



sanofi

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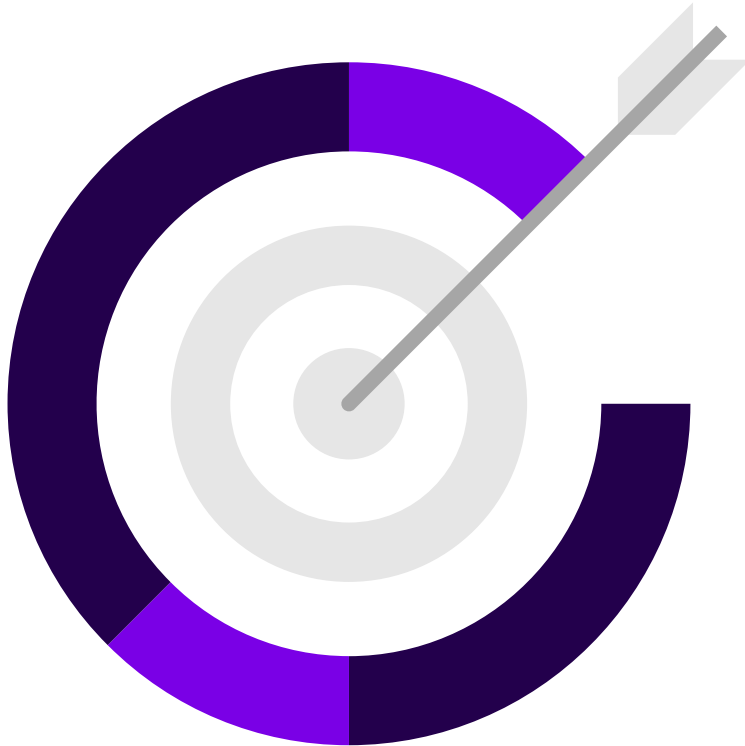
Vaccine Hesitancy Tools & Resources

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Objectives

Purpose

This deck is to equip your organization with tools to address vaccine hesitancy, ultimately enhancing provider & care team satisfaction as well as the patient experience.



The tools and resources in this kit are intended to:

- *Enable your care team to address patient concerns*
- *Equip your care team to communicate credibly around immunization*
- *Engage patients in shared clinical decision making where they confidently accept and trust in immunization due to an informed, science-driven understanding of options*

Audience

For leaders like you to inspire your health care professionals and care teams to proactively address vaccine hesitancy and encourage confident and informed decision making.

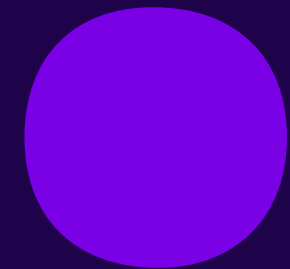
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2. Tools & Resources:

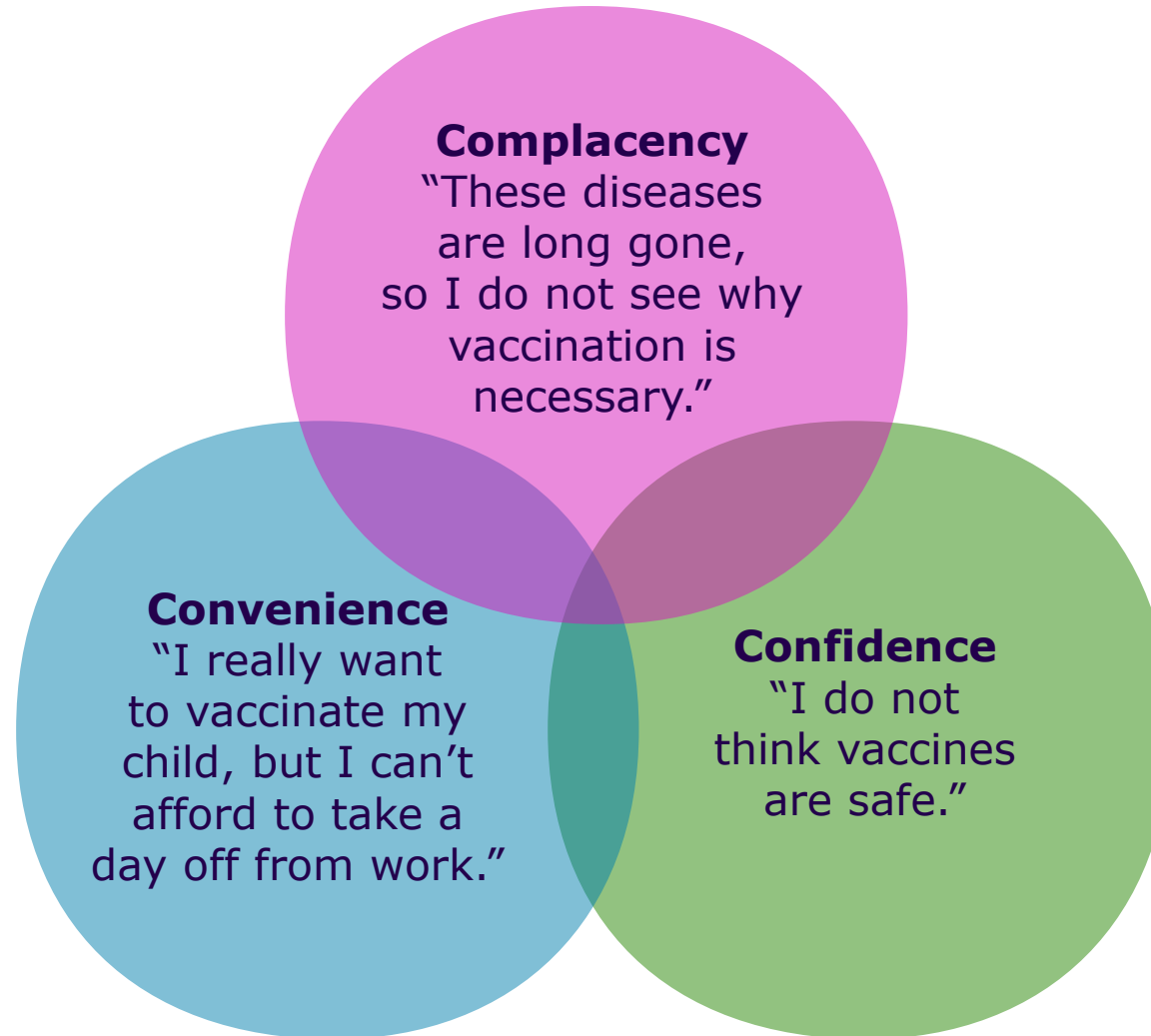
- I. Provider & Care Team Education
- II. Patient Engagement
- III. Patient Outreach Solutions

