



Actor Portrayals

# Fostering vaccine equity

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A resource catalog designed just for you



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**Our collective efforts can reduce vaccine hesitancy and increase vaccine confidence<sup>1</sup>**

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## Welcome!

We're on a mission to advance vaccine equity by building trust in vaccination. For parents, health care providers are the most trusted source of vaccine information. With your support, we can help minimize vaccine hesitancy and improve vaccine confidence.<sup>1</sup>

In this resource guide, you will find materials containing techniques that may help you address vaccine hesitancy and suggestions to support equitable access to vaccination services for all.



*Learn more about vaccine hesitancy and how you can help address it [here](#).*

# Resource pool

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Recommendations from providers have a powerful impact on vaccination rates<sup>2</sup>

# Vaccine equity brochures

In this section, you will find three brochures that not only describe the problem of vaccine inequity, but also include recommendations that may help increase vaccine confidence.

These brochures are exclusively designed to highlight vaccination disparities in Hispanic, Black, and rural communities, and the factors influencing them.<sup>3</sup> The information is backed by relevant data, followed by meaningful suggestions that focus on improving vaccination rates among patients.

*Download the brochures by clicking on the respective images below.*



**We want to make  
the conversation  
about vaccines  
easier.**



5.5x8.5 inches

*US Vaccine Equity  
Bifold Hispanic  
Patients*



**We want to make  
the conversation  
about vaccines  
easier.**



5.5x8.5 inches

*US Vaccine Equity  
Bifold Black  
American Patients*



**We want to make  
the conversation  
about vaccines  
easier.**



5.5x8.5 inches

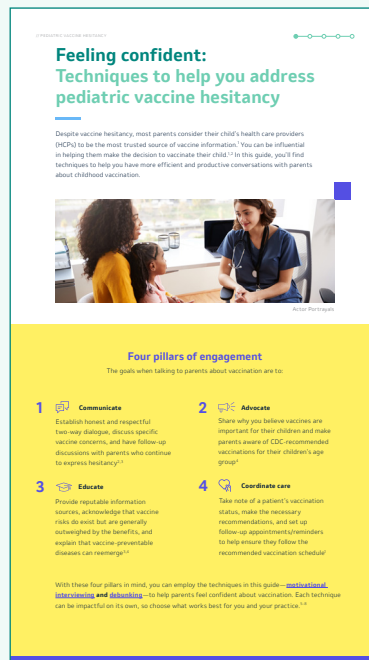
*US Vaccine Equity  
Bifold Rural  
Patients*

# Conversation guide for nurses

Equipping health care professionals with the right tools is important when it comes to having conversations around vaccination.<sup>4</sup> Here, you will explore various pillars of engagement and communication techniques that nurses and other office staff can integrate into their practice to help combat vaccine hesitancy.

Individuals with vaccine hesitancy have different informational needs, making it necessary for interactions to take place in a way that works best for your team and your patients.<sup>4,5</sup> This resource offers strategies aimed at helping nurses have conversations with parents that could lead to increased vaccination rates in children.<sup>6,7</sup>

Download the conversation guide by clicking on the image below.

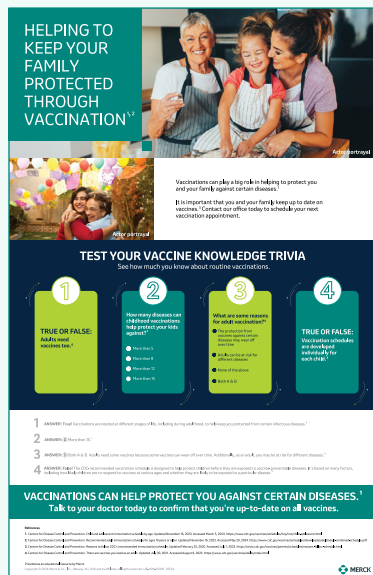


*Nurses in the Know -  
Conversation Guide*

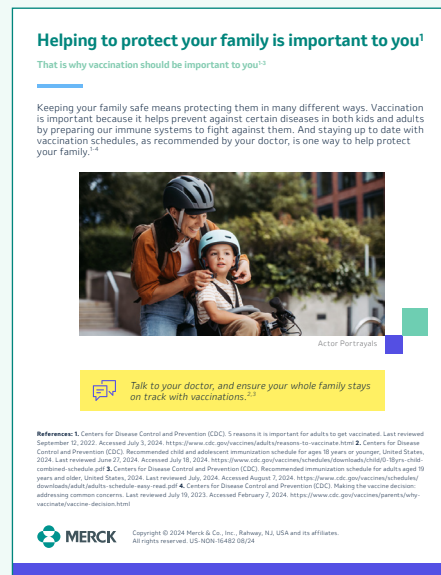
# Patient resources

As you continually strive to inform your patients about the importance of vaccinations, we're here to support you. These resources are tailored for your patients and provide them with essential information about vaccinations. In addition to emphasizing how vaccinations can help protect them and their families, they also serve as reminders for patients to stay up-to-date with their vaccination schedule.<sup>1,8</sup>

Download the patient resources by clicking on the images below.



