



# Improving Vaccine Confidence

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# Overview

- Vaccine Access and Confidence Concerns
- Improving Vaccine Confidence
  - Approaches to Avoid
  - Strategies that Work
- Resources



## Access Issues

- Internet access limitations
- Accessing information in multiple languages

# Vaccine Confidence Concerns

## Distrust

- Historical distrust
  - government
  - the healthcare system
  - drug companies



## Misinformation

- Too many sources
  - “TikTok doctors”
- Limited trusted messengers



# Vaccine Confidence Concerns Continued

## Safety

- Fear of side effects
- Not sure what's inside



## Vaccine Fatigue

- Tired of hearing about COVID and Flu
- Too many vaccines, and vaccine options





# Improving Vaccine Confidence - Approaches to Avoid



# Approaches to Avoid

- **Dismissing Concerns**
  - All concerns are **valid**.
  - People feel unheard when you reject their concerns or opinions.
  - Being combative or argumentative won't help.



## Approaches to Avoid

- **Information Overload:** Providing excessive information or resources they didn't ask for.
- **Assumptive Actions:** Don't make assumptions about what someone knows about vaccines.
- **Scare Tactics:** Focus on the benefits of being immunized instead of the consequences of vaccine preventable diseases.







# Improving Vaccine Confidence - Strategies that Work



# Strategies that Work

- Acknowledgement
  - Actively listen and avoid interrupting
  - Have private one-on-one conversations
  - Thank them for sharing
  - Be patient; not everyone feels comfortable sharing their thoughts, opinions, concerns, or stories with strangers





**Trusted messengers  
are just as important  
as the message.**



# Building Trust – Stating Intentions

- The community **needs and deserves:**
  - Good health
  - Protection from vaccine preventable diseases
  - Accessible health care (vaccinations, treatment, and testing)
  - Clear, helpful, and relevant information
  - Support with basic resources
  - Their experiences, opinions, and questions to be heard

## Strategies that Work

- Be Patient
  - Understand decisions take time
  - Thoughts, opinions, and concerns develop over time
  - Most are unlikely to change their minds after one conversation



## Strategies that Work

- Focus on Protective Benefits
  - Vaccines are safe, effective, and help **protect** us all.
  - Getting vaccinated helps **protect** yourself, your family, your friends, your co-workers, and the community you live in.





**What you say,  
and how you say it,  
matters**





# Talking Points – How to Start the Conversation

## Show...

- High energy
- Positivity
- Smile

## Examples of Conversation Starters

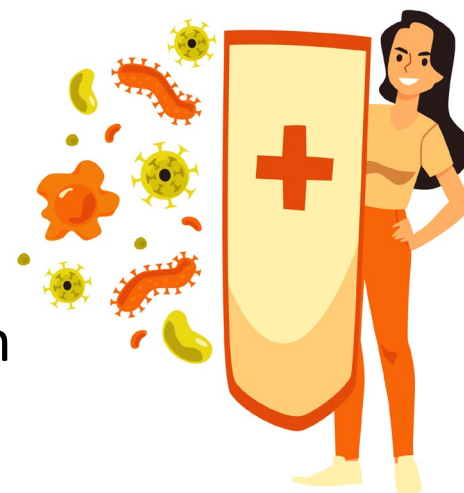
- How's your day going?
- Are you enjoying the event today?





## Talking Points – Use Plain Language

- Vaccines are safe and effective.
- Getting recommended immunizations is a great way to protect against serious illness.
- Side effects are normal and should go away in a few days.
- It is much safer to get vaccinated than to risk becoming ill from vaccine preventable diseases.
- You won't get diseases from the vaccine.













# LA County DPH Vaccines Webpage


<http://publichealth.lacounty.gov/vaccines/>

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For more information, the Public Health InfoLine is open  
8 a.m. to 8 p.m. seven days a week at **1-833-540-0473**.



The best way to ensure a safe and healthy fall and winter is by getting vaccinations for both you and your children. Vaccines are really important in stopping infectious diseases from spreading, and they help our community stay healthy and strong.

[COVID VACCINES](#)    [FLU VACCINES](#)    [RSV IMMUNIZATIONS](#)    [GET VACCINATED](#)

[VIEW RESPIRATORY ILLNESS DATA IN LA COUNTY](#)

# Downloadable Materials Available in Multiple Languages

## HOW DO VACCINES WORK?

## HOW DO WE KNOW VACCINES ARE SAFE?

## WHY DO I NEED VACCINES AT DIFFERENT TIMES?

## GET YOUR QUESTIONS ANSWERED



### WHICH VACCINES ARE IMPORTANT FOR FALL AND WINTER?

- ✓ **Flu Vaccine:** It's crucial to get vaccinated against the flu to avoid getting sick.
- ✓ **COVID-19 Vaccine:** This vaccine is updated from time to time to protect against the latest strains of the virus. Everyone 6 months and older is recommended to receive at least 1 dose of the updated COVID-19 vaccine. Adults ages 65 years and older should receive an additional dose of the updated COVID-19 vaccine at least 4 months after their previous dose.
- ✓ **RSV Vaccine:** For people aged 60 and older, one dose protects against the respiratory syncytial virus (RSV). Infants and young children also may be eligible for additional protection against RSV. Talk to your health care provider to learn what they recommend.
- ✓ **Childhood Vaccines:** Make sure your kids' vaccines are up to date to protect them from diseases like measles, mumps, rubella and whooping cough. Vaccines are required for school.



### WHO NEEDS VACCINES?

- ✓ Everyone can benefit from vaccines, from newborns to adults.
- ✓ Vaccines are recommended based on your age and health conditions, and you may need them for school, work, travel, or childcare.
- ✓ For the best protection, it's essential to stay up to date on vaccines by getting all the recommended doses.

To learn what vaccines are recommended for you, ask your health care provider or pharmacist. For a list of recommended vaccines, visit:  
<https://www.cdc.gov/vaccines>

## HOW DO VACCINES WORK?

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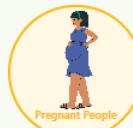
- ✓ Vaccines teach your body to recognize harmful viruses or bacteria and create special antibodies to keep you healthy if you ever get infected.
- ✓ There are different types of vaccines. They can be given as injections, orally or through the nose.
- ✓ Many things can affect the level of protection a vaccine provides, including the amount of exposure to infection, time since receiving the vaccine and personal health factors. While no vaccine is 100% perfect, they are the best way to protect you from severe illness.



## GETTING VACCINATED IS VERY IMPORTANT FOR



Older Adults



Pregnant People



School-Aged Children



People With Chronic Diseases



People With Weakened Immune Systems



Infants & Toddlers

## HOW DO WE KNOW VACCINES ARE SAFE?

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- ✓ Before any new vaccine is made available to the public, a lot of testing is done to know that it's safe and provides significantly more protection than if a person is not vaccinated at all.
- ✓ Federal agencies approve new vaccines and monitor how they are used, side effects and effectiveness, making changes as needed.
- ✓ Extensive research by scientists, hospitals and universities have debunked vaccine myths and misinformation. Vaccines are not linked to autism or infertility, nor do they alter DNA or cause disease.

## WHY DO I NEED VACCINES AT DIFFERENT TIMES?

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