Vaccine Hesitancy Overview



What is Vaccine Hesitancy?

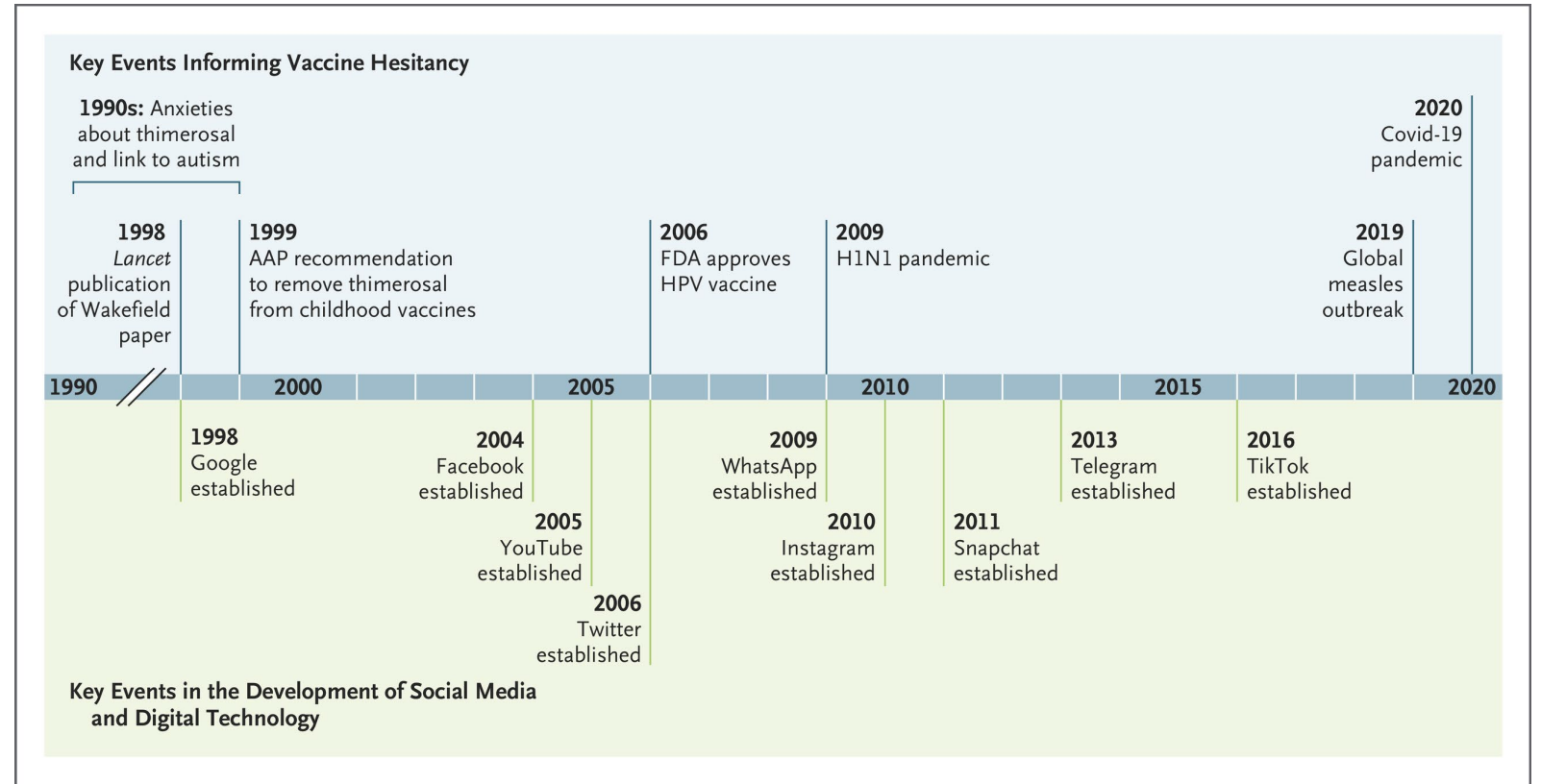
- Vaccine hesitancy refers to delay in acceptance or refusal of vaccination despite availability of vaccination services
- Vaccine hesitancy is complex, context-specific, varying across time, and vaccine-specific
- It is influenced by factors such as **complacency**, **convenience**, and **confidence**



