

# Sustaining Community- based Partnerships to Build Vaccine Confidence

VACCINE CONFIDENCE WEBINAR SERIES  
SEPTEMBER 30, 2024

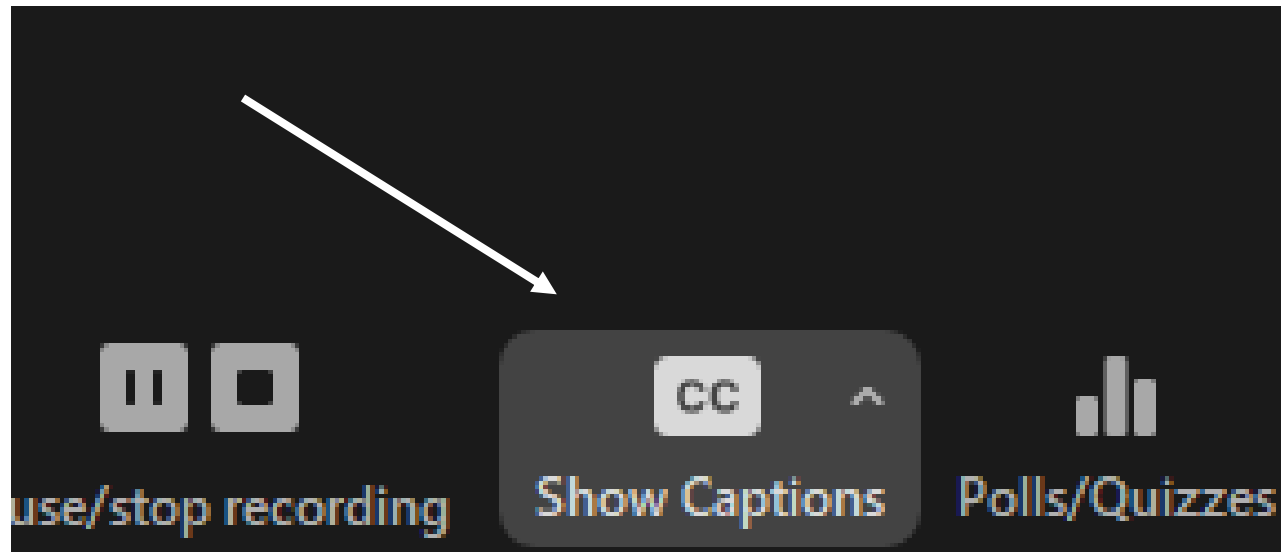


Association of  
Immunization  
Managers

# Closed Caption Instructions

## To Enable Closed Captions:

- Click the “CC” button at the bottom of your screen
- Select “Show Subtitle”



# Housekeeping

- The recording and slides from today's webinar will soon be available on AIM's [Vaccine Confidence Toolkit](#).
- Please add any questions you have for our panelists to the Q&A box, and they will be addressed at the end.
- Please take a few moments to answer the survey questions that pop up in your browser after the webinar. Your feedback helps us to improve future events!

# Vaccine Confidence Toolkit

- Designed to equip AIM members and their staff with the tools and information necessary to promote vaccine confidence across the nation and its territories.
- Previous webinar topics include:
  - Utilizing Infodemiology to Improve Vaccine Confidence: Resources for Immunization Programs and Partners
  - A Playbook for Addressing Health Misinformation: Applications for Immunization Programs and Partners
  - Using Qualitative Research to Increase Vaccination Access and Uptake in Under-Immunized Communities

[Access the Toolkit Here](#)

# Connecting the Dots: Vaccine Confidence

- Vaccine Confidence resources distilled into a one-page, easy-to-reference guide including effective communication, health equity, and addressing mis and disinformation.
- Available on the [Vaccine Confidence Toolkit](#) landing page.
  - Resources are reviewed and updated quarterly.
  - Email resource suggestions to [Kendall Phillips](#).

**Connecting the Dots: Vaccine Confidence Resources**

This guide provides tools and information to enhance your immunization program's (IP) vaccine confidence activities. Each resource is organized by topic and audience and includes the name of the organization who created it. Share any of the resources with your internal team and external partners that align with your program's goals! If you would like to suggest a resource for this guide or sign up for AIM's weekly newsletter, please [email AIM](#).

