Building Vaccine Confidence in the Community

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AIM Association of Immunization Managers

About AIM

- The Association of Immunization Managers (AIM) represents the 64 immunization programs that receive funding from CDC's National Center for Immunization and Respiratory Diseases (NCIRD)
- In 50 states, 5 major cities + D.C., the territories, and Pacific Islands
- Programs are tasked with COVID-19 vaccine planning: distribution, administration, and tracking

Agenda

- What is Vaccine Hesitancy?
- History of Vaccine Hesitancy?
- Why is it Important to Address?
- Vaccine Champions
- AIMs Vaccine Access Cooperative Project

What is Vaccine Hesitancy?

Hesitancy is a Spectrum

Refuse all

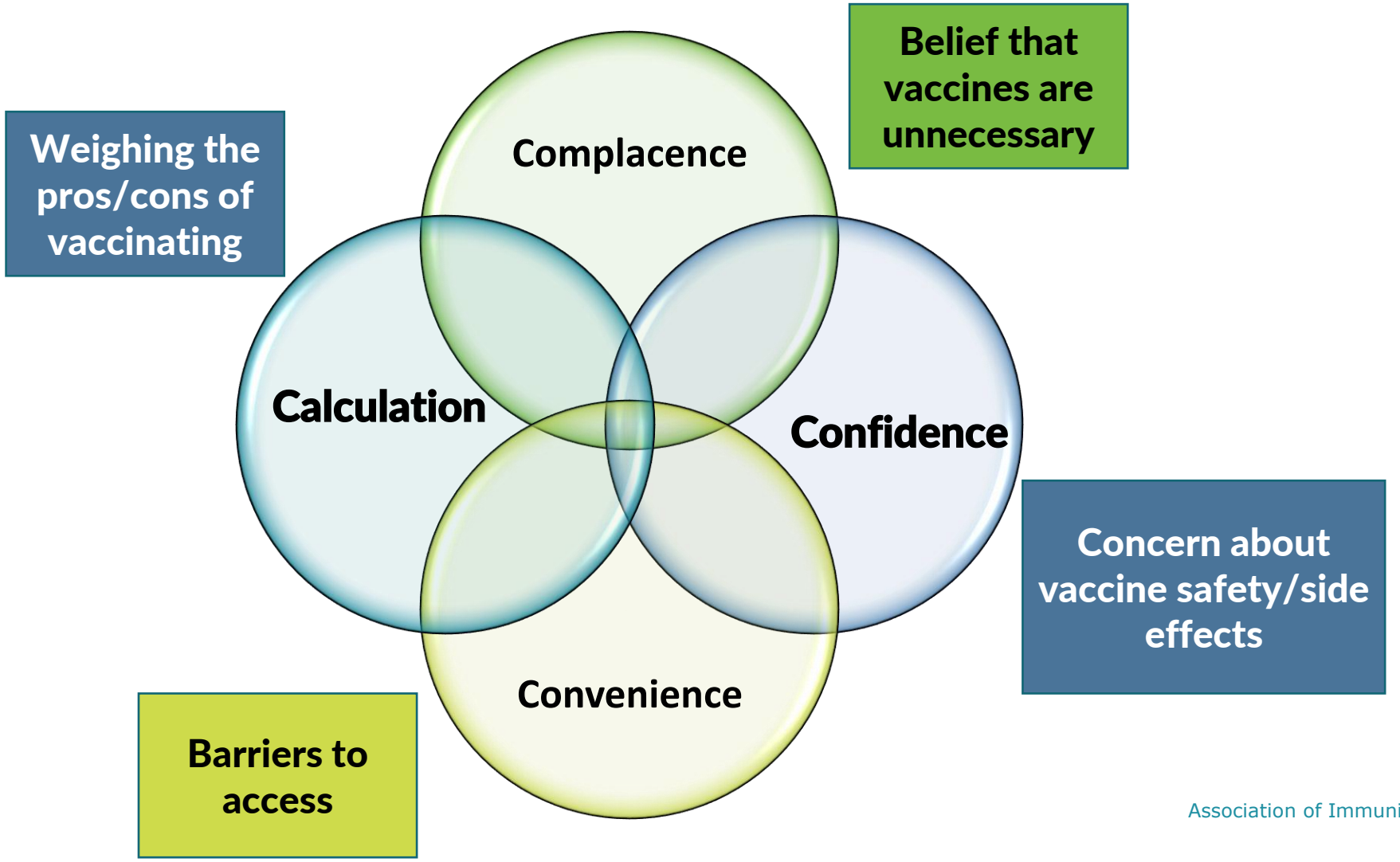
Accept all

Refuse but unsure

Accept but unsure

Delay/Refuse Some

Reasons for Vaccine Hesitancy Which Create Barriers



History of Vaccine Hesitancy

Small Pox and the First Anti-Vaxxers

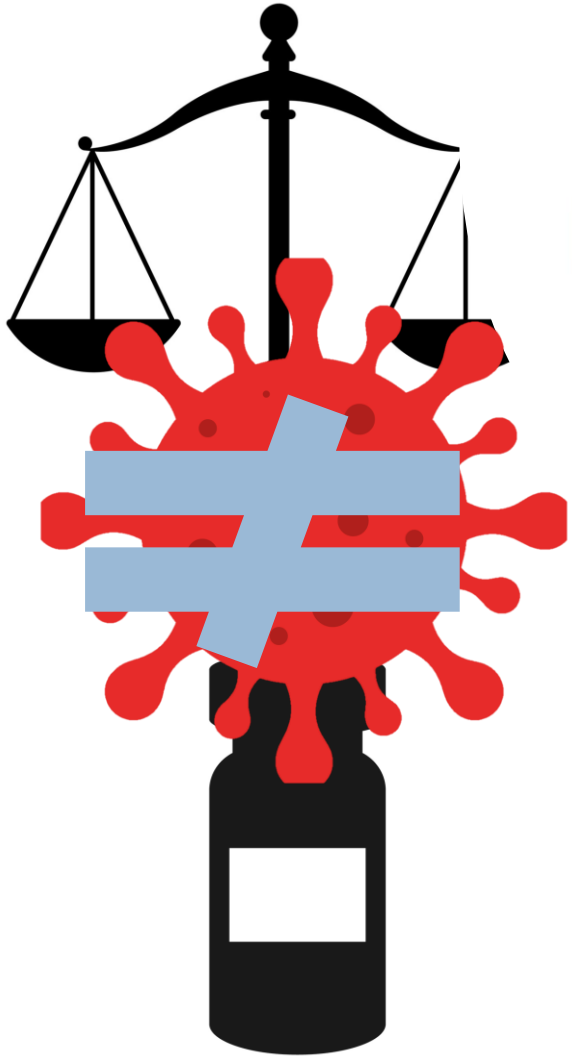


Image by vectorjuice on Freepikbeen around
Glass Vectors by Vecteezy
http://www.metnews.com/articles/2021/OutdoorDining_03032021.htm

Social Climate in the 1950’ and 1960’s

- The Baby Boom
  - Increase in population (78 million)
- Suburbanization
  - Increased racial disparity
- Civil Rights Movement
  - Struggle against racial discrimination and injustices
- The Cold War
  - Highlighted America’s racial oppression
  - Rise in fear and suppression

