

# **COVID-19 Vaccine Confidence Resources**



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Owner	Resource	Tools/Description
American Academy of Pediatrics	<a href="#">COVID-19 Frequently Asked Questions</a>	<ul style="list-style-type: none"> <li>Answers why children of appropriate age should be vaccinated for COVID-19 and how to address with parents</li> </ul>
The American College of Obstetricians and Gynecologists	<a href="#">COVID-19: The Role of the Obstetrician-Gynecologists in Building Vaccine Confidence</a>	<ul style="list-style-type: none"> <li>Provides a COVID-19 <a href="#">Practice Advisory</a>, <a href="#">Conversation Guide</a>, and <a href="#">Patient Website</a></li> </ul>
American Medical Association	<a href="#">How to overcome COVID-19 vaccine hesitancy among Black patients</a>	<ul style="list-style-type: none"> <li>Article includes Prioritizing Equity video series installment: <a href="#">Trustworthiness &amp; Vaccines</a></li> </ul>
American Psychological Association	<a href="#">Building Vaccine Confidence Through Community Engagement</a>	<ul style="list-style-type: none"> <li>The Equity Flattens the Curve Initiative at APA has developed this resource to assist community leaders and others to better understand the psychological and other scientific phenomena related to vaccination attitudes and behaviors.</li> <li>Provides 9 steps for applying evidence-based strategies to the community</li> </ul>
Centers for Disease Control and Prevention	<a href="#">COVID-19 Vaccination Communication Toolkit for Medical Centers, Pharmacies, and Clinicians</a>	<ul style="list-style-type: none"> <li><a href="#">Communications and Confidence Readiness Checklist</a></li> <li><a href="#">The COVID-19 Vaccine Confidence Conversation Starter</a></li> <li><a href="#">Vaccinate with Confidence</a></li> <li>FAQs, Fact Sheets, Posters, and Stickers also available</li> </ul>
	<a href="#">Social Media Toolkit: COVID-19 Vaccinations</a>	<ul style="list-style-type: none"> <li>Sample messages and digital resources for Facebook, Instagram, and Twitter</li> </ul>
	<a href="#">How to Build Healthcare Personnel's Confidence in COVID-19 Vaccines</a>	<ul style="list-style-type: none"> <li>Six steps for building healthcare personnel COVID-19 vaccine confidence</li> </ul>
	<a href="#">Vaccinate with Confidence – Strategy to Reinforce Confidence in COVID-19 Vaccines</a>	<ul style="list-style-type: none"> <li>Links to Key Messages and Communication Toolkits for <a href="#">Medical Centers</a>, <a href="#">Essential Workers</a>, <a href="#">LTC Facilities</a>, <a href="#">Community Based Organizations</a>, and <a href="#">Social Media</a></li> </ul>
	<a href="#">Making a Strong Recommendation for COVID-19 Vaccination</a>	<ul style="list-style-type: none"> <li>Five steps for engaging in effective COVID-19 vaccine conversations with patients</li> </ul>
	<a href="#">COVID-19 Vaccine Recipient Education</a>	<ul style="list-style-type: none"> <li>COVID-19 vaccine recipient education handouts in <a href="#">English</a> and <a href="#">Spanish</a></li> </ul>

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	<a href="#">COVID-19 Vaccination for People Experiencing Homelessness</a>	<ul style="list-style-type: none"> <li>• PowerPoint Slides 1/19/21</li> <li>• May be helpful for clinicians who work with homeless service providers</li> </ul>
	<a href="#">Facts about COVID-19 Vaccines</a>	<ul style="list-style-type: none"> <li>• Myth-busting questions and answers about the COVID-19 vaccine</li> </ul>
	<a href="#">Communication Toolkit for Migrants, Refugees and Other Limited-English-Proficient Populations</a>	<ul style="list-style-type: none"> <li>• General COVID-19 guidance in multiple languages</li> </ul>
	<a href="#">COVID-19 Vaccine Communication Toolkit for Community-Based Organizations</a>	<ul style="list-style-type: none"> <li>• Multiple messaging tools for communities: posters, flyers, social media</li> <li>• Facts about COVID-19 vaccines in multiple languages</li> </ul>
<b>City University of New York School of Public Health</b>	<a href="#">CONVINCE USA</a>	<ul style="list-style-type: none"> <li>• New research in Building Trust in Health Services and Vaccinations During the COVID-19 Pandemic</li> <li>• Will result in communication strategies consensus</li> </ul>
<b>COVID-19 Vaccine Education and Equity Project</b>	<a href="#">COVID-19 Vaccine Resources</a>	<ul style="list-style-type: none"> <li>• <a href="#">Vaccine Approval in the United States</a></li> <li>• <a href="#">Talking to Family and Friends about COVID-19 Vaccination</a></li> <li>• <a href="#">Examples of Lifesaving Vaccines Throughout History Infographic</a></li> </ul>
<b>Health Affairs</b>	<a href="#">Health Affairs COVID-19 Resource Center</a>	<ul style="list-style-type: none"> <li>• Journal articles, resources, commentary, expert analysis, policy proposals</li> </ul>
	<a href="#">Four Steps to Help Achieve COVID-19 Vaccine Adoption: How Health Professionals Can Embrace Their Role as Messengers</a>	<ul style="list-style-type: none"> <li>• Blog published 1/22/21</li> </ul>
<b>Health and Human Services</b>	<a href="#">COVID-19 and Flu Public Education Campaign</a>	<ul style="list-style-type: none"> <li>• <a href="#">4 short videos</a> created to build physician, nurse, and healthcare provider vaccine confidence</li> </ul>
<b>Housing and Urban Development</b>	<a href="#">How to Build Staff's Confidence in COVID-19 Vaccines</a>	<ul style="list-style-type: none"> <li>• For homeless service providers</li> </ul>
<b>Immunization Action Coalition</b>	<a href="#">Talking about Vaccines</a>	<ul style="list-style-type: none"> <li>• Provides responses to general topics of concerns about vaccines</li> </ul>
<b>Institute for Healthcare Improvement</b>	<a href="#">IHI Toolkit to Address Vaccine Hesitancy in Nursing Homes: Conversation Guide</a>	<ul style="list-style-type: none"> <li>• Accompanying <a href="#">slides</a></li> </ul>
<b>IPRO QIN-QIO</b>	<a href="#">Immunizations and Vaccines: Resources</a>	<ul style="list-style-type: none"> <li>• Provides a curated collection of COVID-19 pandemic and vaccine resources</li> <li>• Includes federal interagency national</li> </ul>