**AIM** Association of Immunization Managers

Effective Communication	Health Equity and Special Populations	Addressing Misinformation and Disinformation
<p><b>For IPs and their Partners</b></p> <ul style="list-style-type: none"><li>• <a href="#">Lessons from the Field: Promote Vaccine Confidence Chapter 1 - The Legislative Process and Other Public Forums</a>   AIM</li><li>• <a href="#">Vaccine Confidence Toolkit Home Page</a>   AIM<ul style="list-style-type: none"><li>◦ <a href="#">Webinar Series</a></li></ul></li><li>• <a href="#">Program Practice Database</a>   AIM</li><li>• <a href="#">Public Health Communications Collaborative</a><ul style="list-style-type: none"><li>◦ <a href="#">Communications Tool Building Guides</a></li><li>◦ <a href="#">Photo Language for Public Health Checklists</a></li><li>◦ <a href="#">Building Trust in Public Health Communications</a></li><li>◦ <a href="#">PHCC Newsletter</a></li></ul></li><li>• <a href="#">13 Best Practices in Vaccine Communication</a>   Project VCTR</li><li>• <a href="#">Communicating Science Clearly e-course</a>   CDC Train</li><li>• <a href="#">Increase Vaccine Confidence: A Resource Guide for Local Health Departments</a>   NACCHO</li></ul> <p><b>For Healthcare Providers</b></p> <ul style="list-style-type: none"><li>• <a href="#">Provider Resources for Vaccine Conversations with Parents</a>   CDC</li><li>• <a href="#">Reframing the Conversation about Child and Adolescent Vaccinations</a>   FrameWorks Institute<ul style="list-style-type: none"><li>◦ <a href="#">Conversation Guide</a></li></ul></li><li>• <a href="#">American Pharmacists Association Vaccine Confident Initiative</a></li><li>• <a href="#">Vaccine Confidence &amp; Addressing Concerns</a>   Immunize.org</li><li>• <a href="#">Vaccine Confidence Campaign Resources</a>   American College of Preventative Medicine</li></ul>	<p><b>For IPs and their Partners</b></p> <ul style="list-style-type: none"><li>• <a href="#">Lessons from the Field Chapter 2 - Manage Vaccine Hesitancy During an Outbreak: A Focus on Cultural Competency</a>   AIM</li><li>• <a href="#">Lessons Learned Report: Building Vaccine Equity for COVID-19 and Flu Vaccination in REACH Communities</a>   AIM</li><li>• <a href="#">REACHing for Vaccine Equity: A Podcast</a>   AIM</li><li>• <a href="#">How Can CBOs Help Support the COVID-19 Vaccination Effort?</a>   AIM</li><li>• <a href="#">How Can Faith Leaders Help Support the COVID-19 Vaccination Effort?</a>   AIM</li><li>• <a href="#">Health Equity Guiding Principles for Inclusive Communication</a>   CDC</li><li>• <a href="#">Beyond the COVID-19 Emergency: Sustain and Expand Vaccine Equity</a>   The Rockefeller Foundation</li><li>• <a href="#">Vaccine Resource Hub</a>   Partnering for Vaccine Equity<ul style="list-style-type: none"><li>◦ <a href="#">Engage Diverse Audience</a></li></ul></li><li>• <a href="#">COVID-19 Information and Resources: People with Disabilities</a>   CDC</li></ul> <p><b>For Healthcare Providers</b></p> <ul style="list-style-type: none"><li>• <a href="#">Counseling Guide for Outreach Workers to Address Vaccine Hesitancy Among At-Risk Adults during Outbreaks of Measles A</a>   CDC</li><li>• <a href="#">#ShowUp and #FightFlu Partner Toolkit: Help You Show Up for your Family and Your Community</a>   National Foundation for Infectious Diseases</li><li>• <a href="#">Talking Points and FAQs about Vaccines</a>   Vaccine Resource Hub</li><li>• <a href="#">Vaccine Resources for Healthcare Providers</a>   Vaccine Resource Hub</li></ul>	<p><b>For IPs and their Partners</b></p> <ul style="list-style-type: none"><li>• <a href="#">Lessons from the Field Chapter 3 - Addressing Incorrect Vaccine Information</a>   AIM</li><li>• <a href="#">Working Together to Navigate the Legislative Environment and Address Misinformation: A Tip Sheet for IPs and PIOs</a>   AIM</li><li>• <a href="#">The Debunking Handbook 2020</a>   Lewandowsky, et.al.</li><li>• <a href="#">Resources on applying Inoculation Theory to Misinformation</a>   Inoculation Science</li><li>• <a href="#">Practical Playbook for Addressing Health Misinformation</a>   Johns Hopkins Bloomberg School of Public Health</li><li>• <a href="#">Vaccine Misinformation Management Field Guide</a>   The Public Good Projects, UNICEF, Yale Institute for Global Health, and First Draft</li></ul> <p><b>For Healthcare Providers</b></p> <ul style="list-style-type: none"><li>• <a href="#">How to Debunk Misinformation and Bolster Vaccine Confidence e-course</a>   Vaccinate Your Family University</li><li>• <a href="#">Talking with Vaccine Hesitant Parents</a>   American Academy of Pediatrics</li><li>• <a href="#">Shots Heard Round the World Toolkit</a>   The Public Good Projects</li></ul>

