

Evidence-based Strategies and Resources to Increase Routine Vaccination Rates and Confidence

A TOOLKIT FOR HEALTHCARE PROVIDERS

September 2024



Background

Late summer and early fall are usually the time when many families begin preparing to send their children back to school. This is a crucial time for healthcare providers to communicate with families to add routine childhood vaccinations, including the flu, COVID-19, and HPV vaccines, to their back-to-school checklist.

Routine vaccines and school vaccination requirements protect school communities against vaccine-preventable diseases, keeping them in school and ready to learn. Drops in vaccine coverage place children at increased risk of illnessⁱ, including serious illness and absenteeism^{ii iii}, contributing to them falling behind on social, emotional, and academic milestones.



Lingering Impact of COVID-19 on School Vaccination Coverage

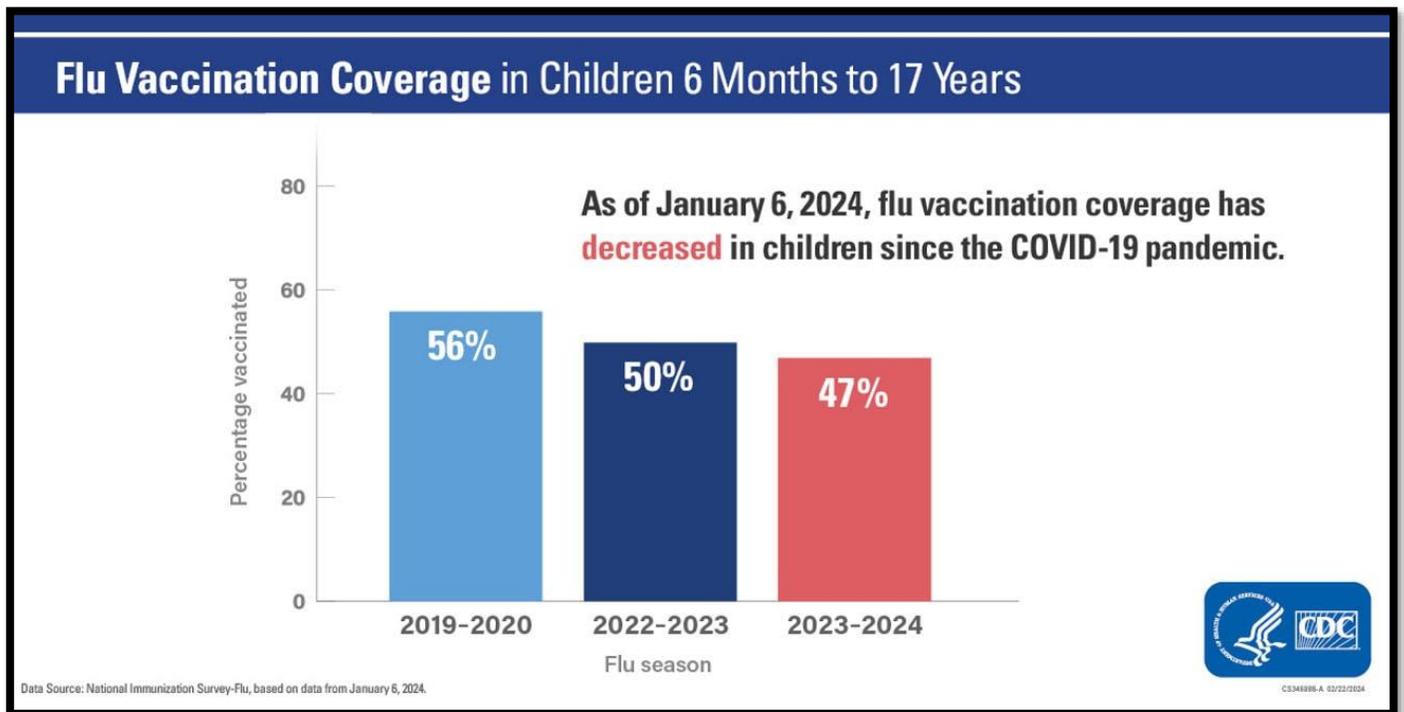
During the COVID-19 pandemic, disruptions in routine health services resulted in declines in well-child visits, and in turn, routine vaccination in the United States. [Combined 7 vaccine series](#) coverage dropped by 5 percent and has not yet rebounded among young children living in rural areas and below poverty. Vaccination rates among children entering kindergarten also dropped by 2 percent from 2020-2022 (and by as much as 10 percent in some states) to the lowest levels in decades. This translates to as many as [750,000 children](#) who entered kindergarten during the pandemic and are potentially susceptible to vaccine-preventable diseases.