Reference: WHO. Vaccination and trust. 2017. https://cdn.who.int/media/docs/default-source/documents/publications/vaccines-and-trust78f2bc69-8a27-4657-9b2d-13d3075da41d.pdf?Sfvrns=b71b557d_1&download=true. Accessed 30 april 2024.

Vaccine hesitancy has evolved significantly due to an "infodemic"

The time to act is now!



Utilize these CDC interactive tools for to stay informed

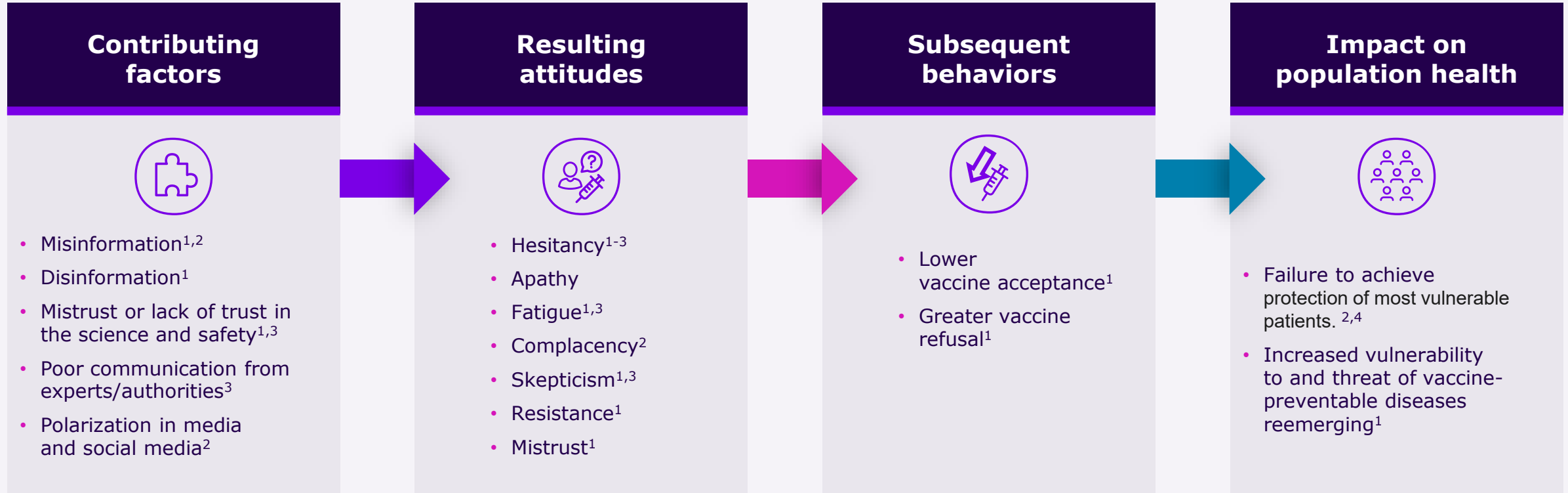
- [Click the below link to access the CDC Weekly Surveillance interactive map to stay informed on influenza activity:](#)

[CDC Surveillance Weekly US Map: Influenza Summary](#)

- [Click the below link to access the CDC child vaccination coverage report:](#)

[CDC ChildVaxView Interactive Child Vaccination Coverage](#)

The Covid-19 Pandemic significantly changed how patients think about immunizations, **credible education is a must**