Updated May 20, 2024  
immunizationmanagers.org

# Panelist Introductions

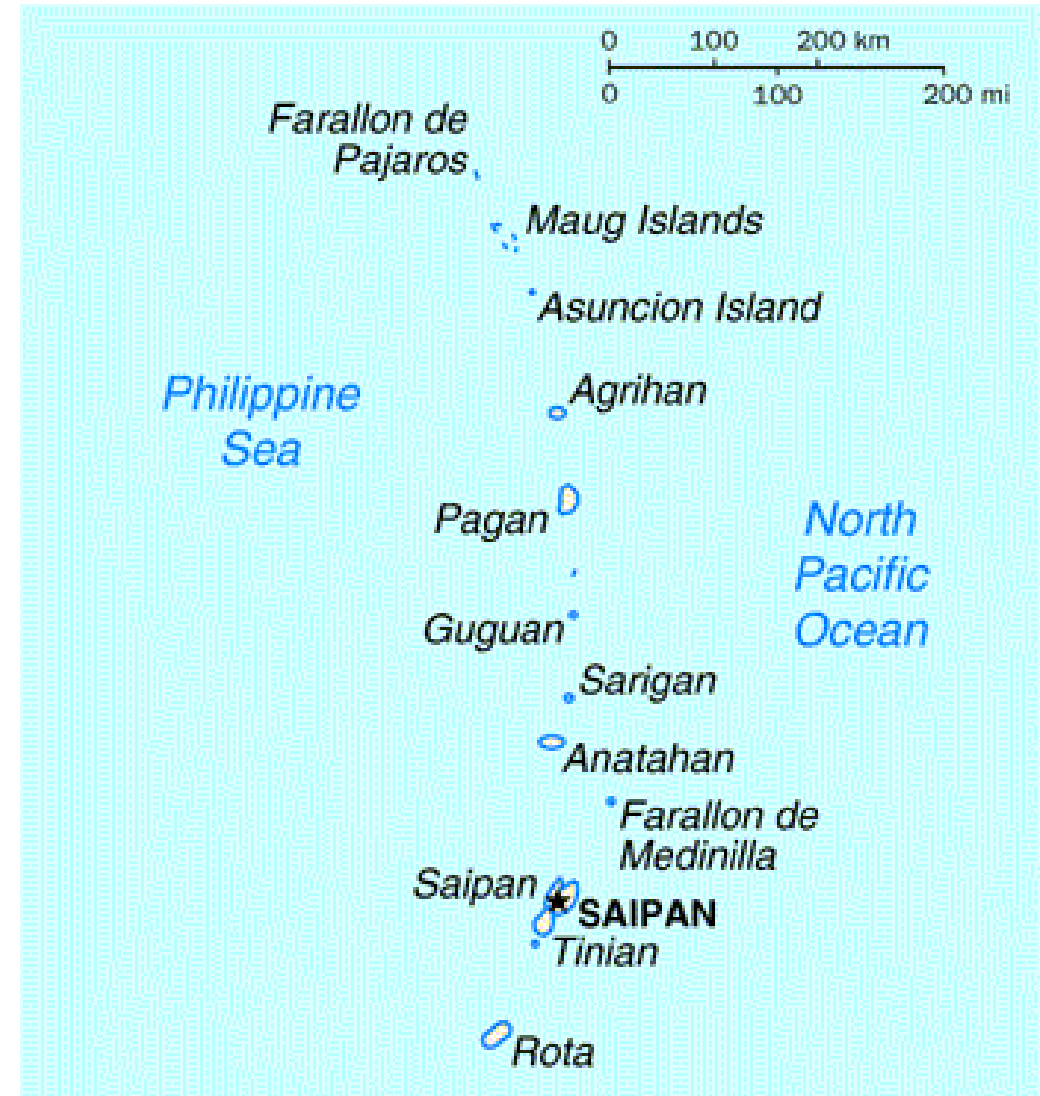
**Michelle Gilstrap, MPH**  
Immunization Program Manager  
San Antonio Metropolitan Health District