Kindergarten Vaccination Coverage

- From the [2019–20 to the 2021–22](#) school year, coverage dropped by two percentage points nationwide from 95% to 93%, remaining at its lowest level in decades
- During the [2022–23](#) school year, coverage remained near 93% for all reported vaccines

Among children aged 6 months to 17 years in the United States, [influenza vaccination coverage](#) has also dropped by about 9 percentage points since the

2019-2020 school year.



Measles was declared eliminated in the United States in 2000. However, in recent years the measles, mumps, and rubella (MMR) vaccine coverage among kindergartners has fallen below the 95 percent target and is decreasing.^{iv} In 2024, communities in the United States are responding to an uptick in [cases and outbreaks of measles](#) where children have been hospitalized, underscoring that under- and unvaccinated children are at risk for serious illness.

Call to Action

The Centers for Disease Control and Prevention (CDC) calls on [healthcare providers](#) and [education professionals](#) to support school-aged children to catch up on their vaccinations.

Healthcare providers are trusted leaders within their communities and have unique opportunities to communicate with and support families in ensuring children are up to date on routine childhood vaccinations and in compliance with school vaccination requirements. CDC encourages healthcare providers to [foster a culture of immunization](#) in their clinical practice, use every opportunity to review vaccine history, and recommend and administer all Advisory Committee on Immunization Practices (ACIP) recommended childhood vaccines, including the flu, COVID-19, and HPV vaccines, that are due or might have been missed because of pandemic-related disruptions. Additionally, efforts must be made to ensure all children have equitable vaccine access and that vaccination coverage is sufficiently high to protect children, their families, and

their communities against vaccine-preventable diseases.

How to Use this Toolkit:

To support partners in this effort, CDC developed a playbook, [Let's RISE \(Routine Immunizations on Schedule for Everyone\)](#), that contains evidence-based strategies and CDC tools and resources to get routine immunization coverage back to or ideally above pre-pandemic levels. This toolkit, developed by the [Public Health Foundation \(PHF\)](#) in collaboration with CDC, is a companion resource that brings together additional actionable tools that can be used by healthcare providers to accomplish this goal. Resources in this toolkit are compiled from healthcare professional associations, state health departments, public health partners, and government organizations (Appendix 1). Jurisdiction-specific resources are included as examples of tools and communication assets that are currently being used to get children caught up on routine vaccines.

The toolkit is organized around four evidence-based strategies for strengthening vaccination coverage:

- 1) Reminding families about vaccines that are due or required for school entry**
- 2) Helping to share the facts**
- 3) Making strong recommendations**
- 4) Helping to make vaccines more accessible**

Healthcare providers can use these strategies and resources to foster a culture of immunization in their practice and help children get caught up on vaccinations missed or delayed during the pandemic. Resources in this toolkit can be downloaded, adapted, and shared with your patients and their families and includes parent handouts, patient screening checklists, communication assets such as letter templates, social media content, conversation guides, and off-site or school-located vaccination clinic guides.

About PHF

The Public Health Foundation (PHF) is a national, non-profit organization whose mission is to advance the public health workforce to achieve organizational excellence. For more information, visit phf.org.

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Additional Immunization-Related Toolkits for Healthcare Providers

