

Healthcare Providers Toolkit

TABLE OF CONTENTS

Why your healthcare provider matters	1
Understanding the vaccine decision	2
Building vaccine confidence	3
Encouraging vaccine demand	4
Your healthcare provider's role	5
Vaccine hesitancy: Where it comes from and how to address it	6
Creating a pro-vaccine environment	7
Quick vaccine facts	8
We're here to help	9

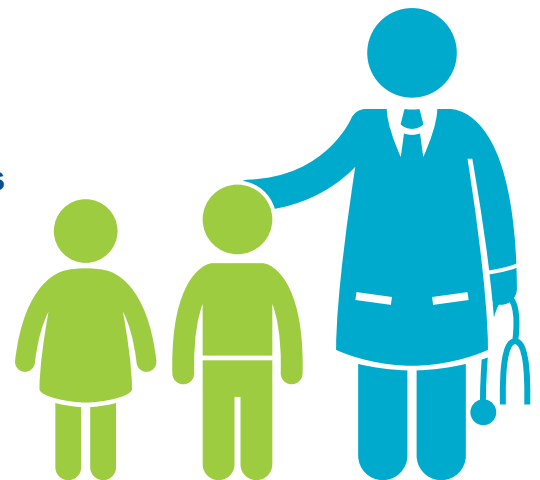


WHY YOUR HEALTHCARE PROVIDER MATTERS

VACCINES—just hearing the word can bring up different thoughts and feelings. Families want to make the best decisions about their health, and that's completely understandable. The good news? They don't have to navigate these choices alone! As a healthcare provider, you are a trusted partner in keeping families healthy, and your guidance plays a huge role in making vaccine decisions.

A STRONG RECOMMENDATION

from a doctor or nurse is one of the biggest reasons families choose to vaccinate. This guide will help you feel confident in having conversations about vaccines with your provider so you can make informed choices for your family.



UNDERSTANDING THE VACCINE DECISION

DECIDING TO VACCINATE is like putting together a puzzle—when three key pieces come together, the choice to vaccinate becomes clear:



VACCINE CONFIDENCE

Knowing vaccines are safe and effective.



VACCINE DEMAND

Understanding the risks of disease and the benefits of vaccination.



STRONG HEALTHCARE PROVIDER RECOMMENDATION

Having a trusted provider advocate for vaccines.

WHEN ALL THREE ARE IN PLACE,
PROTECTING YOUR CHILD WITH VACCINES
FEELS LIKE THE EASY, NATURAL CHOICE.

BUILDING VACCINE CONFIDENCE

TRUST IN VACCINES comes from knowing they're developed with care and backed by science. Here's how to strengthen that confidence:

1

Explain how vaccines are made They go – through rigorous testing before approval. As a provider, you can explain the process or share helpful resources.

2

Know the facts about vaccine safety – There's a lot of misinformation out there. As a provider, you can point you to reliable websites and give clear, science-backed answers to any questions.

3

Teach how vaccines work – Patients are curious about the science behind vaccines. You can connect them to trusted sources for easy-to-understand explanations.



MORE INFO



Everyone in a healthcare setting should support vaccines. When patients hear conflicting messages, they don't know what to believe. A well-informed team means better care for your families.

ENCOURAGING VACCINE DEMAND

ONE OF THE BIGGEST reasons some families hesitate to vaccinate? It can be hard to understand the real risks of disease.

Putting vaccine risks in perspective

Most vaccines have about a **1 in 1 million** chance of a serious adverse event. That's the equivalent of:



ONE STEP
in a 568-mile journey



ONE MINUTE
out of two years

Meanwhile, diseases like measles, whooping cough, and meningitis can have devastating consequences. Understanding the true disease risks helps people make informed decisions to protect their families.

