**Best Practices for Caring for Vaccine Hesitant Families**

* Use presumptive approach to vaccine counseling
* Use (and teach!) frameworks for vaccine counseling (for example CASE)
* Make your vaccination program shine
  + Identify clinic vaccine champions
  + Use a state immunization registry
  + Join the Vaccine for Children Program
  + Use standing orders
  + Schedule next dose before they leave
  + Reduce waste in vaccine ordering process
  + Use Best Practice Advisor (pop-up) in your EMR
* Start talking about childhood vaccines during prenatal care
* Address vaccines at all visits
* Educate entire team, then engage them in vaccine promotion
* Have point of care resources for teams to use in vaccine conversations
* Use reporting to inform success and QI opportunities
* Fill clinic wait time with patient/family education
* Address hesitancy in small doses across time
* Consider incentives
* Set up immunization clinics

Outside the Clinic walls:

* Engage specialists in the community
* Increase locations families can access vaccines
* Go into the community to support vaccination

**Where can I get started???**

* Let’s Talk Vaccines by Gretchen LaSalle, MD (awesome book, including patient handouts about vaccine preventable illnesses)
* CDC [Foster Support for Vaccination in Your Practice](https://www.cdc.gov/vaccines/hcp/conversations/your-practice.html) and [Talking to Parents about Vaccines Materials | Conversations | CDC](https://www.cdc.gov/vaccines/hcp/conversations/conv-materials.html)
* PIDS [Comprehensive Vaccine Education Program—From Training to Practice](https://pids.org/education-training/vaccine-education-program/)  (includes modules and vaccine handbook app “the purple book”)
* AAP [Talking with Vaccine Hesitant Parents](https://www.aap.org/en/patient-care/immunizations/communicating-with-families-and-promoting-vaccine-confidence/talking-with-vaccine-hesitant-parents/) and [Communication Aids](https://www.aap.org/en/patient-care/immunizations/communicating-with-families-and-promoting-vaccine-confidence/communication-aids/)
* CHOP [Vaccine Education Center | Children's Hospital of Philadelphia](https://www.chop.edu/centers-programs/vaccine-education-center) (for clinicians and parents)
* [Immunize.org](https://www.immunize.org/)

**Patient facing resources:**

* Immunize.org [Vaccine Information You Need from the Immunization Action Coalition](https://vaccineinformation.org/)
* CDC [Vaccines for Your Children](https://www.cdc.gov/vaccines/parents/index.html)
* FDA [Vaccines for Children - A Guide for Parents and Caregivers](https://www.fda.gov/vaccines-blood-biologics/consumers-biologics/vaccines-children-guide-parents-and-caregivers)
* CHOP [Rash Information](https://www.chop.edu/centers-programs/vaccine-education-center/rash-information) (includes PDF of rashes including vaccine preventable)

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