



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.

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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.¹

Vaccination rates are generally lower in Hispanic and Black communities.^{2,3}



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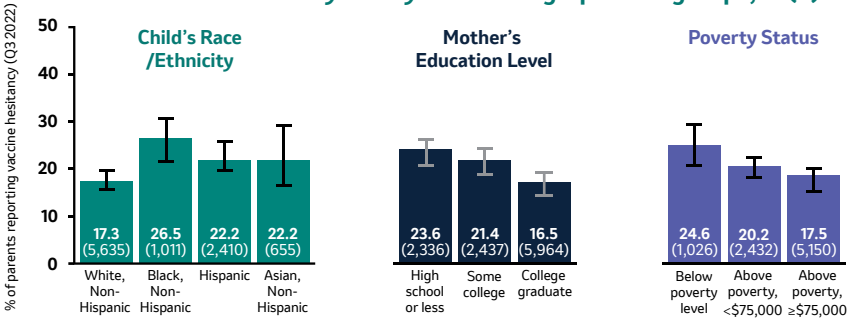


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As a health care provider,
you are a trusted source of
information when it comes
to vaccines—including
parents who are hesitant.⁴

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 3rd quarter of 2022. Parental vaccine hesitancy differed by children’s age subgroup, race/ethnicity, the education level of the mother, and poverty status.^{5,a}

Adjusted prevalence of parental vaccine hesitancy for children 6 months to 4 years by sociodemographic subgroups, % (n)⁵



^a2019–2022 NIS data 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” towards routine childhood and adolescent vaccinations.⁵

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



A recommendation from a health care professional is a powerful motivator to help parents decide to vaccinate.⁴

When speaking to parents who may be hesitant, remember to:

- 1** Clearly state your strong recommendation.⁴
- 2** Build trust by answering their questions and listening to their concerns.⁴
- 3** Establish honest and respectful two-way dialogue.⁶
- 4** Continue the conversation at their child’s next appointment, and provide appropriate information about vaccines.⁴



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STAY INFORMED.

Just scan the code or go
to: 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.** Nabet BB, Gable JL, Eder JP, Feemster KA. *Addressing Vaccine Hesitancy to Protect Children and Communities Against Preventable Diseases.* PolicyLab at Children's Hospital of Philadelphia; 2017. Accessed December 18, 2024. http://bit.ly/E2A_AddressingVaccineHesitancy