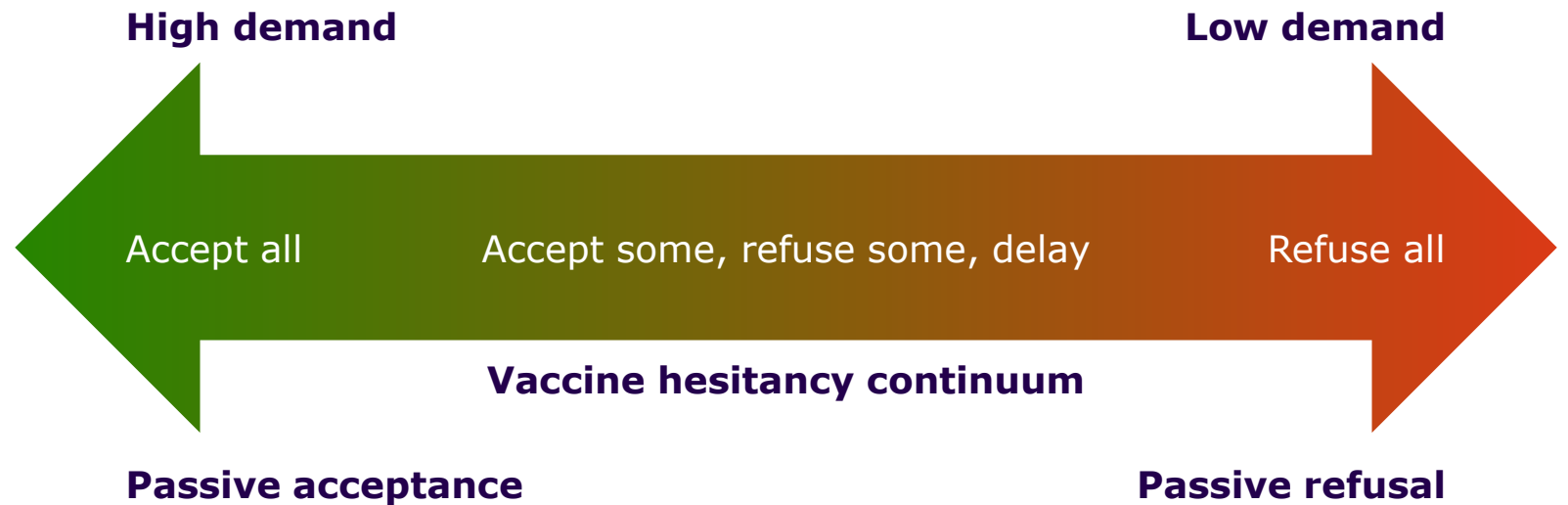
 **1 in 3 US adults** report they are unwilling to be vaccinated for other diseases, and this was influenced by pandemic experiences^{1*}

*Findings from an October 2023 survey of 1,000 individuals from the United States who were asked about their willingness to get vaccinated against routine diseases other than COVID-19 (eg, flu, measles, viral hepatitis B.)

References: 1. Lazarus JV, et al. *Nat Med.* 2024;30(6):1559-1563. doi:10.1038/s41591-024-02939-2 2. Altman JD, et al. *Vaccines (Basel).* 2023;11(3):516. doi:10.3390/vaccines11030516 3. Su Z, et al. *Front Immunol.* 2022;13:839433. doi:10.3389/fimmu.2022.839433 4. Bussink-Voorend D, et al. *Nat Hum Behav.* 2022;6(12):1634-1648. doi:10.1038/s41562-022-01431-6

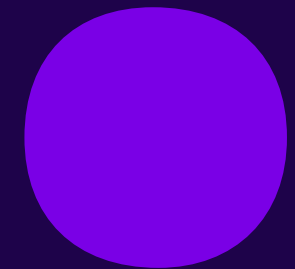
Movable middle

Sanofi is here to support your organization in addressing the 'moveable middle' to guide patients towards confident acceptance of immunization



Reference: BMC Public Health . 2023 May 19;23:912. doi: [10.1186/s12889-023-15855-w](https://doi.org/10.1186/s12889-023-15855-w)

Tools & Resources to Educate



Sanofi has consolidated credible tools & resources to help you overcome vaccine hesitancy across your organization

I.

**Provider &
Care Team
Education**



II.

**Patient
Engagement**



III.

**Patient
Engagement
Solutions**





Provider & Care Team Education




I. Provider & Care Team Education

Equip your care team to communicate credibly around immunization

AIMS Method to Help Increase Vaccination Acceptance

How a HCP speaks about vaccination may be as important as what they say in terms of behavioral, emotional and physiological outcomes.¹

The AIMS method can play a critical role in helping you and your patients overcome vaccination hesitancy. AIMS stands for **Announce, Inquire, Mirror and Secure**.² It is a four-step, evidence-based conversation strategy that's proven to build trust with patients, leading to more efficient and successful discussions about vaccination.



ANNOUNCE → **INQUIRE** → **MIRROR** → **SECURE**

- ANNOUNCE**
 - Announce vaccination will happen.
 - Assume people are ready to vaccinate.
 - Start with a statement, not a question.


"The influenza season is beginning. We will give you your flu shot at the end of today's visit."
- INQUIRE**
 - Seek to understand the person by asking them about their concerns.
 - Apply active listening.
 - Ask open-ended questions.

"You seem undecided. How can I be most helpful to you in making a decision to have your flu shot?"
- MIRROR**
 - Reflect back what you have understood to make the person feel heard.
 - Acknowledge their right to have questions.

"Let me see if I have this right. You're saying the flu vaccine is the best way to help protect yourself and loved ones from the flu and its potential complications."
- SECURE**
 - Begin with an empathetic statement.
 - Give evidence-based facts or statistics.
 - Give the "big" of the message or bottom line to secure trust.

"I know you want to stay healthy, especially around the holidays with family. The flu vaccine is the best way to help protect yourself and loved ones from the flu and its potential complications."

Addressing Vaccination Anxiety for Children
Strategies for Healthcare Professionals



Fear of needles and vaccine visits is common in older children. What you do and say can help children experience less pain and help parents and children more readily accept recommended vaccinations. Below are strategies that can improve the vaccination experience, especially when combined. Consider what is practical. Simply acknowledging the feelings of both child and caregiver and letting them know you care can help.