Diseases we no longer see—thanks to vaccines

- Before the measles vaccine, nearly **everyone** got measles, and hundreds died each year.
- Before the diphtheria vaccine, **15,000 Americans** died annually from it.
- In 1964, a rubella epidemic led to **2,000 infant deaths and 11,000 miscarriages**—now, thanks to vaccines, rubella is nearly unheard of.

These diseases haven't disappeared—vaccines just keep them under control. If we stop vaccinating, they will come back.

Making vaccination easy

- Use **electronic health records (EHR)** to set reminders for vaccine appointments.
- Ask patients about vaccines **at every visit**, even during check-ups for minor concerns.

YOUR HEALTHCARE PROVIDER'S ROLE

A CLEAR, CONFIDENT VACCINE recommendation from a provider makes a huge difference. But sometimes families don't get the clear guidance they need.

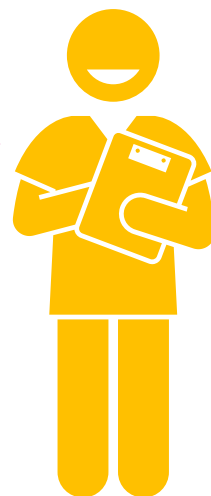
That's why many providers use the **SHARE** method from the CDC:

- S** **SHARE** why the vaccine is right for a child's age and health.
- H** **HIGHLIGHT** positive experiences with vaccines.
- A** **ADDRESS** questions in a clear, reassuring way.
- R** **REMIND** families that vaccines protect loved ones.
- E** **EXPLAIN** the real costs of getting sick—missed school, medical bills, and more.

Using Positive Language

Confidence makes a difference!

Instead of asking, “*Are you planning to vaccinate?*”, many providers say, “*It’s time for your child’s vaccine today!*” This makes the decision feel natural. If they have questions, the provider is there to help.



VACCINE HESITANCY: WHERE IT COMES FROM AND HOW TO ADDRESS IT

SOME CONCERNS come from misinformation—like the false 1998 study that linked vaccines to autism. That study was later **discredited and retracted**, but the fear it created still lingers.

If patients have concerns, try the 4-A Approach:



ASK

“What’s your biggest concern for your child?”



ACKNOWLEDGE

“I see that you are knowledgeable about vaccine research.”



AFFIRM

It’s great that you are asking me questions—I appreciate that!”



ANSWER

“Can I share some information with you?”

THIS APPROACH CAN MAKE YOU FEEL HEARD
WHILE YOU GATHER RELIABLE INFORMATION.

CREATING A PRO-VACCINE ENVIRONMENT

HELP PATIENTS stay informed between doctor visits.

Make handouts and posters available in waiting rooms.

Display informational slides on waiting room screens.

Send out text or email reminders with trusted vaccine information.



THE PROVIDER'S OFFICE

is there to help you make the best decisions for your families' health.

QUICK VACCINE FACTS

HERE'S a quick look at why vaccines matter.

Chickenpox (Varicella)

- Before vaccines: **4 million cases per year** in the United States
- **2 doses** (12–15 months & 4–6 years) – **90% effective**

Diphtheria

- Fatal for **1 in 5 kids** under 5 years old.
- **5 doses** (2, 4, 6, 15–18 months & 4–6 years) – **97% effective**

Flu (Influenza)

- Causes **36,000 deaths** in the United States yearly.
- **Annual vaccine** – Reduces severity even if you get the flu

HPV

- Prevents cancers caused by the virus.
- **2 doses** (ages 11–12) or **3 doses** (16+) – **99% effective**

Measles

- Highly contagious, can cause pneumonia and brain swelling.
- **2 doses** (12–15 months & 4–6 years) – **97% effective**



BOTTOM LINE:

Vaccines work. They keep kids and communities safe.

WE'RE HERE TO HELP

VACCINATING PATIENTS is a team effort, and your job is to work with families to support them every step of the way.



Looking for more information? Check out **Voices for Vaccines**, where you'll find fact sheets, mobile apps, and expert-backed resources.



www.VoicesForVaccines.org