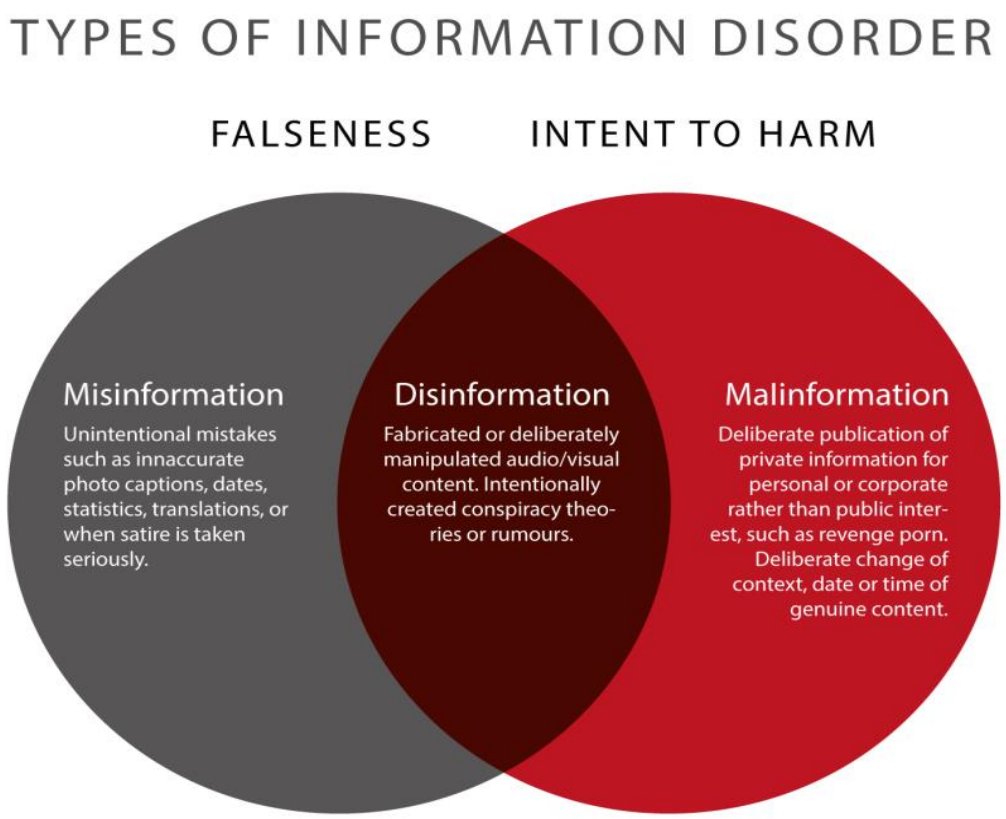
Vaccine Hesitancy in the 1990' and 2000's

Wakefield and the MMR Vaccine

Green our Vaccines: Thimerosal

Too Many, Too soon!

Vaccine Hesitancy of TODAY!



Press release

COVID-19 pandemic leads to major backsliding on childhood vaccinations, new WHO, UNICEF data shows

23 million children missed out on basic childhood vaccines through routine health services in 2020, the highest number since 2009 and 3.7 million more than in 2019