- [Vaccine Confidence Toolkit – Association of Immunization Managers](#)
This toolkit is designed to equip providers with the tools and information necessary to promote vaccine confidence across the nation and its territories.
- [National Immunization Awareness Month \(NIAM\): Toolkit for Reaching Healthcare Professionals – CDC](#)
This toolkit provides key messages, NIAM graphics, COVID-19 information for pediatric healthcare providers, vaccination guidance, and educational resources.
- [Cancer Prevention Through HPV Vaccination: An Action Guide for Small Private Practices – National HPV Vaccination Roundtable](#)
This action guide provides evidence-based interventions and other strategies to encourage providers, support teams, and health systems to increase HPV vaccination rates in their clinics and health systems.
- [Catch-Up to Get Ahead Toolkit – U.S. Department of Health and Human Services](#)
This page provides messages and graphics to help spread awareness about catch-up immunizations. Vaccines play an important role in keeping us all healthy, so these materials can be used to promote vaccination for all audiences.
- [#FirstDayVax Campaign Toolkit – Vaccinate Your Family](#)
This toolkit includes resources to help spread the word about the importance of back-to-school immunization. From elementary school kids to college students, vaccinations are a critical step in keeping our schools and communities healthy.
- [Childhood Vaccine Campaign Toolkit – Washington State Department of Health](#)
This web page is a resource for school staff, healthcare providers, and health professionals to promote vaccination and well-child visits for this campaign.
- [Promoting Respiratory Illness Vaccination – Wisconsin Department of Health Services](#)
This toolkit includes best practices for increasing flu vaccination rates in your practice, how to make strong vaccine recommendations to patients, how to talk to patients about COVID-19, and tips for answering frequently asked questions about flu and COVID-19.

Strategy 1

Remind Families About Childhood Vaccines That Are Due or Required for School Entry

Back-to-school well-child visits, summer camp vaccine clinics, and sports physicals are a unique opportunity to 1) encourage vaccination awareness, 2) share school vaccine requirements, and 3) provide facts about vaccines with patients and their families. Healthcare providers can avoid missed opportunities to vaccinate children by establishing a reminder and recall system for busy families, assessing a patient's vaccination status at every visit, and asking parents to complete a screening form or checklist for vaccine contraindications and precautions while in the waiting room. Consider downloading, adapting, and sharing the below resources in-person, on your practice website, through your social media channels, or develop your own materials from these examples.



Send reminders to families whose children are behind on immunizations

Reminder/recall systems are effective tools used to identify and remind families that vaccinations are due soon (reminder) or late (recall). These can be implemented by various methods (e.g., telephone, letter, postcard, text message) and often include educational messaging about the importance of vaccination. The [American Academy of Pediatrics](#) offers many resources to help you build these systems into your practice:

- [Customizable Reminder and Recall Resources – American Academy of Pediatrics](#)
- [Practice Improvement Tool: Sample Recall Project Charter – American Academy of Pediatrics](#)
- [Practice Improvement Tool: Sample Recall PDSA Cycle 1 – American Academy of](#)

- [Pediatrics](#)
- [Practice Improvement Tool: Sample Recall PDSA Cycle 2 – American Academy of Pediatrics](#)

Additional Sample Letters/Messages

Healthcare providers can download, adapt, and brand these customizable letters/messages with their practice's information to let parents and patients know when vaccines are due or when patients miss a dose.

- [Flu Vaccine Appointment Reminder Template \(doc\) – CDC](#)
- [Flu Vaccine Appointment Reminder Template \(pdf\) – CDC](#)
- [Sample Letter to Parents – New Hampshire Department of Health and Human Services](#)

Additional Resources

- [Vaccine Schedules App for Healthcare Providers – CDC](#)
- [The Pink Book - 14th Edition \(2021\) Chapter 3: Immunization Strategies for Healthcare Practices and Providers – CDC](#)



Communicating accurate information, understanding your audience, and confronting misinformation are essential roles that healthcare providers can play to help catch children up on their vaccinations. How healthcare providers talk to patients and their families about vaccines is a crucial component of improving vaccine coverage, increasing vaccine confidence, and building trust. Use these resources to learn techniques for holding empathetic conversations about vaccines with your patients.

Resources for Building Vaccine Confidence

These resources offer tips and techniques to support more productive conversations and communications about getting children vaccinated. While some resources listed are vaccine-specific, the strategies can be used for all vaccines