Before the Visit

Pre-registration may minimize time in the waiting room where anxiety can mount.

Establish expectations. If possible, let families know the child will be offered any needed vaccinations and that you'll work with them to make the experience comfortable.

Have the caregiver bring a favorite comfort item or "fidget item" from home (e.g., spinner, game).

Set up the vaccination room/area so it's comfortable and private. Keep needles out of sight until necessary.

Consider topical analgesia (e.g., 5% lidocaine cream, spray, or patch). This may help with pain but needs to be applied to the vaccination site 30 to 60 minutes ahead of time. With guidance, some families may accomplish this before arriving.¹


During the Visit

Ask the caregiver and child how the child handles vaccinations.² What helps them cope? If needed, remind the caregiver that their calm and supportive attitude will make the child feel more secure.

Invite the caregiver and child, as appropriate, to ask questions so they feel prepared.

Offer suggestions of coping strategies, if needed. Slow deep breaths before, during, and after vaccination can be calming. Some children want to see the vaccination, but most children like to be distracted. Encourage those children to talk about something else pleasant or play with a mobile device. Displaying fun posters in the vaccination area can provide distraction, too.⁴

Addressing Vaccination Anxiety in Adolescents and Adults
Strategies for Healthcare Professionals



Anxiety about injections is common among adolescents and adults, and can contribute to dreading, delaying, or even refusing vaccination. However, anxiety and pain are subjective feelings: what you do and say can help an anxious patient gain confidence and more readily accept vaccinations in the future.

Below are strategies that can improve the vaccination experience for adolescents and adults. Consider what is practical. Simply acknowledging the patient's feelings and letting them know you care can help.

Before the Visit

Pre-registration may minimize time in the waiting room where anxiety can mount.

Establish expectations. If possible, let patients know they will be offered any needed vaccinations and that you'll work with them to make the experience comfortable.

Set up the vaccination room/area so it's comfortable and private. Keep needles out of sight until necessary.

Consider topical analgesia (e.g., 5% lidocaine cream, spray, or patch). This may help with pain but needs to be applied to the vaccination site 30 to 60 minutes ahead of time. With guidance, some patients may accomplish this before arriving.¹

During the Visit

Screen for vaccination-related anxiety. Immunize.org's screening checklists for contraindications to vaccines now ask about anxiety.²

Invite patients to ask questions about the vaccination process so they feel prepared.

Watch your words! Use words that help the patient cope during vaccination. Using fear-provoking words (e.g., "shot," "sting") or false reassurances ("It won't hurt a bit") can increase distress and pain.

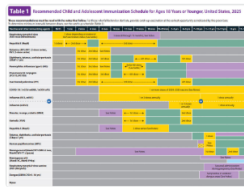
Ask each patient what helps them feel comfortable. Make suggestions, if needed. Slow deep breaths can be calming. A lot of people like to be distracted (some don't) and they can be encouraged to chat or use their mobile devices. Posters can serve as distractions, too. Offer pain management options, if feasible (see below).

KEY IDEA: Asking patients how they prefer to manage their anxiety is essential.

Child and Adolescent Immunization Schedule by Age

Guide health care providers in determining recommended vaccines for each age group.

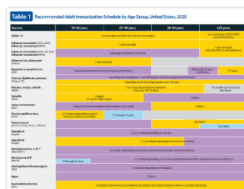
NOV. 21, 2024



Adult Immunization Schedule by Age

Stay up-to-date on getting recommended vaccines. View and print CDC immunization schedules for adult...

NOV. 21, 2024



AIMs Office Flashcard

*Four-step, **evidence-based conversation strategy** that's proven to build trust with patients, leading to more efficient and successful discussions about vaccination.*

Immunize.org - Helping Pediatric Patients Overcome Fear of Vaccines: Tips for Healthcare Workers

Flashcard with tips to help healthcare workers address vaccination anxiety with their pediatric patients during office visits.

Immunize.org - Addressing Vaccination Anxiety in Adolescents and Adults

Flashcard with tips to help healthcare workers address vaccination anxiety with their adolescent & adult patients during office visits.

CDC Immunization Schedules - Pediatric and Adult

CDC Immunization Schedules for both pediatric and adult patients.

I. Provider & Care Team Education

Engage patients in shared clinical decision making where they confidently accept and trust in immunization due to an informed, science-driven understanding of options.

DO VACCINE INGREDIENTS CAUSE ADVERSE EVENTS?

Updated March 10, 2025

Contents

- Conclusion
- Why This is an Issue?
- Epidemiological Evidence
- References

Conclusion

Certain ingredients that are present in some vaccines (other than disease-specific antigens), such as gelatin or neomycin, **can very rarely cause** severe hypersensitivity reactions (e.g. anaphylaxis) in vaccines with those specific allergies. In addition, some adjuvants **can cause** increased rates of local reactions, and alum-containing adjuvants **can cause** nodules at the injection site.

Vaccine ingredients, including the preservative thimerosal, **do not cause** autism. Ingredients in vaccines currently routinely recommended to the general population in the U.S. **have not been shown to cause** any other adverse events.