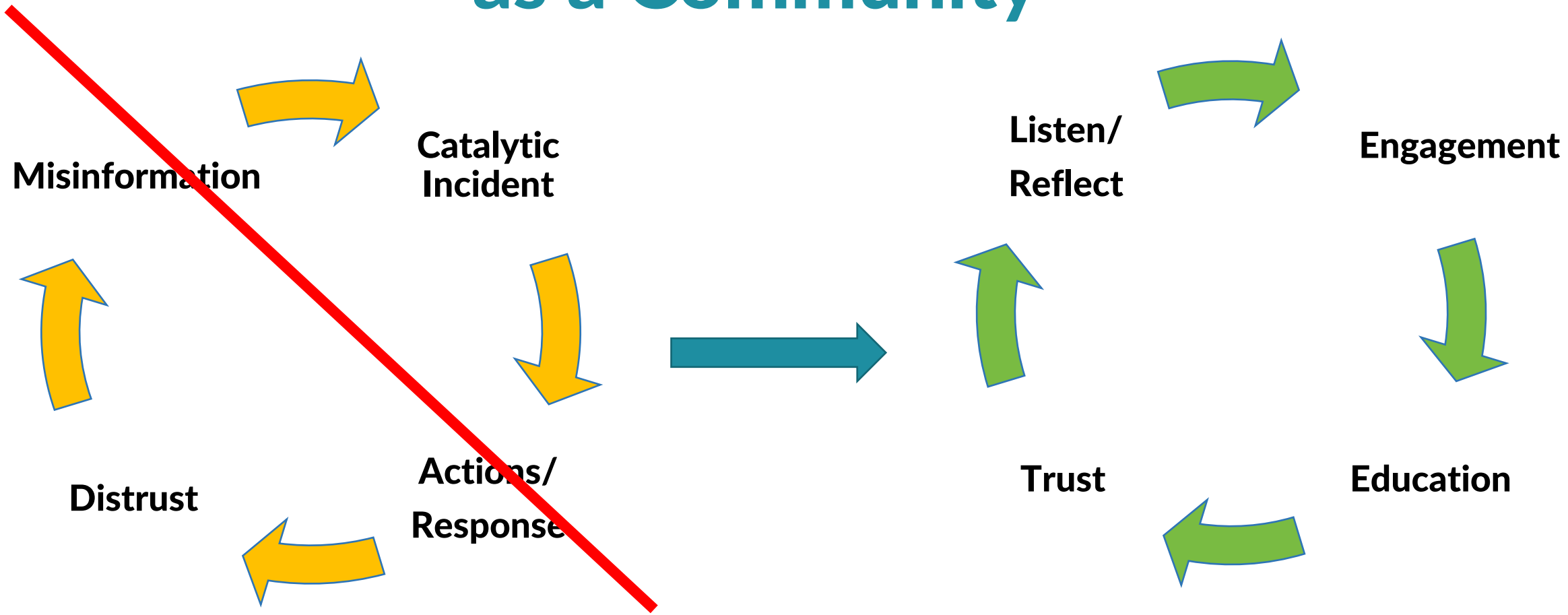
15 July 2021

Why is it Important to Address Vaccine Hesitancy?

Vaccines Today!

- **Vaccines Protect:**
  - **Children from 16 different diseases and 7 types of cancers**
  - **Adults from 14 different diseases and 7 types of cancers**
- **Vaccination is an individual action with a wider community impact**
- **Vaccines save lives everyday and make our communities healthier**

Breaking the Cycle as a Community



