



Vaccine Information for Health Care Providers

2026

Strategies for Increasing Vaccinations in Provider Practices



Increase vaccination rates and successfully deliver vaccines through efficient systems and programs. Use the strategies below to promote a culture of immunization!

1. INCLUDE ALL STAFF IN VACCINATION EFFORTS

Train all staff about vaccines and the importance of sharing the same message. Everyone—not just medical staff—should encourage vaccination whenever they can.



2. CHOOSE AN IMMUNIZATION CHAMPION

An immunization coordinator or champion can help ensure:

- Proper vaccine storage and handling.
- Vaccination education for staff.
- Consistent vaccine messaging.
- Improve workflow with quality improvement strategies.



3. USE STANDING ORDERS

Use standing orders to identify patients who need vaccines, provide vaccine information, document refusals, and record vaccinations given.



Strategies for Increasing Vaccinations in Provider Practices



4. SET UP A REMINDER SYSTEM

Reminder systems can include phone calls, texts, emails, or mail based on the provider's needs. These systems help increase vaccination rates and keep staff aware of patients' vaccine status.



5. CONNECT BETWEEN VISITS

- Use reminder systems to contact patients and parents about vaccines and upcoming appointments.
- Schedule vaccine visits before patients leave the office, and maintain ongoing communication to help patients stay on track with vaccinations.



6. MAINTAIN VACCINE RECORD KEEPING

Patients may receive vaccines from multiple providers. To maintain immunization information in a single record, participate in the official statewide immunization registry, the **New Jersey Immunization Information System (NJiIS)**. For more information on NJiIS, visit njiis.nj.gov.



For more information about additional strategies visit bit.ly/4v3T0EI below or scan the QR code.



Tips for Health Care Providers: Talking with Parents about Vaccines



Health care providers are parents' most trusted source of information. Follow the tips below to keep the conversation going about vaccines.

1. EXPECT PARENTS WILL VACCINATE

When discussing vaccines, remember that most parents want to vaccinate their children; be sure to use the presumptive approach. For example, instead of, "Have you thought about the shots your child needs today?" say,

"Your child needs three shots today: DTaP, Hib, and Hepatitis B."

2. GIVE YOUR STRONG RECOMMENDATION

Your recommendation is critical for vaccine acceptance. For example say:

"These shots are very important to protect your child from serious diseases. I believe in vaccines so strongly that I vaccinated my own children on schedule."

3. LISTEN AND RESPOND TO PARENTS' QUESTIONS

Building trust is an important part of parents following your recommendations. You can do this by:

- Approaching the conversation with empathy.
- Practicing active listening and validating their concerns.
- Scheduling an additional appointment to continue the conversation.

Tips for Health Care Providers: Talking with Parents about Vaccines



4. DISCUSS LOW VACCINE CONFIDENCE OR THE REFUSAL TO VACCINATE

Work with parents to agree on at least one action, such as scheduling another appointment or encouraging them to read the vaccine information you provide. Continue to remind parents about the importance of an on-time vaccine schedule and work with them to catch their child up if they fall behind.

5. MAKE SURE VACCINATIONS ARE ACCESSIBLE AND AFFORDABLE

Participate in the Vaccines for Children Program (VFC). VFC provides vaccines at no cost to children who might otherwise be unable to receive them because of an inability to pay. To learn more about VFC, visit njhis.nj.gov/docs/VFCBrochure.pdf.

6. ADDRESS BARRIERS TO VACCINATION

- **Psychological** – Discuss fears that patients have such as fear of vaccinations and needles; educate them about vaccine misinformation.
- **Physical** – Discuss alternatives for parents who work long hours or have transportation issues. Consider offering extended hours and/or hosting a vaccination event.
- **Missed Opportunities** – Vaccinate at every visit, not just well visits! Schedule the next vaccination appointment before the patient leaves.

For more information, visit bit.ly/3Rnfwta or scan the QR code.



Health Literacy : Enhancing Patient Communication



Limited health literacy can lead to poor health outcomes.
The following tips can help you and your staff communicate more effectively with your patients.

1. RECOGNIZE POSSIBLE SIGNS OF LOW LITERACY

Patients with low literacy may:

- Have difficulty filling out forms, giving correct health information, or scheduling appointments.
- Ask fewer questions, miss referrals or medical tests, and have trouble following medication or treatment instructions.



2. UTILIZE A TEAM APPROACH

All staff should:

- Recognize patients who may need help understanding health information.
- Share concerns with staff while protecting privacy.
- Help patients with forms and other instructions when needed.



3. USE PLAIN LANGUAGE

- Speak slowly and use simple words.
- Avoid medical terms patients may not understand.
- Ask about preferred language and provide interpreters if needed.
- Give information in small steps with only a few key points at a time.



