



Vaccine Confidence

What is vaccine confidence?

Vaccine confidence is the trust people have in government recommended vaccines, the healthcare providers who administer shots. People may also have questions and concern about the procedures and policies that guide vaccine development, license, or authorize a vaccine, or provide recommendations and mandates.

Vaccine confidence is a spectrum. Low vaccine confidence can decrease vaccination rates. People spread significant misinformation and disinformation during outbreaks, such as measles and COVID-19, creating many barriers to trust and uptake.

Why is vaccine confidence important?

Many people with low vaccine confidence seek additional information before getting vaccinated. Readily available information that is credible and science-based is more likely to increase their vaccine confidence. This leads to increased vaccination rates and fewer illnesses, hospitalizations and death.

What impacts vaccine confidence?

- Social factors
- Cultural factors
- Political factors
- Individual beliefs
- Vaccine-specific factors

Vaccine Confidence Resources:

[CDC HCP Fight Flu Toolkit](#)

[CDC Vaccinate with Confidence](#)

[CDC Building Confidence in COVID Vaccines](#)

[NAIIS How to Guide for Becoming an Adult Flu Vaccination Provider](#)

How can providers increase vaccine confidence?

People rely on healthcare provider to listen to their concerns and questions, and offer accurate and timely information. A strong recommendation by a healthcare provider is one of the most impactful factors that influences whether a patient decides to get vaccinated. The Centers for Disease Control and Prevention (CDC) recommends the [Make a Strong Influenza Vaccine Recommendation](#) (SHARE) approach:

- **SHARE the reasons** why the flu vaccine is recommended for the patient.
- **HIGHLIGHT positive experiences** with flu vaccination to reinforce vaccine benefits.
- **LISTEN to patient questions** and concerns about the influenza vaccine with empathy. Address side effects, safety and vaccine effectiveness in plain and understandable language.
- **REMIND patients that the flu shot protects them and their loved ones** from serious influenza illness and related complications.
- **EXPLAIN the potential costs of getting the flu**, including serious health effects, time lost (such as missing work or family obligations) and financial costs.

How can you help build vaccine confidence?

- Lead by example by getting vaccinated.
- Make your decision to get vaccinated visible by posting to social media, wearing a badge while at your workplace and discussing your personal decision with patients.
- Encourage leaders in your practice, family and community to be vaccine ambassadors and prepare them with fact and science-based talking points.
- Discuss vaccination with your patients, staff, friends and family, and address any questions and concerns.
- Help educate people about vaccine development, safety and approval processes.
- Send a letter, email, automated voice message or text message to your patients that encourages vaccine uptake.