Effective Vaccine Conversation Tools

- [Communicating More Effectively About Vaccines – Public Health Communications Collaborative](#)
- [Reframing The Conversation About Child and Adolescent Vaccinations Sharekit – American Academy of Pediatrics](#)
- [Talking to Patients about COVID-19 Vaccination: An Intro to Motivational Interviewing for Healthcare Providers – CDC](#)
- [References for Provider Resources for Vaccine Conversations – CDC](#)
- [Talking to Parents about Vaccines – CDC](#)
- [Increasing Vaccination Through Trusted Messengers – National Alliance for Hispanic Health](#)
- [Building Parental/Guardian Confidence in COVID-19 Vaccination – Washington State Department of Health](#)
- [COVID-19 Vaccine Communication Card – Washington State Department of Health](#)
- [Language that Works to Improve Vaccine Acceptance: Communications Cheat Sheet – deBeaumont Foundation](#)
- [Protect Your Patients this Flu Season: Pharmacist Guide and Talking Points – CDC](#)
- [Boosting Public Discourse: Reframing Childhood Immunization – FrameWorks Institute](#)

- [Vaccine Confident – American Pharmacists Association](#)
- [Vaccine Safety: Get the Facts – American Academy of Pediatrics](#)
- [Are Vaccine Safe? – Vaccinate Your Family](#)
- [Talking to Parents about HPV – CDC](#)

Talking With Vaccine Hesitant Parents/Patients

- [Need Help Responding to Vaccine-Hesitant Parents? – Immunize.org](#)
- [Talking with Vaccine Hesitant Parents – American Academy of Pediatrics](#)
- [Vaccine Hesitancy Toolkit – Voices for Vaccines](#)
- [Healthcare Providers: Understanding Needle Fears and Phobia – CDC](#)
- [Building Confidence When Talking to Parents About Children's Vaccines – American Academy of Family Physicians](#)
- [Responding to Parents: Resources and Information – Immunize.org](#)

Building Vaccine Confidence

- [Vaccinate with Confidence – CDC](#)
- [COVID-19 Vaccine Confidence – CDC](#)
- [Vaccinate with Confidence Fact Sheet – American Lung Association](#)
- [Vaccine Confident Toolkit – American College of Preventive Medicine](#)
- [Message Moves that Build Vaccine Confidence - FrameWorks Institute](#)
- [Addressing Vaccination Anxiety for Children Strategies for Vaccine Recipients and Caregivers – Immunize.org](#)

Be Prepared to Answer Frequently Asked Questions and Address Concerns

These resources offer information and communication strategies that healthcare professionals can use to craft responses to parents' or guardians' frequently asked questions about vaccines.

- [Preparing for Questions Parents May Ask about Vaccines – CDC](#)
- [Answers to Your Most Common Questions about Childhood Vaccines – CDC](#)
- [Frequently Asked Questions – Voices for Vaccines](#)
- [Frequently Asked Questions: Adolescent Vaccines – UNITY Consortium](#)
- [Childhood Immunization Frequently Asked Questions – Washington State Department of Health](#)
- [All About the Recommended Immunization Schedules – American Academy of Pediatrics](#)
- [Why Immunize Your Child – American Academy of Pediatrics](#)
- [Childhood Vaccines: What They Are and Why Your Child Needs Them - Familydoctor.org, American Academy of Family Physicians](#)

Address Vaccine Misinformation and Disinformation

These resources offer credible websites, organizations, and communication strategies that healthcare providers can go to for guidance on crafting responses to misinformation and disinformation.

- [Vaccine Misinformation Management Field Guide – UNICEF](#)
- [Vaccines and Immunization: Myths and Misconceptions – World Health Organization](#)
- [Vaccines: The Myths and the Facts – American Academy of Allergy, Asthma and Immunology](#)
- [How to Address COVID-19 Vaccine Misinformation – CDC](#)
- [Practical Playbook for Addressing Health Misinformation – Johns Hopkins Bloomberg School of Public Health, Center for Health Security](#)
- [Health Misinformation – U.S. Department of Health and Human Services](#)
- [Credible Data Sources handbook – Amarillo Public Health](#)

Improve Vaccine-related Communications

Available in various formats including: flyers, factsheets, posters, videos, and web buttons, vaccine communication materials can be readily available in the waiting room, new patient packets, and on your clinic website to save time by helping parents get answers to their questions before meeting with you. Use these resources to help complement conversations about vaccines with your patients.

Patient Education Materials (printable)

Healthcare providers can share facts and answer frequently asked questions about childhood vaccines by printing and sharing copies of handouts with families directly.