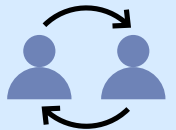
4. USE VISUAL AIDS

- Use pictures, videos, and drawings to help patients understand.
- Written materials should support spoken instructions.
- Keep written information simple and easy to read (about a fifth-grade level).



5. USE THE TEACH-BACK METHOD

- Show patients how to do a task, then ask them to show or explain it back.
- Use this to check if instructions were clear, not to test the patient. Example: "Can you tell me how you will take this medicine?"
- Along with explaining a task, model the task you ask patients to complete.



6. PROVIDE A SUPPORTIVE & CARING ENVIRONMENT

- Connect patients with community resources.
- Hire bilingual staff and train staff in clear communication.
- Keep forms simple and offer help filling them out if needed.



7. EMPOWER YOUR PATIENTS

- Ask open-ended questions to encourage patients to talk.
- Help patients set health goals and create a simple action plan.
- Include family members if the patient agrees.



For more information about health literacy and CDC trainings for providers, visit: cdc.gov/health-literacy or scan the QR code.



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Strategies For Practicing Cultural Humility



What is Cultural Humility?

Cultural humility is a lifelong process focused on self-reflection and personal critique, acknowledging one's own biases.

Why is Cultural Humility Important?

Cultural humility assists health care professionals connect to diverse patients with respect, self-awareness, and sensitivity. Practicing cultural humility also promotes a patient-centered approach to treatment and helps strengthen the patient-practitioner relationship.

How Can I Practice Cultural Humility?



Acknowledge Implicit Biases

- Implicit bias is when we are unaware that our attitudes affect decisions and judgments.
- Recognize that staff biases, including your own, can negatively impact patient care and communication.



Know Your Community

- Ask your patients about their background and culture in a respectful manner.
- Learn about patients' ethnicities, native language, and core values.
- Identify barriers to vaccination (cost, transportation, belief systems, etc.).

Strategies For Practicing Cultural Humility



Be Mindful of Cultural Differences or Preferences

- Cultural differences can affect vaccine trust and care choices.
- Include patient preferences—like cultural, religious, or family practices—in the care plan.
- If family is involved, confirm with the patient what information can be shared.



Confirm Patient Understanding

- Ask the patient if they felt understood, have questions, or would like more information before deciding to vaccinate.
- Have translation services available.



Establish a Collaborative Relationship wth Patients

- Explain the differences between the collaborative and traditional approaches to care.
- If a patient is open to working together, support them in making choices and expressing their needs and preferences.



Be Attentive to Office Practices

- Ask staff to warmly welcome patients and ask for their pronouns.
- Make sure staff consistently communicate the importance of immunizations.
- Provide staff with cultural humility training.



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Scan the QR code to learn more, or visit the National Foundation for Infectious Diseases website at: bit.ly/4eSe381



How to Counter Vaccine Misinformation with Patients



Misinformation on social media and other channels can affect vaccine confidence. As trusted messengers, health care providers are essential in helping patients find and follow reliable, evidence-based information.



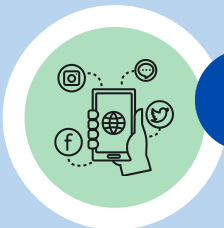
Follow the steps below to learn how to counter false information.



USE AN EMPATHETIC, COLLABORATIVE, AND CONCISE APPROACH

Build trust so patients are more likely to follow your guidance instead of misinformation.

- Listen to concerns and provide clear, simple information.
- Share your own experience with vaccination when appropriate.
- Be friendly and respectful—avoid arguing, judging, or shaming.
- Focus on shared goals, such as keeping patients, families, and the community healthy and safe.



KNOW THE SOURCE OF MISINFORMATION

- To address misinformation, first understand where it comes from and how it spreads.
- Identify gaps in your patients' knowledge and listen to misinformation circulating in your community through social and traditional media.

How to Counter Vaccine Misinformation with Patients



IDENTIFY FACTUAL INFORMATION

- Avoid repeating myths, as this can reinforce them. For example, instead of repeating "Flu vaccines make people sick," explain that mild side effects can happen and mean the body is building protection.
- Be honest about what is known and unknown, explain side effects clearly, and share trusted resources and expert websites.



PREVENT AND ADDRESS MISINFORMATION

- Work with community groups to create health messages for the people they serve.
- Staff should also be trained to address misinformation and consider patients' different backgrounds, needs, and concerns.



PROVIDE INFORMATION AND FOLLOW UP

- Provide clear, accurate vaccine information through office visits, your website, social media, and other trusted channels where patients seek health information.
- Keep the conversation going. If a patient declines vaccination, revisit the discussion at future appointments.

For more information, scan the QR code or visit bit.ly/4eWDXHO

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