# Panelist Introductions



**Emman Parian, MPH**  
Immunization Program Manager  
Commonwealth of the Northern Mariana Islands

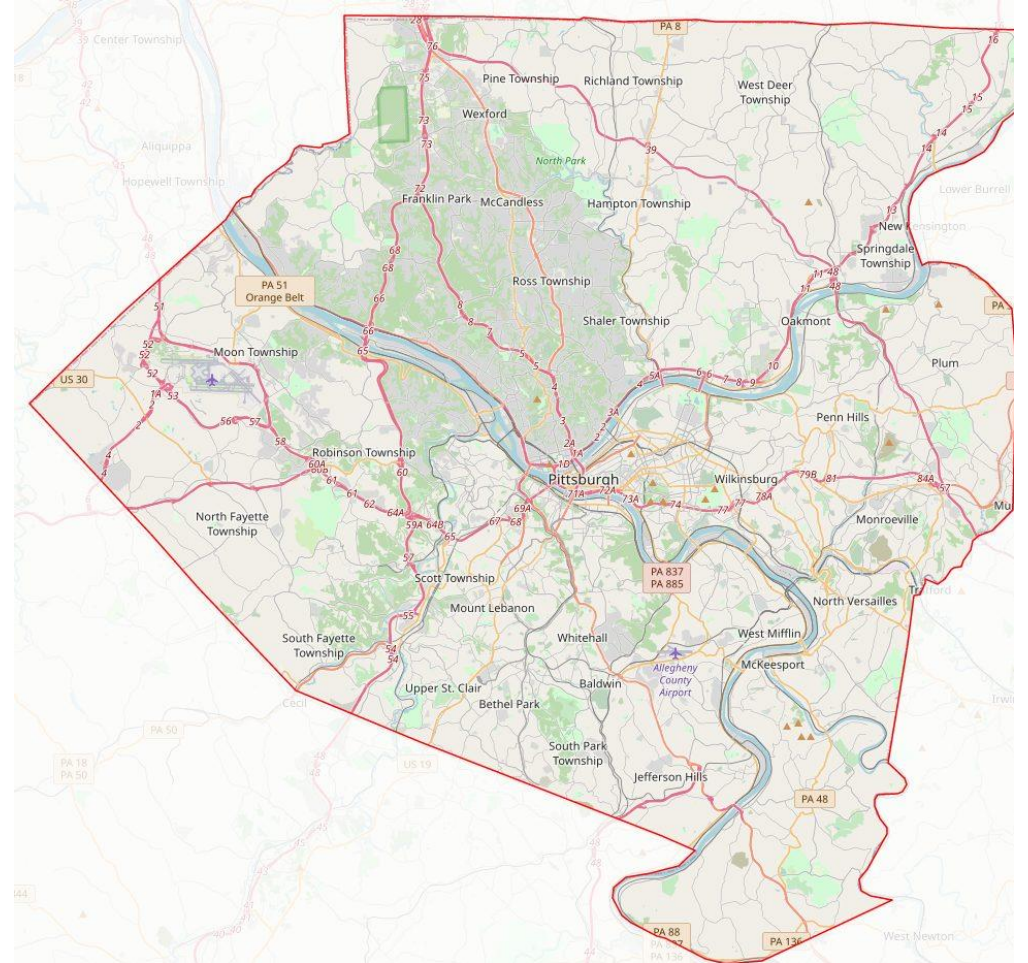


# Panelist Introductions



**Leah Romano, MPH**

Countywide Vaccine Coordinator  
Allegheny County Health Department

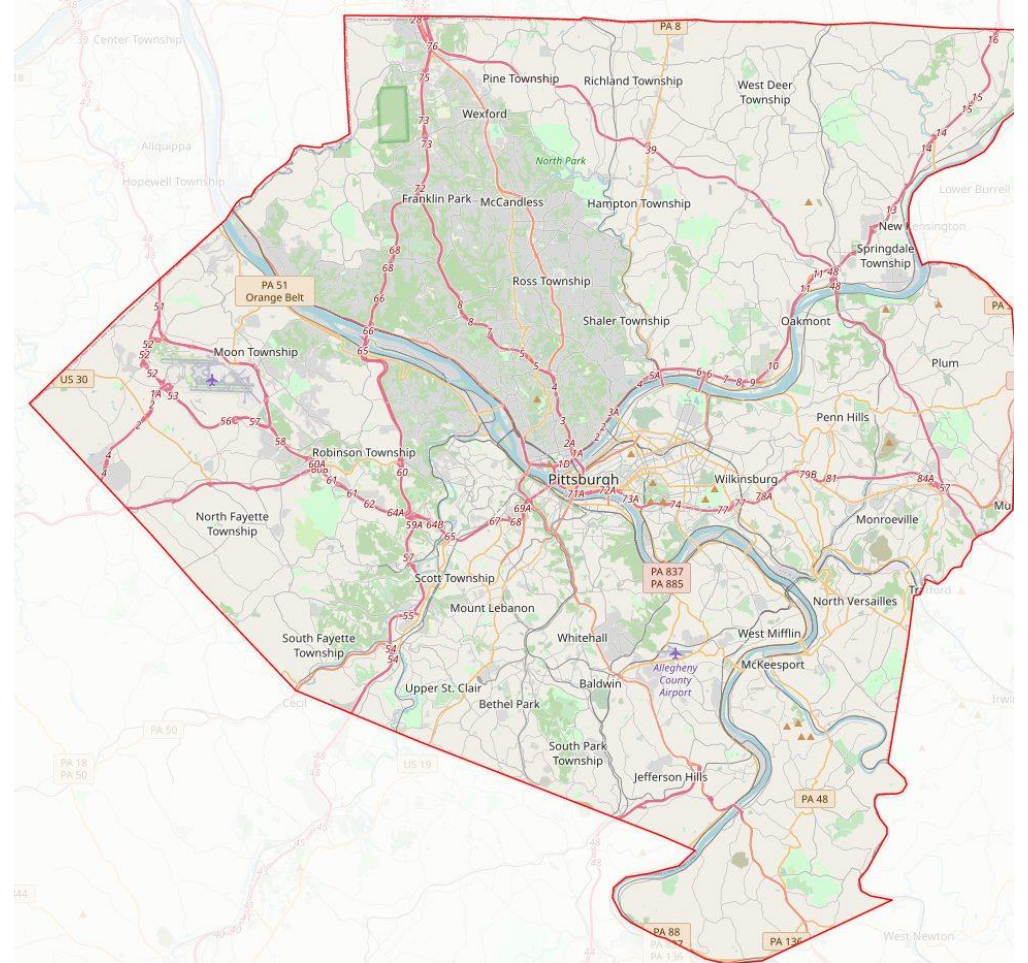




# Panelist Introductions



**Michaela Avino, MPH**  
REACH Program Manager  
Allegheny County Health Department



# Panel Discussion



**Michelle Gilstrap, MPH**  
Immunization Program Manager  
San Antonio Metropolitan Health District



**Emman Parian, MPH**  
Immunization Program Manager  
Commonwealth of the Northern Mariana Islands



**Leah Romano, MPH**  
Countywide Vaccine Coordinator  
Allegheny County Health Department

**Michaela Avino, MPH**  
REACH Program Manager  
Allegheny County Health Department

# Post-Event Survey

Please take a few moments to answer the survey questions that pop up in your browser after the webinar.

Your feedback helps us to improve future events!



# Thank you!



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