General Immunization Education Materials

- [Childhood Immunization Discussion Guides – American Academy of Pediatrics](#)
- [Adolescent Immunization Discussion Guides – American Academy of Pediatrics](#)
- [Immunizations Campaign Toolkit – American Academy of Pediatrics](#)
- [Vaccine Factsheets – Voices for Vaccines](#)
- [Vaccine Information Statements - CDC](#)

Parent Handouts

- [9 Things You Can Do for You and Your Child – CDC](#)

- [Reliable Sources of Immunization Information: Where Parents Can Go to Find Answers! – Immunize.org](#)
- [Top Ten Reasons to Protect Your Child by Vaccinating – Immunize.org](#)
- [Don't take chances with your family's health — make sure you all get vaccinated against influenza every year! – Immunize.org](#)
- [10 Ways to Separate Vaccine Fact From Fiction – U.S. Department of Health and Human Services](#)
- [Childhood Immunization Schedule – Families Fighting Flu](#)
- [What If You Don't Vaccinate Your Child? – Immunize.org](#)

Flu Vaccine-Specific Education Materials

- [Flu Toolkit – American Academy of Pediatrics](#)
- [HCP Fight Flu Toolkit – CDC](#)
- [Flu Infographics – CDC](#)
- [Flu Vaccine: Get the Facts – CDC](#)
- [Flu Prevention Awareness Fact Sheets and Postcards – Families Fighting Flu](#)

HPV Vaccine-Specific Education Materials

- [Don't Wait to Vaccinate – American Cancer Society](#)
- [Take a Shot at Cancer – American Cancer Society](#)
- [Protecting Our Children from HPV Cancers – American Cancer Society](#)
- [HPV Vaccination: Just the Facts – American Cancer Society](#)
- [Start at 9 Toolkit – National HPV Vaccination Roundtable](#)
- [HPV Educational Bookmarks – National HPV Vaccination Roundtable](#)
- [Human Papillomavirus: A Parent's Guide to Preteen and Teen HPV Vaccination – Immunize.org](#)
- [HPV Tools and Resources – CDC](#)
- [HPV Reminder Postcards – American Academy of Pediatrics](#)
- [HPV Vaccine: What Parents Need to Know - HealthyChildren.org, from the American Academy of Pediatrics](#)

Digital and Social Media Assets

Healthcare providers can browse, upload, and post these shareable images sample social media messages, and infographics for parents and guardians on your practice website and/or social media channels.

Immunization Campaigns

- [Keeping Up to Date on Recommended Childhood Vaccinations – CDC](#)
- [Flu Resource Center: Digital Media Toolkit – CDC](#)
- [“Wild to Mild” Digital Campaign Assets for Flu Prevention – CDC](#)

- [National Immunization Awareness Month \(NIAM\) – CDC](#)
- [#DontWaitVaccinate School Aged Children – California Immunization Coalition](#)
- [The Power to Protect Campaign: Digital and Social Media Toolkit 2023 – Learning First Alliance](#)
- [#DontWaitVaccinate Adolescents – UNITY Consortium](#)
- [Social Media Assets for Flu Prevention – Families Fighting Flu](#)

Posters/Infographics

- [Vaccines and Immunizations: Communications and Print Resources – CDC](#)
- [Catch Up on Checkups and Routine Vaccines Infographic – CDC](#)
- [Flu Season Is Here Poster – UNITY Consortium](#)
- [Laminated Immunization Schedules – Immunize.org](#)
- [Flu Prevention Posters | Raise Flu Awareness for Free - Families Fighting Flu](#)

