

# Encouraging Vaccine Acceptance for Routine Immunizations

**Communicating the need to receive CDC-recommended vaccinations is more important than ever before to help protect eligible patients against vaccine-preventable disease. Initiating an empathetic, understanding, and open dialogue with your patients helps to build good vaccination habits.**



## PRE-APPOINTMENT PREP

- **Review patient immunization records:** EMR and state registries can help you identify if a patient is due for a certain immunization. Factors such as age or pre-existing health conditions can help guide your discussion. Should a patient's insurance status change, identify if they are eligible to receive vaccines through the VFC program, and communicate this option to them
- **Give yourself enough time:** Prepare to discuss your patient's vaccination plans and answer any questions they may have
- **Use every opportunity, including existing appointment reminders and sick visits, to remind patients of the importance of routine and seasonal immunizations**



## DURING THE APPOINTMENT

- **Listen, learn, and build:** Pay close attention to what your patients are saying about vaccinations. Take the time to answer their questions thoroughly and honestly. Listen and let them know they were heard. This simple action will build the trust necessary to foster vaccine acceptance
- **Stress the importance of vaccination:** Review the CDC-recommended vaccination schedule for a patient's age group, and advise that it's important to adhere to this schedule. Emphasize that many vaccine-preventable diseases are still circulating and that it is important for patients to get immunized
- **Alleviate concerns about in-office vaccination:** Reassure that the office is following CDC recommendations regarding sanitation and safety methods and that patients can feel comfortable coming in for necessary vaccinations
- **Set up the next steps:** Encourage patients to schedule their next routine or seasonal immunization appointment



## AFTER THE APPOINTMENT

- **Follow up to confirm or schedule CDC-recommended vaccination appointments:** To keep vaccination top of mind, the office should reach out to patients post-appointment to confirm when they will be coming in for their next immunization(s).

## ADAPTIVE VACCINATION SOLUTIONS

# Tools and Resources

Access patient-focused AIMS method training modules at [Vaccines.com](https://www.vaccines.com) to help foster vaccine acceptance through confident and trusted discussions. >

**The CDC provides a wealth of resources that are age-specific and can assist you with conversations about vaccination with hesitant patients and/or parents.**

### PEDIATRIC/ADOLESCENT MATERIALS

Parents, including those who are vaccine hesitant, consider their child's health care professionals to be their most trusted source of information when it comes to vaccines. Therefore, your practice plays a key role in helping parents choose vaccines for their children. The resources below include communication strategies and tips for effectively addressing questions you may hear from parents.

#### Talking With Parents About Vaccines for Infants >

Learn conversational techniques and find resources for discussing vaccines with parents.

#### Preparing for Questions Parents May Ask About Vaccines >

Prepare for questions that parents commonly ask, and learn techniques for your immunization conversations.

#### Vaccine Resources to Share With Parents >

Use this printable handout to train staff on how to address parents' questions about vaccines for children and adolescents.

### VACCINES: SAFETY AND HOW THEY WORK

Sometimes, patients question how a certain type of vaccine works (ie, "does it contain live virus?" or "how safe is it really?") The following materials can help you address these concerns and alleviate fear.

#### Understanding How Vaccines Work >

This page explains how the immune system responds to vaccines to build immunity.

#### Ensuring the Safety of Vaccines in the United States >

This page outlines how vaccines are tested for safety and effectiveness before being licensed for use and how their safety is monitored after licensure.