

Communicating In Today's Vaccine Information Environment

RESOURCES FOR COMMUNITY-BASED ORGANIZATIONS



vaccinateyourfamily.org



Tracking Key HHS Public Health Policy Actions Under the Trump Administration

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The Vaccine Policy and Communications Landscape is Changing Fast

It's hard to keep up with the latest trending topics & policy shifts.

This Kaiser Family Foundation (KFF) resource tracks the key public health policy actions taken during President Trump's second term.

<https://www.kff.org/other-health/tracking-key-hhs-public-health-policy-actions-under-the-trump-administration/>

Key Questions

How can I keep myself up to speed on all that's going on?

What should we be sharing when?

Where and who can we get timely communication information from?

What influencers/digital content creators are trusted sources?

Staying Up To Speed on the Vaccine Landscape



The Vaccine Intelligence Report

A weekly newsletter from Vaccinate Your Family designed to provide updates on key federal and state policy changes, public health meetings, trending topics, and outbreak updates.

[Subscribe here.](#)

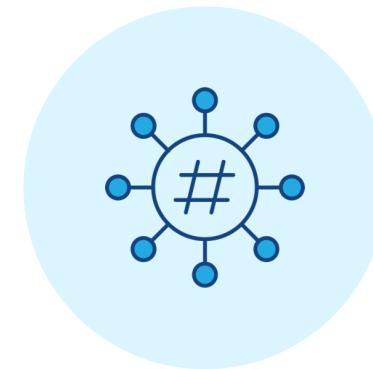
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IZExpress

A weekly newsletter from Immunize.org to stay informed on new CDC vaccine recommendations, FDA vaccine approvals, newly released VISs, immunization resources, notable publications, national and international vaccine news, upcoming events, and more.

[Subscribe here.](#)



Trusted Substacks

Dr. Katelyn Jetelina - [Your Local Epidemiologist](#)

Dr. Paul Offit - [Beyond the Noise](#)

Jessica Malaty Rivera - [Making Science Make Sense](#)

Dr. Jess Steier & Team - [Unbiased Science](#)

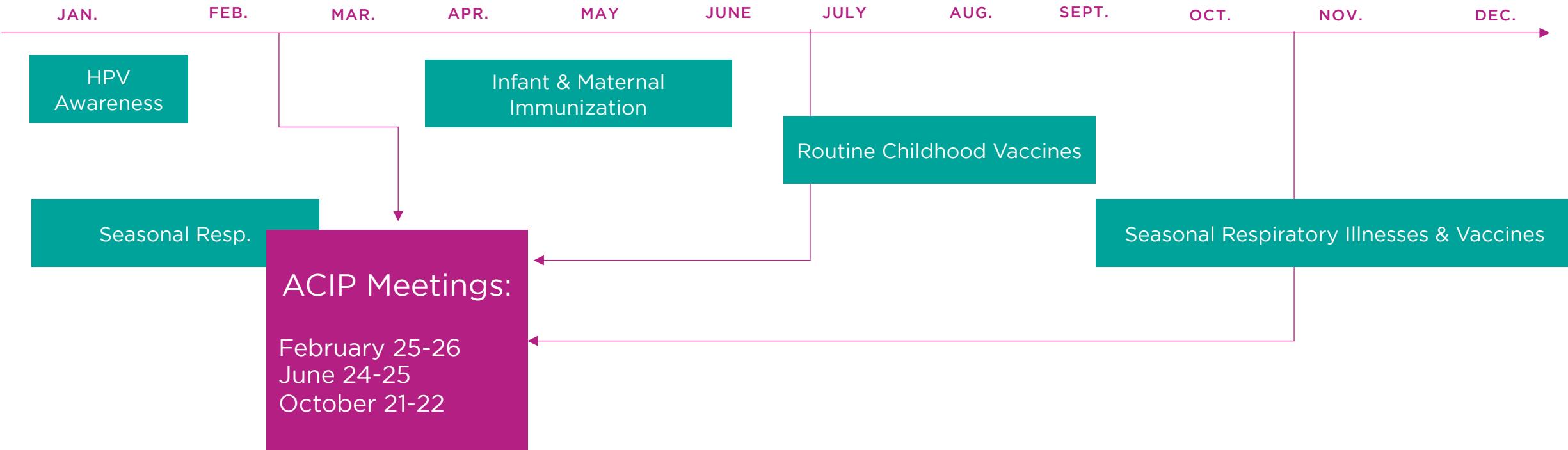


Health Media Newsletters

STAT - [Morning Rounds](#)

Zero Hour Health - [The Executive Briefing](#)

What should I be sharing when?



ACIP Meetings = hot topics!
Misleading information about vaccine safety, ingredients, changing vaccine recommendations, etc.

