

Back to School: Clearing Up Confusion About Covid-19 Vaccines

Strategies That Work

Direct advice from clinicians using them



Close the Gaps

Increasing the ability for orders to be written by pharmacists helped teams that were tight on time.



Leverage Technology

Electronic medical records prompt clinicians to have vaccine conversations at wellness visits and remind families when vaccines are due and available.



Emphasize Partners in Health

Clinicians can emphasize their role in helping parents make best decisions to help keep children healthy.



Screen-time Conversation to Tackle Disinformation

Compare what kids see on their social platforms to vaccine content. There's a lot and it's not all true.

Tactics to Take Home

Focus on concrete follow ups: After wellness visit to pediatrician or with discharge instructions, include note for parents to schedule fall follow up appointment for vaccines (flu and COVID).

Family Framing: Holidays are a great motivator for vaccination. Studies continue to show that vaccines keep everyone well – and allows everyone to be together.

Anticipatory Guidance: As part of child well visits, clinicians can encourage parents and patients alike to prepare for next developmental milestones and recommended vaccines. This can help start conversations, including concerns, and plant the seed for future vaccination opportunities.



These takeaways are from the July 2023 webinar “**What’s Next? Clearing up the confusion around COVID-19 vaccines**”.

Watch the replay for more helpful insights.