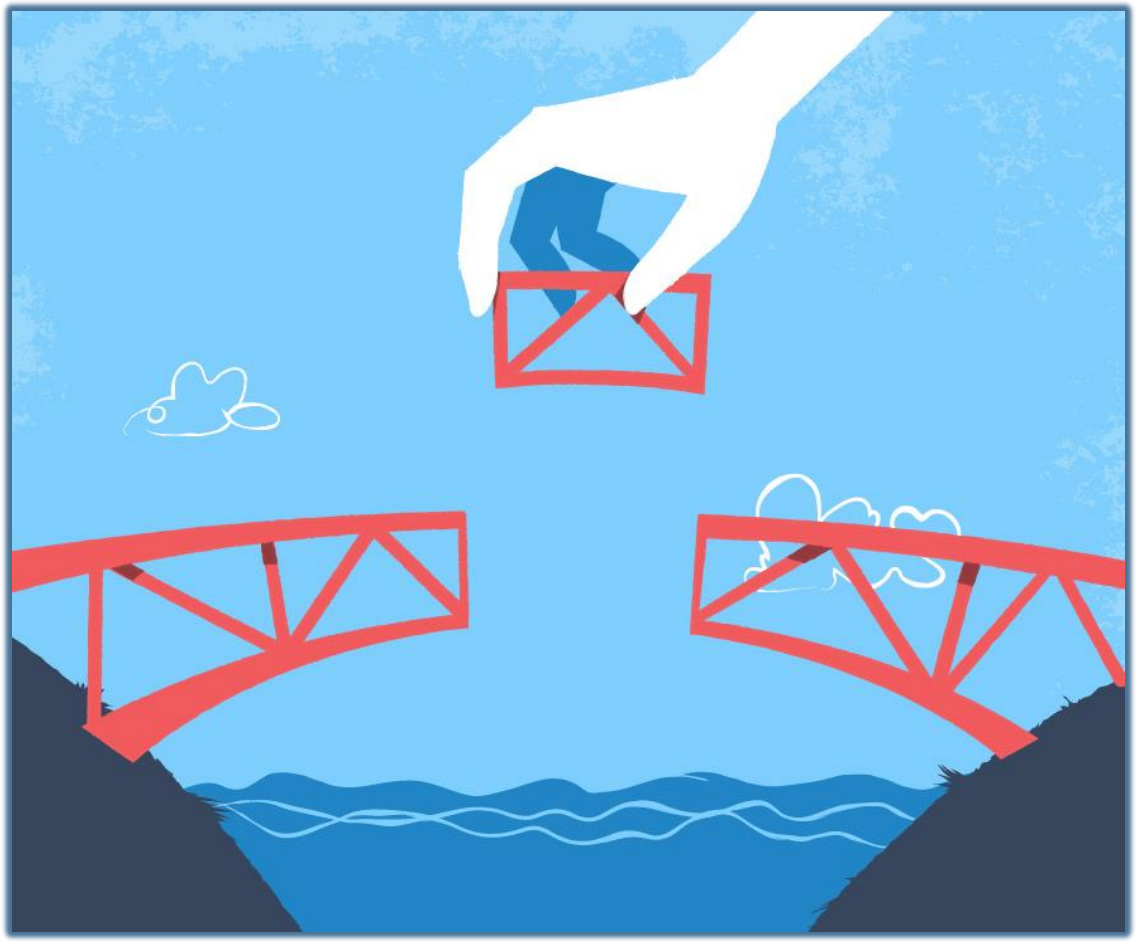
Vaccine Champions

Vaccine Champion

- **WHO's definition:**

  Every day, people around the world are doing their part to keep us safe through vaccines, working in some of the most difficult conditions and the world's remotest corners

Being vaccine champions means being fully stocked with resources and opportunities to increase our knowledge and expertise. Vaccine champions are there to build the bridge to health equity!