Why This is an Issue?

As part of the Food and Drug Administration (FDA) Modernization Act of 1997, the FDA conducted an analysis on exposure to mercury in children. This led them to examine the risk of thimerosal, an ethyl-mercury containing preservative that was present in some vaccines at the time. The FDA risk assessment revealed no evidence of harm caused by the doses of thimerosal in vaccines other than local hypersensitivity reactions ¹. However, the exposure exceeded the United States Environmental Protection Agency (EPA) guidelines for methylmercury exposure; there were no available guidelines for ethyl-mercury, which is now known to have a shorter half-life than methylmercury. Long term follow-up of children to evaluate the risk of mild neurologic effects from ethyl-mercury had not been conducted at that time. Because of the uncertainty in the risk assessment, as a precautionary measure thimerosal was removed as a preservative from most vaccines administered to children (small amounts of thimerosal are still present in multi-dose vials of influenza vaccine).

Tags: aluminum, Anaphylaxis, Cause-anaphylaxis, Cause-autism, MMR, thimerosal, thimerosal

Institute for Vaccine Safety - Vaccine Ingredient and Safety Resource

IVS resource on how ingredients in vaccines that are routinely recommended to the general population in the U.S. have not been linked to any other harmful effects.

CDC Vaccine Safety

Autism and Vaccines

KEY POINTS

- Studies have shown that there is no link between receiving vaccines and developing autism spectrum disorder (ASD).
- No links have been found between any vaccine ingredients and ASD.

Vaccines do not cause autism

Autism spectrum disorder (ASD) is a developmental disability that can cause significant social, communication, and behavioral challenges.

Some people have had concerns that ASD might be linked to the vaccines children receive, but studies have shown that there is no link between receiving vaccines and developing ASD. The National Academy of Medicine, formerly known as Institute of Medicine, reviewed the safety of 8 vaccines to children and adults. The review found that with rare exceptions, these vaccines are very safe.

A CDC study published in 2013 added to the research showing that vaccines do not cause ASD. The study focused on the number of antigens given during the first two years of life. Antigens are substances in vaccines that cause the body's immune system to produce disease-fighting antibodies. The results showed that the total amount of antigens from vaccines received was the same between children with ASD and those that did not have ASD.

Vaccine ingredients do not cause autism

CDC Autism and Vaccines Safety Resource

CDC resource explaining how there is no relation between vaccines and autism spectrum disorder (ASD).

CDC Vaccine Safety

Multiple Vaccines at Once

KEY POINTS

- Many vaccines are recommended early in life to protect young children from dangerous infectious diseases. Different childhood vaccines can be given at the same time.

Why it's important

Fact

Early vaccination is important to prevent diseases. Children are given shots (vaccines) at a young age because this is when they are at highest risk of getting sick or dying if they get these diseases.

CDC Multiple Vaccines at Once Safety Resource - Pediatric Vaccines

CDC resource on how receiving multiple vaccines in a single visit has not been related to any adverse events.

National Foundation for Infectious Diseases

Infectious Diseases Immunization COVID-19 Education and Events Resources

10 Reasons to Get Vaccinated

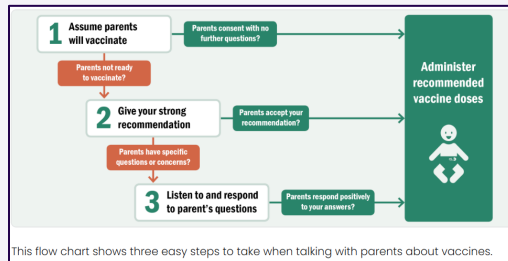
Home / Immunization / 10 Reasons to Get Vaccinated

NFID 10 Reasons to Get Vaccinated Resource

NFID highlight sheet on why eligible individuals should get vaccinated.

I. Provider & Care Team Education

Enable your care team to better understand parent concerns when it comes to pediatric vaccinations.



CDC Parent Discussion Guide for Pediatrics Vaccines

CDC discussion guide to help navigate and assist healthcare providers in talking to parents about pediatric vaccines.

CDC Parent Discussion Q&A for Pediatrics Vaccines

CDC Parent Discussion Q&A guide for pediatric vaccines provides healthcare providers with key information and answers to common questions parents may have about pediatric vaccinations.



CDC Additional Resources for Parent Discussions on Pediatric Vaccines

CDC provides additional resources to help support healthcare providers when talking to parents about pediatric vaccines.

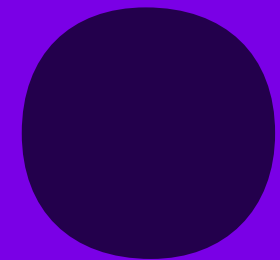


AAP Talking with Vaccine Hesitant Parents

AAP resource providing guidance for talking with vaccine hesitant parents.



