Vaccine Confidence & Demand Strategy: Pediatric Edition

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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.


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 misinformation related to pediatric vaccines.

Objective: Empower healthcare personnel to have effective vaccine conversations with parents and caregivers and make strong recommendations for COVID-19 vaccines.

Objective: Engage families, communities, and schools in two-way communication to listen, address concerns, and create positive social norms.

Engage Families, Communities, & Schools

- 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.

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.

*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, NPs/PAs, nurses, allied health professionals, pharmacists, social workers, support staff, and community health workers.
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)

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.

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

How Partners Can Support the Pediatric Strategy

- Identify vaccine champions
- Conduct trainings
- Engage with the community
- Provide guidance

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

For more information, contact CDC 1-800-CDC-INFO (232-4636)

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.