Translated Materials by Language

- [VIS Translations – Immunize.org](#) (Choose your language)
- [Vaccinations for Infants and Children, Age 0-10 Years - Immunize.org](#)
 - **Available in:** [English](#) | [Arabic](#) | [Chinese-Simplified](#) | [French](#) | [Korean](#) | [Russian](#) | [Spanish](#) | [Vietnamese](#)
- [Vaccinations for Preteens and Teens – Immunize.org](#)
 - **Available in:** [English](#) | [Spanish](#) | [Arabic](#) | [Chinese-Simplified](#) | [French](#) | [Korean](#) | [Russian](#) | [Vietnamese](#)
- [School Immunization Parent Chart – Washington State Department of Health](#)
 - **Available in:** [English \(PDF\)](#) | [Español - Spanish \(PDF\)](#) | [አማርኛ - Amharic \(PDF\)](#) | [العربية - Arabic \(PDF\)](#) | [中文 - Chinese \(PDF\)](#) | [Fosun Chuuk - Chuukese \(PDF\)](#) | [دری - Dari \(PDF\)](#) | [हिन्दी - Hindi \(PDF\)](#) | [한국어 - Korean \(PDF\)](#) | [Kajin Majōl - Marshallese \(PDF\)](#) | [پښتو - Pashto \(PDF\)](#) | [Português - Portuguese \(PDF\)](#) | [ਪੰਜਾਬੀ - Punjabi \(PDF\)](#) | [Русский - Russian \(PDF\)](#) | [Af-soomaali - Somali \(PDF\)](#) | [Tagalog \(PDF\)](#) | [Українська - Ukrainian \(PDF\)](#) | [Tiếng Việt - Vietnamese \(PDF\)](#)
- [Addressing Vaccination Anxiety for Children Strategies for Vaccine Recipients and Caregivers – Immunize.org](#)
 - **Available in:** [English](#) | [Spanish](#)
- [Free Flu Educational Resources | Recursos Gratuitos Contra la Gripe – Families Fighting Flu](#)
 - **Available in:** [English](#) | [Spanish](#)
- [“Vaccination Is” Campaign – National Resource Center for Refugees, Immigrants, and Migrants \(NRC-RIM\)](#)
 - **Available in:** [English](#) | [Spanish](#) | [Creole \(Haitian Community\)](#) | [Arabic \(Iraqi Community\)](#) | [Swahili \(Congolese Community\)](#) | [Kinyarwanda \(Congolese Community\)](#) | [Dari \(Afgan Community\)](#) | [Nepali \(Bhutanese Community\)](#) | [Somali](#) | [Ukrainian](#) | [Russian \(Ukrainian Community\)](#)
- [Child and Teen Vaccine-Preventable Diseases eBook – Vaccinate Your Family](#)

- **Available in:** [English](#) | [Spanish](#)
- [Reminder postcards for practices – American Academy of Pediatrics](#)
 - **Available in:** [Spanish](#) | [Chinese](#)
- [Overdue postcards for practices – American Academy of Pediatrics](#)
 - **Available in:** [Spanish](#) | [Chinese](#)
- [Vaccines for Babies – Immunize.org](#)
 - **Available in:** [English](#) | [Spanish](#)
- [Flyer: Poster Urging Parents to Ensure Adolescents are Up to Date on Routine Vaccinations for Adolescents – Partnering for Vaccine Equity Resource Hub](#)
 - **Available in:** [English](#) | [Spanish](#)

Strategy 3

Assess Vaccination Status and Make Strong Recommendations

Research has shown an effective recommendation from a healthcare provider is a critical factor in whether parents decide to vaccinate. Furthermore, healthcare providers are encouraged to use every visit as an opportunity to recommend and administer all vaccines. Routine vaccinations during well-child checks or sports physicals are key to helping keep children safe in school, childcare, and participating in other activities.



Implement Systems to Review Vaccine History at Every Visit

Check your patient's immunization history using the [state's immunization information system](#) and your practice's electronic medical records (EMR) system to determine which vaccines are due.

- [Immunization Schedules – CDC](#)
- [Catch-Up Immunization Schedule for Children, Birth-18 Years – CDC](#)
- [Screening Checklist for Contraindications to Vaccines for Children and Teens – Immunize.org](#)

Have Standing Orders

- [Steps for Implementing Standing Orders for Immunization in Your Practice Setting –](#)

- [Immunize.org](https://www.immunize.org)
- [Using Standing Orders for Administering Vaccines: What You Should Know – Immunize.org](#)
- [Standing Order Templates – Immunize.org](#)

Make Strong Recommendations

- [Key Strategies for Making Vaccine Recommendations – CDC](#)
- [Make a Strong Influenza Vaccine Recommendation – CDC](#)
- [How I Recommend Flu Vaccination | Flu Resource Center – CDC](#)
- [How I Recommend Videos - Complete Set – CDC YouTube](#)
- [FightFlu: Make a Strong Flu Vaccine Recommendation – CDC](#)
- [PowerPoint Slide Deck: Prepare Your Practice to Fight Flu – CDC](#)
- [Foster Support for Vaccination in Your Practice – CDC](#)

Additional Resources

- [Preparing Your Patient for Their Immunization Appointment – American College of Physicians](#)

Patients may experience an array of barriers to getting their recommended vaccinations. There are many ways healthcare providers can help improve accessibility, such as offering vaccination-only appointments, holding vaccination clinics, offering vaccination on a night or weekend, partnering with schools or other organizations to offer school-located or other off-site vaccination clinics, and providing referrals to eligible families on where they can access free vaccines in their community.