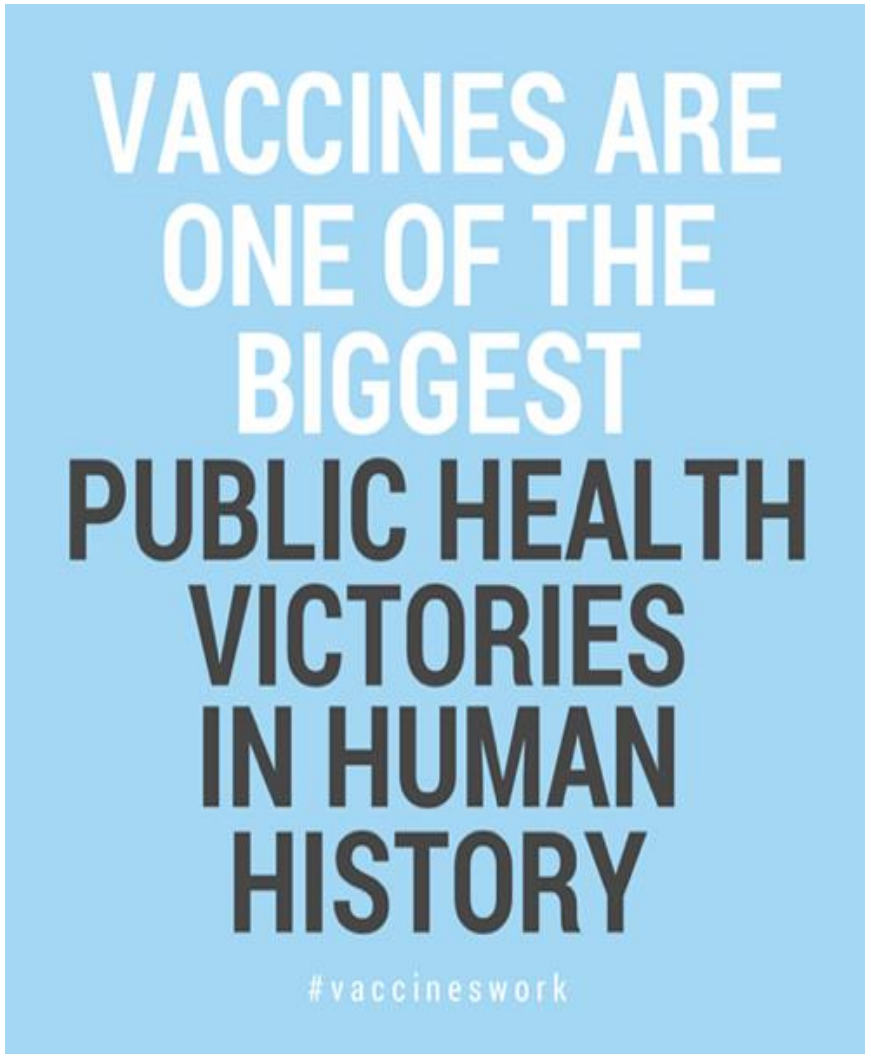


Who can be a Vaccine Champion?

- Healthcare providers
- Community Health Workers
- School nurses
- Pharmacists
- Immunization Program Managers
- Your Neighbor
- YOU!

