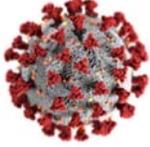


Vaccine Confidence & Demand Strategy: Pediatric Edition

October 2021

Vaccine Confidence & Demand Team
CDC COVID-19 Response
Vaccine Task Force




cdc.gov/coronavirus



What is Vaccine Confidence?

- Vaccine confidence is the belief that vaccines:
 - Work
 - Are safe
 - Are part of a trustworthy medical system*
- Strong confidence in the COVID-19 vaccines within communities leads to more adults and children getting vaccinated, which leads to fewer COVID-19 illnesses, hospitalizations, and deaths.
 - In protecting children through vaccination, we can also reduce disruptions to in-person learning and activities by helping curb community transmission.
 - Vaccinating children can help protect others who are at high risk of having severe complications from COVID-19.

*Source: Brewer NT, Chapman GB, Rothman AJ, Leask J, Kempe A. Increasing Vaccination: Putting Psychological Science Into Action. Psychological Science in the Public Interest. 2017;18(3):149-207.



Vaccinate with Confidence Pediatric Edition

CDC's Strategy to Increase Confidence and Demand for COVID-19 Vaccines Among Parents and Caregivers of Children Aged 5 Years and Older

Build Trust	Objective: Share clear, complete, and accurate messages about COVID-19 vaccines with parents and caregivers* and the schools and community institutions that support them. Proactively address mis/disinformation related to pediatric vaccines.
Empower Healthcare Personnel**	Objective: Empower healthcare personnel to have effective vaccine conversations with parents and caregivers and make strong recommendations for COVID-19 vaccines.
Engage Families, Communities, & Schools	Objective: Engage families, communities, and schools in two-way communication to listen, address concerns, and create positive social norms.

*Parents and caregivers = Those serving as primary caregivers to children including biological parents, adoptive parents, foster parents, grandparents, and legal guardians.
**Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, social workers, support staff, and community health workers



Build Trust

- Communicate transparently about the processes in place for pediatric vaccine authorization, recommendations, safety monitoring, distribution, and administration.
- Describe the benefits, safety, and side effects of authorized vaccines for children, including the risk/rates of COVID-19 and COVID-19 related complications in children and risks of vaccination; clearly communicate what is not known.
- Proactively address and mitigate the spread and harm of misinformation, especially among sources popular with parents and caregivers.
- Provide safe spaces for parents and caregivers to ask questions.



Empower Healthcare Personnel*

- Ensure that healthcare personnel understand authorized pediatric COVID-19 vaccines and the risks and benefits of vaccination for children aged 5 years and older.
- Ensure that healthcare systems, community clinics, pharmacies, and school systems are equipped to build confidence in COVID-19 vaccination.
- Strengthen the capacity of healthcare personnel to have effective vaccine conversations with parents of children aged 5 years and older.

*Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, social workers, support staff, and community health workers



Engage Families, Communities, & Schools

- Educate parents and caregivers so they feel confident in their decision to get a COVID-19 vaccine for their children, including children with special needs.
- Work with community-based organizations, sports coaches, parent-teacher organizations, school systems/administrators, childcare organizations, and camp associations to engage families and increase vaccine demand.
- Collaborate with messengers who parents trust—such as teachers, faith-based and community leaders—to tailor and share accurate, culturally relevant messages and materials.



Keys to Building Demand for Pediatric COVID-19 Vaccines

Make vaccines:

- **Accessible** (easy for children to get)
- **Beneficial** (perceived benefits of pediatric vaccination outweigh perceived risks)
- **Convenient** (low out-of-pocket, social, and opportunity costs for parents)
- **Desirable** (appealing to parents and caregivers)
- **Normative** (presented as a social default)
- **Necessary** (indispensable for accessing things parents want for their children)




7

Understanding Demand for Pediatric COVID-19 Vaccines

To better understand demand for COVID-19 vaccines among parents and caregivers, the Vaccine Confidence Team will do the following:

- Generate and disseminate **data about vaccine confidence** among parents and caregivers of children aged 5 years and older.
- Integrate pediatric content into v2.0 of the **Rapid Community Assessment (RCA)** guide (coming soon).
- As requested, provide technical assistance (TA) to jurisdictions planning to conduct **pediatric RCAs**.
- Produce a **special pediatric issue** of the State of Vaccine Confidence (SOVC) Insights Report to identify emerging themes around vaccine confidence for this population.
- Highlight pediatric themes in subsequent **SOVC reports**.




8

Vaccine Confidence Capacity Building for Pediatric Vaccines

- Provide pediatric-focused Confidence Consults to jurisdictions and tribes, as requested.
- Adapt the Data for Action part of Confidence Consults to include National Immunization Survey-Child COVID-19 module data.
- Conduct Vaccine Confidence Bootcamps for key partners, such as:
 - Office of Head Start
 - National Association of School Nurses
 - YMCA of the USA
 - Healthcare provider associations
 - Library and museum partners
 - Youth sports partners
 - Faith-based organizations




9

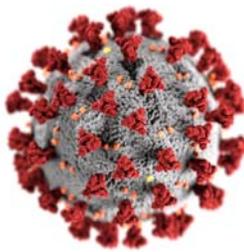
How Partners Can Support the Pediatric Strategy

 <p>Identify vaccine champions</p>	 <p>Conduct trainings</p>	 <p>Engage with the community</p>	 <p>Provide guidance</p>
<p>Identify trusted messengers who can speak to parents online or in-person about their decision to get their child vaccinated.</p>	<p>Conduct Q&A or training sessions with pediatric providers and school staff to educate on how to communicate effectively about COVID-19 vaccines.</p>	<p>Engage with faith-based organizations, community organizations, youth groups, and school systems to communicate with children and families.</p>	<p>Provide guidance for how organizations can make vaccination events appealing to parents and how they can provide safe spaces for parents to ask questions.</p>



10

Thank you!



For more information, contact CDC
 1-800-CDC-INFO (232-4636)
 TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