Off-site or School-Located Vaccination Clinics

Toolkits

- [School Nurses Toolkit – School-Based Health Alliance](#)
- [School-Located Vaccination Clinic \(SLVC\) Toolkit – NACCHO](#)
- [School-Located Vaccination Clinics Practices, Policies and Lessons Learned for COVID-19 and Influenza – NASN and AIM](#)
- [For Clinic Users: Clinics Offering School-Located Vaccines and Vaccines for Children, VAMS – CDC](#)
- [Vaccine Storage and Handling Toolkit – CDC](#)

Additional Resources

- [School-Located Vaccination School Nurse Planning Checklist – NASN and AIM](#)
- [Development of Memorandums of Understanding for School-Based Health Program Partnership – National School-Based Health Alliance](#)
- [School-Located Vaccination Clinic Toolkit: Robo Call Scripts and Newsletter Blurbs](#)
- [Handout for parents: After the Shots...what to do if your child has discomfort – Immunize.org](#)
- [Satellite, Temporary, and Off-Site Vaccination Clinic Supply Checklist – CDC](#)
- [Considerations for Planning Curbside/Drive-Through Vaccination Clinics – CDC](#)
- [Checklist of Best Practices for COVID-19 Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations – CDC](#)
- [Vaccination Clinic Planning Activities – CDC](#)

Free Vaccines for Children

- About the: [Vaccines for Children \(VFC\): State Web Sites – CDC](#)
- Factsheet: [Did You Know Your Child Can Get Free Vaccines? – CDC](#)
- Factsheet: [School-Based Health Centers \(for Parents\) – Nemours KidsHealth](#)
- [Paying for Vaccines – Vaccinate Your Family](#)
- Check with your [health department](#) to see if they have a list or map of Vaccines for Children (VFC) provider sites.

Immunization Training and Continuing Education

Explore training opportunities to expand your knowledge and skills on various vaccination topics. All trainings listed are based on the vaccine recommendations made by ACIP. Physicians, nurses, pharmacists, and other healthcare providers can apply for continuing education credits/contact hours when available.



Public Health Foundation

- [Fostering a Culture of Immunization in Your Practice – Training in the TRAIN Learning Network](#)
 - This interactive training provides health professionals with practical strategies and resources to help create a positive culture of immunization in their clinics, ensuring the best possible care for patients and promoting vaccination efforts. From medical assistants to clinicians, the training describes workplace scenarios for involving the entire practice in communicating effectively about vaccination and implementing systems to ensure patients receive on-time vaccinations.
- [Building Awareness of Immunizations & Vaccines - Training Plan in the TRAIN Learning Network](#)
 - This training plan is designed to provide new or returning healthcare or public health professionals with an introductory overview of immunization and vaccines. These courses will build an understanding of immunization basics, including an overview of immunization schedules, how vaccine recommendations are made, and navigating vaccine hesitancy.
- [Immunization and Effective Communication - Training Plan in the TRAIN Learning Network](#)
 - This collection of archived webinars focuses on communicating effectively about immunization and is designed to provide health professionals with knowledge and

tools to improve awareness of the importance of immunization and increase vaccine use.