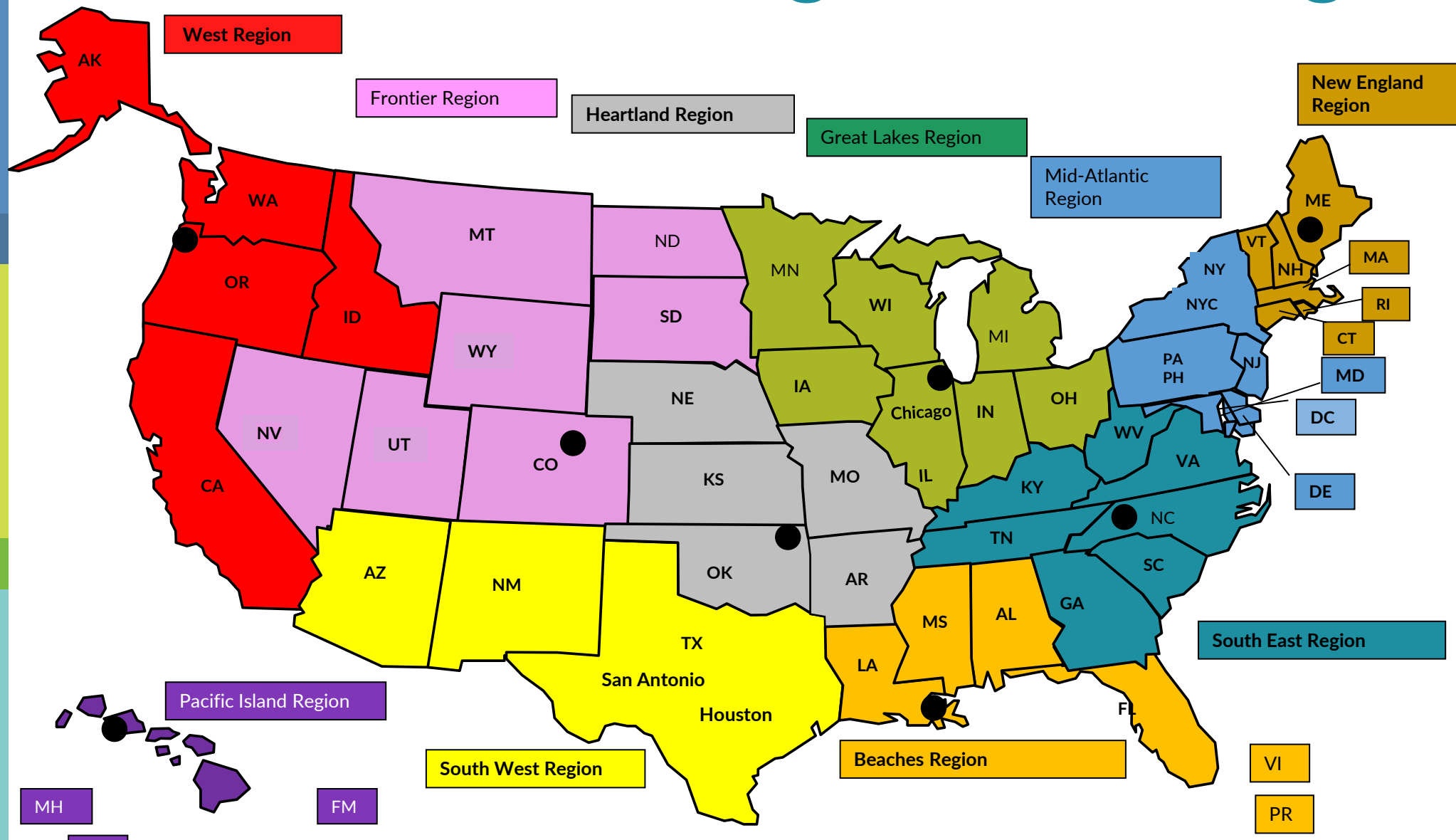
Vaccine Champion – Tip for Success

- Listen to Concerns
- Address Specific Concerns
- Personalize Message
- Continue to Engage



AIM's Vaccine Access Cooperative

2023 AIM Regional Meetings



- ✓Honolulu, HI
- ✓Ashville, NC
- ✓Itasca, IL
- ✓Denver, CO
- ✓Tulsa, OK
- ✓New Orleans, LA
- ✓Portland, OR
- ✓Portland, ME

2023 Vaccine Access Cooperative (VAC) Meetings

Network of over **315** attendees to Raise the Rates!

STAKEHOLDERS

- State departments of health, immunization programs
- Medicaid programs
- American Academy of Pediatrics
- American Academy of Family Physicians
- Pharmacies
- Coalitions
- Department of Education
- School Nurses
- Other key immunization partners

Thank you!

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