Patient Engagement



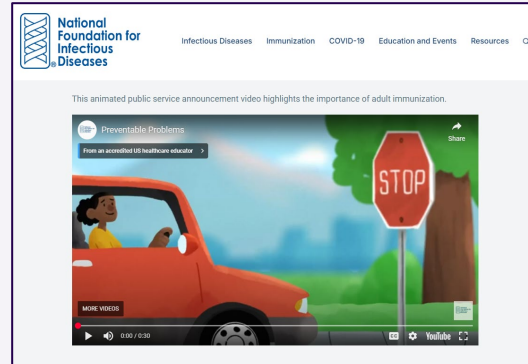
II. Patient Engagement

Adolescents, adults, and general information



UNITY Vaccine Resource Center for Parents - Teen & Young Adult Vaccines

UNITY online resource center for parents to learn more about vaccinations for their teens and young adult children.



NFID Preventable Problems Video - Adult Vaccination

NFID video highlighting the importance of adult immunizations.

Explaining How Vaccines Work

KEY POINTS

- Vaccines work by imitating an infection to engage the body's natural defenses.
- Vaccines help the body learn how to defend itself from disease without the dangers of a full-blown infection.
- Everyone should get all recommended vaccines at the recommended times.



CDC Explaining How Vaccines Work Resource

CDC webpage explaining how vaccines work and help prevent vaccine-preventable diseases.

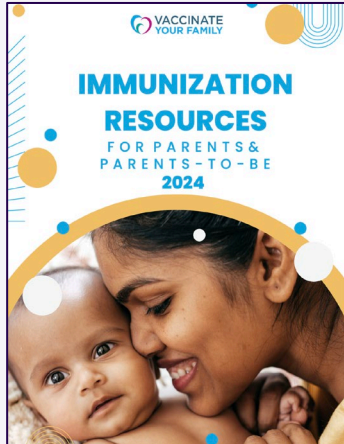


Vaccine Adverse Events: Separating Myth from Reality | AAFP

AAFP article on common adverse events from vaccines across disease states.

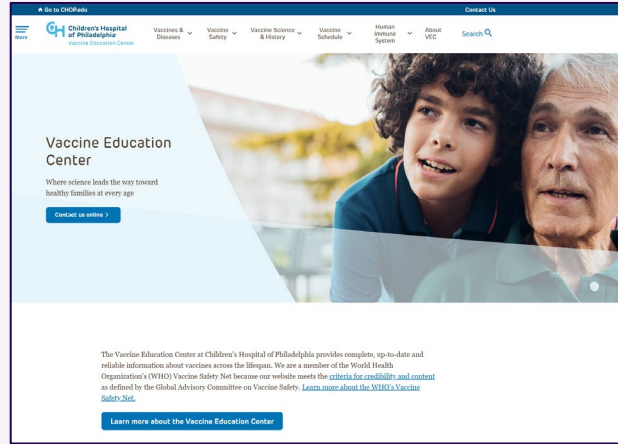
II. Patient Engagement

Pediatrics



Parent Vaccination Information and Resource Guide - Pediatric Vaccines

Immunization resource guide providing parents and parents-to-be with information and resources on immunizing their children and infants.



CHOP Vaccine Education Center for Parents - Pediatric Vaccines

CHOP webpage providing parents with accurate, comprehensive and up-to-date information about vaccines and the diseases they prevent.

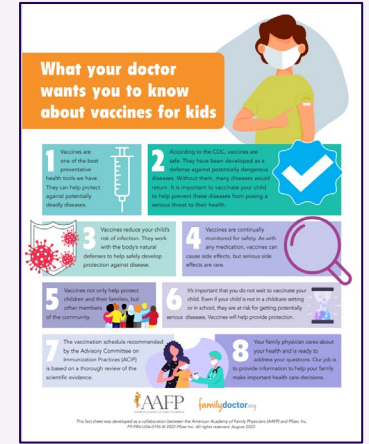
Vaccine Safety: Examine the Evidence

Vaccines are under constant study. For a vaccine to be recommended—as part of the **childhood and adolescent immunization schedule**—it must be tested, found safe and closely monitored. Safety testing begins as soon as a new vaccine is made and **clinical trials** begin, and evidence of safety is gathered for as long as it is in use.



HealthyChildren.org Vaccine Safety Resource for Parents - Pediatric Vaccines

Webpage providing parents with information and publications supporting on vaccine safety.



What Your Doctor Wants You to Know About Vaccines for Kids

Factsheet for parents on need-to-know facts when it comes to immunizing their children.



Patient Outreach Solutions



III. Solutions for Patient Outreach & Engagement

In this section, please find template messages that may help your organization address the 3C's related to vaccine hesitancy. Magenta text in template messages indicate options for variable text.

Vaccine Hesitancy Challenge <i>The 3 C's</i>	Example Methods & Templates <i>for Patient Outreach & Engagement</i>
1. Complacency	A. Patient Portal Message B. Patient-facing Email Template C. Patient-facing Text Message
2. Convenience	A. Patient Portal Message B. Patient-facing Email Template C. Patient-facing Text Message
3. Confidence	A. Patient Portal Message B. Patient-facing Email Template C. Patient-facing Text Message

Consider copying & pasting the template messages in this kit into your existing HIT platforms. Edit as your organization sees fit!

III. Patient Outreach Templates to emphasize Convenience



Patient
Portal



Patient
Email

Subject: Stay Protected – Get Your Immunizations at Your Next Visit!