CDC

- [You Call the Shots: Vaccine Trainings](#)
 - This interactive, web-based immunization training course consists of a series of modules that discuss vaccine-preventable diseases and explain the latest recommendations for vaccine use. Each module provides learning opportunities, self-test practice questions, reference and resource materials, and an extensive glossary.
- [Immunization Training Online Courses, Vaccine Trainings](#)
 - Explore the numerous immunization education and training programs for healthcare personnel. Some courses offer continuing education (CE)
- [Pink Book Education Series, Vaccine Trainings](#)
 - This series of one-hour web-on-demand videos will provide an overview of vaccination principles, general best practices, immunization strategies, and specific information about vaccine-preventable diseases and the vaccines that prevent them. Each video will include updated information from recent Advisory Committee on Immunization Practices (ACIP) meetings and votes.
- [You Are the Key to HPV Cancer Prevention](#)
 - This webinar is intended to support you in making effective recommendations and answering parents' questions. Provided in this presentation is up-to-date information on HPV infection/disease, HPV vaccine, and ways to successfully communicate with parents about HPV vaccination.

National Association of School Nurses

- [Immunization 101: A primer on school-recommended vaccinations](#)
 - The web-based course is designed to provide new school nurses with a primer on school-required child and adolescent vaccination and experienced school nurses with a refresher on vaccinations.

American Academy of Family Physicians

- [COVID-19: Improving Pediatric Vaccination Rates CME](#)
 - This free online CME uses case scenarios to help you implement the latest guidance and updates from the Advisory Committee on Immunization Practices (ACIP). It also addresses culturally relevant information you need to effectively educate hesitant parents, especially those in ethnic and racial groups at increased risk for associated morbidity and mortality.

Voices for Vaccines

- [The Vaccine Quest](#)
 - This online quest will help you learn everything you need to know about vaccines. The modules include vaccine basics, vaccine safety and monitoring, fantastic voyage vaccine edition, and diseases prevented by vaccines. This course is free,

fun, and made for people from all walks of life.

- [Becoming Trusted Messengers](#)
 - This course gives you an easy, evidence-based method of handling hesitancy in order to become the Trusted Vaccine Messenger to the people around you.

Note: CDC's [Training and Continuing Education Online system \(TCEO\)](#) has been the primary system that provides access to CDC educational activities for CE. To improve the learning experience, CDC's CE process is moving from TCEO to [CDC TRAIN](#)

Appendix A List of Organizations Cited for Resource Compilation

Healthcare Professional Organizations and Partners

- American Academy of Family Physicians
- American Academy of Pediatrics
- American Academy of Allergy, Asthma and Immunology
- American College of Preventive Medicine
- American College of Physicians
- American Pharmacists Association
- National Association of School Nurses
- National School-Based Health Alliance
- Nemours KidsHealth

State and local health departments

- Amarillo Public Health
- New Hampshire Department of Health and Human Services
- Washington State Department of Health
- Wisconsin Department of Health

Public health professional organizations and partners

- American Lung Association
- American Cancer Society
- Association of Immunization Managers
- California Immunization Coalition
- DeBeaumont Foundation
- Families Fighting Flu
- FrameWorks Institute
- Immunize.org
- Learning First Alliance
- National Alliance for Hispanic Health
- National Association of County and City Health Officials
- National HPV Vaccination Roundtable
- National Resource Center for Refugees, Immigrants, and Migrants
- Partnering for Vaccine Equity Resource Hub
- Public Health Communications Collaborative
- School-Based Health Alliance

- UNITY Consortium
- Vaccinate Your Family
- Voices for Vaccines

National and international governmental organizations

- Centers for Disease Control and Prevention
- Health Resources and Services Administration
- United States Department of Health and Human Services
- UNICEF
- World Health Organization

Universities

- Hopkins Bloomberg School of Public Health

ⁱ Hull, H. and Ambrose, C. 2010. The Impact of School-Located Influenza Vaccination Programs on Student Absenteeism: A Review of the U.S. Literature. *The Journal of School Nursing*. 27(1). <https://doi.org/10.1177/10598405103891>

ⁱⁱ Gicquelais R et al. 2016. Association of School-Based Influenza Vaccination Clinics and School Absenteeism—Arkansas, 2012-2013. *Journal of School Health*. 86(4): 235-241. <https://doi.org/10.1111/josh.12372>

ⁱⁱⁱ King, J. et al. 2012. Direct and indirect impact of influenza vaccination of young children on school absenteeism. *Vaccine*. Volume 30, Issue 2

^{iv} CDC. Measles Cases and Outbreaks. 2024. https://www.cdc.gov/measles/data-research/?CDC_AAref_Val=https://www.cdc.gov/measles/cases-outbreaks.html#cdc_data_surveillance_section_8-previous-years