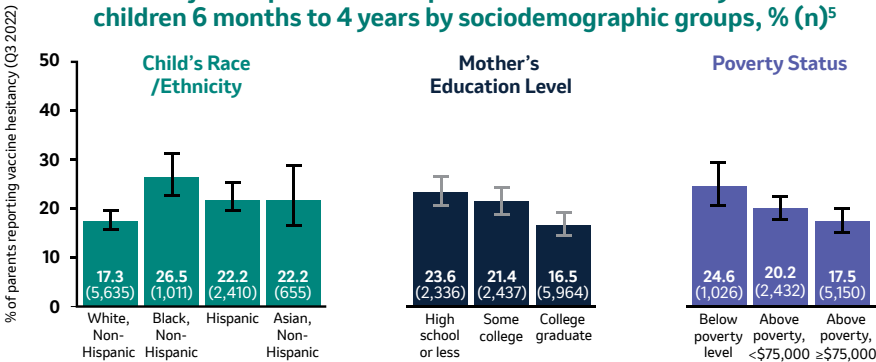


Actor Portrayal.

As a health care provider,  
you are a trusted source of  
information when it comes  
to vaccines—including  
parents who are hesitant.<sup>4</sup>

**According to the 2019–2022** National Immunization Survey (NIS)-Child, ~1 in 5 parents with children aged 6 months to 4 years (N=10,737) reported hesitancy toward childhood vaccinations in the 3<sup>rd</sup> quarter of 2022. Parental vaccine hesitancy differed by race/ethnicity, the education level of the mother, and poverty status.<sup>5,a</sup>

**Adjusted prevalence of parental vaccine hesitancy for children 6 months to 4 years by sociodemographic groups, % (n)<sup>5</sup>**



<sup>a</sup>Data from 2019–2022 NIS were analyzed to assess overall parental hesitancy toward vaccination of their children aged 6 months–17 years and stratified by sociodemographic subgroups. Parents were asked "Overall, how hesitant about childhood shots would you consider yourself to be? Would you say not at all hesitant, not that hesitant, somewhat hesitant, or very hesitant?". A vaccine-hesitant parent was defined as one reporting "very hesitant" or "somewhat hesitant".<sup>5</sup>

Adapted from Vashist K, Yankey D, Elam-Evans LD, et al. *Vaccine*. 2024;42(20):125989. doi:10.1016/j.vaccine.2024.05.037

# Improving vaccine equity starts with you



Certain populations may be more likely to be unvaccinated or under-vaccinated due to religious teachings, systemic racism, and other circumstances.<sup>6</sup> You can help support the decision-making process in these populations by encouraging and showing appreciation for positive public health behaviors and decisions, in addition to vaccination.<sup>7</sup>

## A few tips to increase vaccination rates in African Americans<sup>6,7</sup>:

- 1** Help change social norms by talking about the importance of vaccines.
- 2** Acknowledge historical and lived experiences while accepting that mistrust may be present and valid.
- 3** Consider working with service providers like barbershops, faith communities, and local civic associations.
- 4** Direct community members to convenient vaccination sites, especially those with access to public transportation and those that are low- or no-cost.



Actor Portrayal.

## STAY INFORMED.

Just scan the code or go  
to: [merckvaccines.com/SDOH](https://merckvaccines.com/SDOH)



1. American Academy of Pediatrics. Talking with vaccine-hesitant parents. Updated February 26, 2024. Accessed March 26, 2024. <https://www.aap.org/en/patient-care/immunizations/communicating-with-families-and-promoting-vaccine-confidence/talking-with-vaccine-hesitant-parents> 2. CDC. Vaccination coverage among adults in the United States, National Health Interview Survey, 2022. Last reviewed October 4, 2024. Accessed October 23, 2024. <https://www.cdc.gov/adultvaxview/publications-resources/adult-vaccination-coverage-2022.html> 3. Hill HA, Yankey D, Elam-Evans LD, et al. Decline in vaccination coverage by age 24 months and vaccination inequities among children born in 2020 and 2021 - National Immunization Survey-Child, United States, 2021-2023. *MMWR Morb Mortal Wkly Rep.* 2024;73(38):844-853. doi:10.15585/mmwr.mm7338a3 4. CDC. Talking with parents about vaccines. Last reviewed August 9, 2024. Accessed November 1, 2024. <https://www.cdc.gov/vaccines/hcp/conversations/talking-with-parents.html> 5. Vashist K, Yankey D, Elam-Evans LD, et al. Changes in vaccine hesitancy among parents of children aged 6 months-17 Years, National Immunization Surveys, 2019-2022. *Vaccine.* 2024;42(20):125989. doi:10.1016/j.vaccine.2024.05.037 6. Association of Immunization Managers. Managing vaccine hesitancy during an outbreak: a focus on cultural competency. Accessed December 10, 2024. [https://www.immunizationmanagers.org/content/uploads/2022/03/Vaccine-Confidence-Guide-Chapter-2\\_033022.pdf](https://www.immunizationmanagers.org/content/uploads/2022/03/Vaccine-Confidence-Guide-Chapter-2_033022.pdf) 7. Association of Immunization Managers. How to support COVID-19 vaccination decisions in African American communities. Published June 10, 2022. Accessed October 23, 2024. <https://www.immunizationmanagers.org/resources/infographic-how-to-support-covid-19-vaccination-decisions-in-african-american-communities/>