

COVID Vaccine Communications Resources for Pediatricians

Communicating with families about the COVID-19 vaccine

Healthcare providers and workers remain a trusted voice for parents and families when it comes to the COVID vaccine. You can help your families understand why getting the vaccine is the best choice for their health. Here are some tools and resources to help talk to parents and guardians about getting their children vaccinated.

Strategies

- I. [COVID-19 Protect | Me You Us Community Initiative – Behavioral Health and Wellness Program](#) - These videos demonstrate how motivational interviewing can help answer parent's questions and get kids vaccinated.
- II. **Be empathetic:** Do your best to understand the families' and kid's concerns. Make sure the families you see feel heard.
- III. **Solicit questions:** Make sure families feel comfortable asking questions, and that they ask them.
- IV. **Explain:** Provide information about the importance of the COVID-19 vaccine, while making sure you are clear and concise.
- V. **Shared decision making:** Equip the family with the knowledge they need to make an informed decision, but leave the decision up to them.
- VI. **Be personal:** Give your recommendation. Explain to families why the vaccine is important for their family specifically.

Answering questions

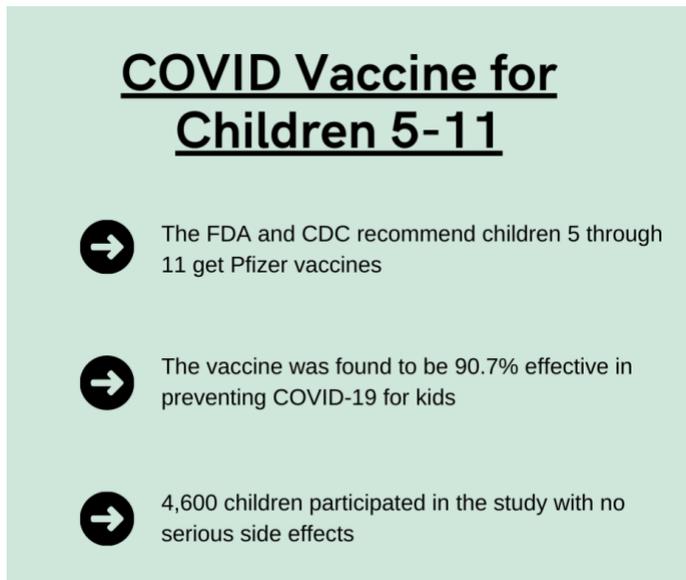
- I. CDC curated [resource for communicating](#) with families and caregivers about the COVID vaccine.
- II. [All about the COVID-19 Vaccine for Children and Teens](#) - information about who is eligible for the vaccine, and why it is important to get children vaccinated.

Shareable materials

Social Media

Below are template campaigns and promotional materials that can be shared via social media, or used as print material.

- I. [Pfizer 5-11 Authorization Templates](#)
- II. [Vaccine Makes Your Kid Stronger Template](#)
- III. [Protect Your Child From Hospitalization Template](#)
- IV. [Vaccine Keeps Children in School Template](#)



- V.
- VII. The Public Health Communications Collaborative [provides](#) graphics and sample social media posts.
- VIII. American Academy of Pediatrics - a checklist for parents to help them [get ready for the COVID-19 vaccine](#)

Videos

- IX. This [video series](#) that the American Academy of Pediatrics produced with pediatricians

References

- The [University of Maryland Horowitz Center for Health Literacy](#), directed by Dr. Cynthia Baur
- [How can Doctors Improve their Communication Skills?](#) This NIH resource gives clear guidance on how providers can effectively communicate about various topics.
- [Effective Patient-Physician Communication](#) this ACOG resource discusses the RESPECT model of communication.
- [About Vaccine Conversations with Parents](#)- This CDC resource provides strategies for providers on being a source for vaccine information.
- This CDC resource has tools for [provider vaccine communications with parents](#).