Unbranded Vaccine Equity & Confidence Resource Guide Downloadable One Pager 1



Vaccine Equity & Confidence Resource Guide Downloadable One Pager 2

# Helpful communication tools

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There are many different methods to reach your patients that can help promote vaccine equity. Your organization may already be using some of these methods.<sup>9</sup> Connect with members of your organization about how you can make the most of these channels.

## Social media

Social media can be a powerful tool in influencing health behavior.<sup>10</sup> These platforms enable precise targeting of underserved populations with tailored messaging.<sup>9,11</sup> Posts can be curated with specific communities in mind, providing essential information on vaccines.<sup>11</sup>

## Websites

Reputable websites, like the Centers for Disease Control and Prevention (CDC) website, provide information that can help address concerns regarding vaccine safety using testimonials, infographics, and videos.<sup>9,12</sup>

## Text alerts

Cell phones are convenient and easy to use.<sup>13</sup> Reminder texts may help promote adherence.<sup>14</sup>

## Electronic health records (EHRs)

EHRs can help health care professionals identify patients' vaccination history. This tool provides quick access to patient records, enabling health care professionals to make informed decisions.<sup>5</sup>





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## We appreciate your support in helping advance vaccine equity every day.

**References:** **1.** Centers for Disease Control and Prevention (CDC). Talking with parents about vaccines. Published August 9, 2024. Accessed February 26, 2025. <https://www.cdc.gov/vaccines-children/hcp/conversation-tips/index.html> **2.** 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. Published 2017. [http://bit.ly/E2A\\_AddressVaccineHesitancy](http://bit.ly/E2A_AddressVaccineHesitancy) **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: <http://dx.doi.org/10.15585/mmwr.mm7338a3> **4.** O’Leary ST, Opel DJ, Cataldi JR, et al. Strategies for improving vaccine communication and uptake. *Pediatrics*. 2024;153(3):e2023065483. doi:10.1542/peds.2023-065483 **5.** Bjork A, Morelli V. *Epidemiology and Prevention of Vaccine-Preventable Diseases (Pink Book)*. 14th edition. Chapter 3: Immunization strategies for healthcare practices and providers. Centers for Disease Control and Prevention. Last reviewed March 28, 2024. <https://www.cdc.gov/pinkbook/hcp/table-of-contents/chapter-3-immunization-strategies.html> **6.** Cole JW, Chen AMH, McGuire K, Berman S, Gardner J, Teegala Y. Motivational interviewing and vaccine acceptance in children: the MOTIVE study. *Vaccine*. 2022;40(12):1846–1854. doi:10.1016/j.vaccine.2022.01.058 [Published correction appears in *Vaccine*. 2022;40(25):3482. doi:10.1016/j.vaccine.2022.04.084] **7.** Thomson A, Finnegan G. United Nations Children’s Fund. Vaccine misinformation management field guide. December 2020. Accessed February 26, 2025. <https://www.unicef.org/mena/reports/vaccine-misinformation-management-field-guide> **8.** Centers for Disease Control and Prevention (CDC). Reasons to follow CDC’s recommended immunization schedule. Published August 9, 2024. Accessed August 19, 2024. <https://www.cdc.gov/vaccines-children/schedules/reasons-to-follow.html> **9.** Allen EH, Azizi A, Heinrichs A, Emmet E, Lacy L, Solosi I, Vaughan K. Advancing vaccine equity through community-based organizations: partnering for vaccine equity program annual evaluation report—year three. Urban Institute. Published June 21, 2024. Accessed February 28, 2025. <https://www.urban.org/research/publication/advancing-vaccine-equity-through-community-based-organizations-year-three> **10.** Talebi E, Mohaddesi H, Vahabzadeh D, Rasuli J. Examination of influence of social media education through mobile phones on the change in physical activity and sedentary behavior in pregnant women: a randomized controlled trial. *BMC Women’s Health*. 2022;22(1):152. doi:10.1186/s12905-022-01725-x **11.** Measles & Rubella Initiative. United Nations Children’s Fund. *Field Aid 1: Promoting Vaccination on Social Media*. Accessed July 10, 2024. Available at: <https://s3.amazonaws.com/wp-agility2/measles/wp-content/uploads/2019/03/field-aid-1-3-19.pdf> **12.** Wang Q, Zhang W. The use of Web-based interactive technology to promote HPV vaccine uptake among young females: a randomized controlled trial. *BMC Women’s Health*. 2021;21(1):277. doi:10.1186/s12905-021-01417-y **13.** Lockhart T, Gillespie GL, Grant V. An integrative review of text message reminders for medical surveillance examinations. *Workplace Health Saf*. 2017;65(8):372–378. doi:10.1177/2165079916672479 **14.** Patel MS, Fogel R, Winegar AL, et al. Effect of text message reminders and vaccine reservations on adherence to a health system COVID-19 vaccination policy: a randomized clinical trial. *JAMA Netw Open*. 2022;5(7):e2222116. doi:10.1001/jamanetworkopen.2022.22116