Dear [Patient's Name],

Did you know you can get your immunizations during your next well visit? It's a convenient and easy way to stay up-to-date on your vaccines while taking care of your overall health. At your next visit on [mm/dd], make sure you ask your provider to check what vaccinations you are due for.

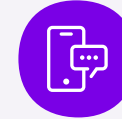
Immunizations are crucial for protecting yourself and your loved ones from preventable diseases.

Subject: Stay Protected – Get Your Immunizations at Your Next Visit!

Dear [Patient's Name],

Did you know you can get your immunizations during your next well visit? It's a convenient and easy way to stay up-to-date on your vaccines while taking care of your overall health. At your next visit on [mm/dd], make sure you ask your provider to check what vaccinations you are due for.

Immunizations are crucial for protecting yourself and others from preventable diseases.



Patient
Text

Hi [Patient's Name], vaccines are one of the best ways to protect yourself and others from serious illness. If you're due for any immunizations, now's the time to get updated! Have questions or need to schedule? We're here to help. Stay healthy! – [Your System, Practice, or Provider's Name]

Hi [Patient's Name], we understand you may have questions about vaccines, but they're a safe and effective way to protect you and those around you from serious diseases. If you have any concerns or doubts, we're here to provide trusted info and support. Let's talk about your health—schedule today! – [Your System, Practice, or Provider's Name]

III. Patient Outreach Templates to help overcome **Complacency**


Click to
download as
a Word
document



Patient
Portal



Patient
Email

Subject: Protect Yourself and Others: Get Immunized Today!

Dear [Patient's Name],

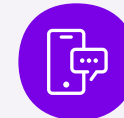
Your health and well being are our top priorities. One of the most effective ways to stay healthy is through immunization. Vaccines are safe, effective, and vital in protecting you from serious diseases that these infections can cause.

It's natural to feel uncertain or complacent about getting vaccinated, but the truth is, vaccines help prevent illness, hospitalization, and even death. By staying up-to-date on your immunizations, you not only protect yourself but also help protect those around you, including those who may be more vulnerable.

If you've been putting off an immunization or have any concerns, know that we are here to answer your questions, provide reliable information, and guide you through the process.

Don't wait—schedule your immunization today and take the next step in safeguarding your health.

Stay healthy and protected,
[Your Provider's Name]
[Your System or Practice's Name]
[Contact Information]



Patient
Text

Hi [Patient's Name], you can get your immunizations at your next well visit—super easy! Staying up-to-date on vaccines is important for your health. Let us know if you have any questions at your upcoming visit on [mm/dd].

– [Your System, Practice, or Provider's Name]

Subject: Stay Protected – Get Your Immunizations at [Local Community Event]!

Did you know you can get your immunizations during [insert local community event]? It's a convenient and easy way to stay up-to-date on your vaccines while taking care of your overall health. At [event name] on [mm/dd], make sure to check out the [pop-up or drive-thru clinic] located at [insert address].

Immunizations are crucial for protecting yourself and others from preventable diseases. This is why we are partnering with [local community group or employer] to offer you immunization options that are directly organized in the community!

Consider
swapping this
section out for
immunization
clinics
created with
Community
organizations

Hi [Patient's Name], [Health System Name] is partnering with [community group or employer] so that you can get your [flu] immunization at [local community event]—super easy! Staying up-to-date on vaccines is important for your health. Find us at [insert location] on [mm/dd, time].

– [Your System, Practice, or Provider's Name]

III. Patient Outreach Templates to enhance **Confidence**


Click to
download as
a Word
document



Patient
Portal



Patient
Email

Subject: Safe, Effective, and Trusted: Time to Get Your Immunizations!

Dear [Patient's Name],

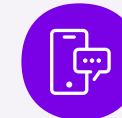
We understand that making decisions about your health is important and personal. Immunizations are one of the safest and most effective ways to protect yourself and those around you from serious diseases.

Vaccines are extensively tested for safety and undergo rigorous reviews to ensure they're both safe and effective. They are backed by credible organizations like the CDC and governing bodies such as ACIP (Advisory Committee on Immunization Protocols), which support their ability to prevent illnesses, save lives, and help build community immunity.

By staying up-to-date with your immunizations, you're taking a proactive step to protect your health and the health of others. We're here to answer any questions you may have and help you feel confident in your decision to get vaccinated.

If you're ready to schedule your next well-visit or have any concerns, don't hesitate to reach out. We're here to help you!

Take care,
[Your Provider's Name]
[Your Practice's Name]
[Contact Information]



Patient
Text

Hi [Patient's Name], we understand that making decisions about your health is personal. Vaccines are safe, effective, and help protect you and others from serious diseases.

Whether you have questions that you're looking for guidance on or simply want to schedule your immunization, we're here to help!

– [Your System, Practice, or Provider's Name]

Hi [Patient's Name], we understand you may have questions about vaccines, but they're a safe and effective way to protect you and those around you from serious diseases. If you have any concerns or doubts, we're here to provide trusted info and support. Let's talk about your health—schedule today!

– [Your System, Practice, or Provider's Name]



Chasing the miracles of science to improve lives

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