Resources for Hot Topics

Where to find talking points & resources to address trending vaccine claims

Just The Facts Newsletter:

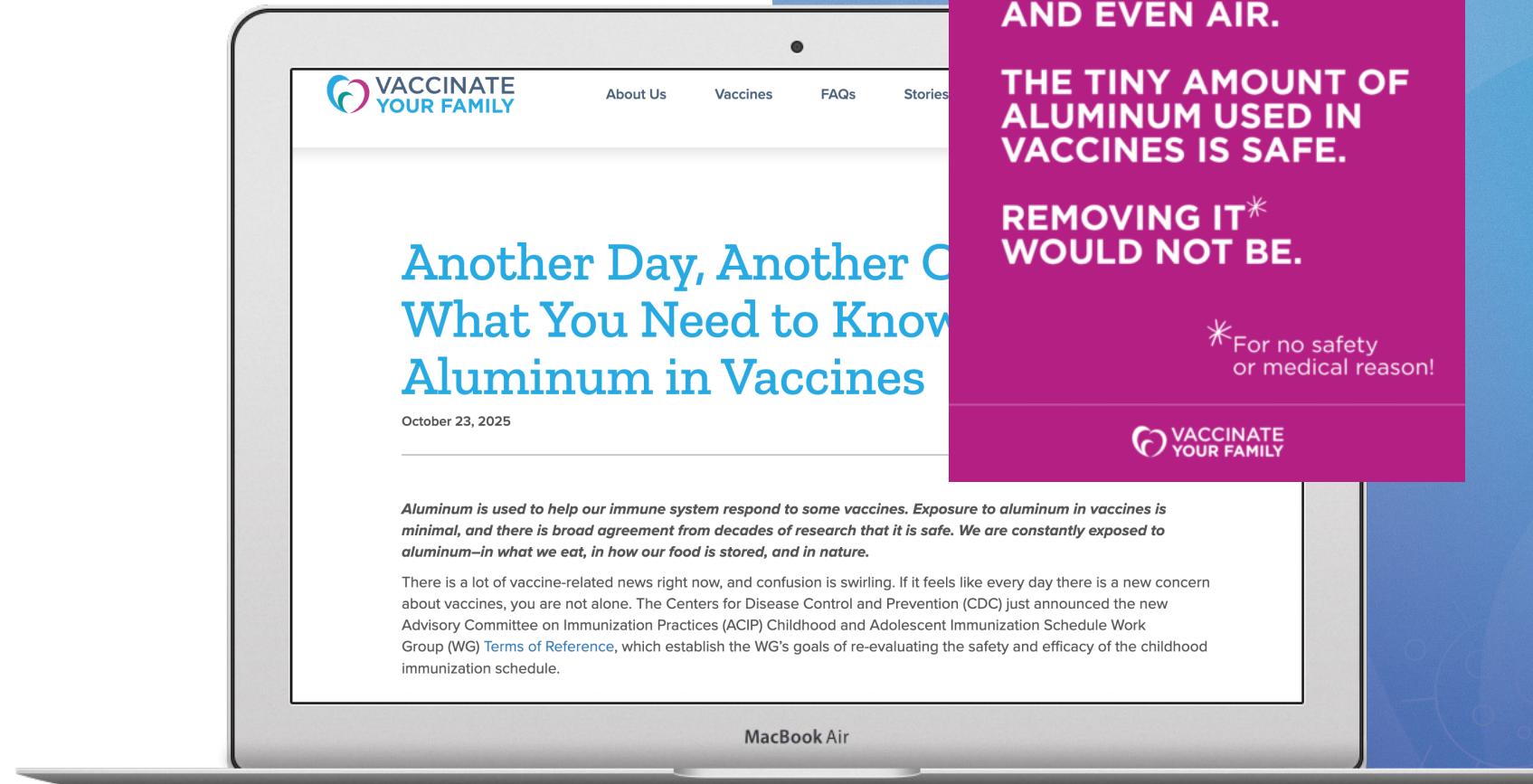
<https://www.voicesforvaccines.org/resources/just-the-facts-newsletter/>

Vaccinate Your Family's "Insights":

<https://vaccinateyourfamily.org/news-resources/news/>

ViralTruths.org

VACCINE COMMUNICATION
RESOURCES FOR CBOS



WE ARE EXPOSED TO ALUMINUM EVERY DAY IN FOOD, WATER, AND EVEN AIR.

THE TINY AMOUNT OF ALUMINUM USED IN VACCINES IS SAFE.

REMOVING IT* WOULD NOT BE.

*For no safety or medical reason!

VACCINATE YOUR FAMILY

Ready-to-Go Resources

Toolkits, shareables,
graphics, videos &
more.

Many organizations – perhaps including yours! – create social media graphics and package them up in toolkits to make it easy for partners to share. Vaccinate Your Family works to organize these into a single access point through VaxCollab.org – a login-based portal for public health partners.

VaxCollab.org – “Join Us” to get an account
Monthly meetings last Tuesday of the month





Who are you following?

Trusted Influencers & Content Creators

AAP has published a list of Pediatrician Influencers they recommend to parents looking for who to follow on social media.

<https://www.healthychildren.org/English/family-life/Media/Pages/follow-pediatricians-for-trustworthy-content-on-childrens-health.aspx>

Discussion Questions

**What are the main challenges you face in
vaccine-related communication?**

Are you feeling the gaps left by fewer CDC resources? Are you looking to better stay informed or for more ready-to-go shareables? How do you want to receive timely information about what to share? What format is most helpful to receive information?



Thank you.



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