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		webinar recordings such as <a href="#">COVID-19 Vaccine Safety: A Fireside Chat with CMS, CDC, &amp; AHCA</a> for frontline staff
<b>Leading Age</b>	<a href="#">Vaccination Tips and Tools</a>	<ul style="list-style-type: none"> <li>• Encouraging COVID-19</li> </ul>
<b>Mayo Clinic</b>	<a href="#">COVID-19 vaccine myths debunked</a>	<ul style="list-style-type: none"> <li>• COVID-19 vaccine myth busting in a Q &amp; A format</li> </ul>
<b>National Hispanic Medical Association</b>	<a href="#">NHMA Virtual Briefing Series: Building Vaccine Confidence</a>	<ul style="list-style-type: none"> <li>• Webinar recording 1/27/21</li> <li>• Speakers: NHMA, CDC, NYU School of Medicine, AltaMed Health Services</li> </ul>
<b>National Institutes of Health</b>	<a href="#">COVID-19 Vaccination Communication</a>	<ul style="list-style-type: none"> <li>• Applying behavioral and social science to address vaccine hesitancy and foster vaccine confidence</li> </ul>
<b>New York City Department of Health and Mental Hygiene</b>	<a href="#">COVID-19 Vaccination: Building Vaccine Confidence Among Health Care Providers, Support Staff and Patients</a>	<ul style="list-style-type: none"> <li>• PowerPoint presented 1/22/21</li> </ul>
<b>New York State</b>	<a href="#">COVID-19 Vaccine Education Toolkit</a>	<ul style="list-style-type: none"> <li>• A <a href="#">pdf NYS COVID-19 Vaccine Education Toolkit</a> is also available</li> </ul>
<b>Office of Minority Health</b>	<a href="#">Prepare for the COVID-19 Vaccine</a>	<ul style="list-style-type: none"> <li>• Social media messaging in English and Spanish for establishing vaccine confidence among racial and ethnic minorities</li> </ul>
<b>Reagan-Udall Foundation for the Food and Drug Administration</b>	<a href="#">COVID-19 Vaccine Confidence Project Executive Summary</a>	<ul style="list-style-type: none"> <li>• Final report 12/15/20</li> <li>• Focus on traditionally underrepresented communities and frontline workers</li> <li>• Provides methods for messaging</li> </ul>
<b>Trust for America's Health</b>	<a href="#">Ensuring COVID-19 Vaccine Access, Safety, and Utilization: Building Vaccination Confidence in Communities of Color</a>	<ul style="list-style-type: none"> <li>• Webinar recording and slides 10/21/20</li> <li>•</li> </ul>
	<a href="#">Building Trust in and Access to a COVID-19 Vaccine Among People of Color and Tribal Nations</a>	<ul style="list-style-type: none"> <li>• A framework for convening action</li> </ul>
<b>University of Florida Center for Public Interest Communications</b>	<a href="#">Guide to COVID-19 Vaccine Communications</a>	<ul style="list-style-type: none"> <li>• A practitioner's guide to the principles of vaccine communications</li> </ul>
<b>World Health Organization</b>	<a href="#">Mythbusters: Vaccines against pneumonia do not provide protection against the new coronavirus</a>	<ul style="list-style-type: none"> <li>• Part of a <a href="#">collection of WHO COVID-19 Mythbuster messages</a> from bleach use to vaccines</li> </ul>