





## Plenary #3: Redeveloping Trust with Younger Generations

May 20th, 8:30 AM – 9:45 AM EST  
Judy Klein, President, Unity Consortium  
Alexandra Garcia, Madeline McNee, Zachery Lang, Madisen Stearns

Unity\* Consortium programs are funded by its members and liaisons, including vaccine manufacturers.



### VISION

Coverage is 90% or greater  
for all nationally  
recommended  
vaccines for adolescents  
and young adults

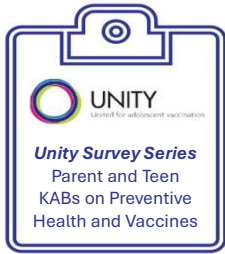
### UNITY Vision and Mission

**MISSION:** Provide action-oriented leadership, innovation and education on preventive health and immunization for adolescents and young adults:

- ✓ **ESTABLISH**  
immunization as a central component of preventive health and as an investment in lifelong health
- ✓ **DEVELOP**  
healthcare providers as advocates that make strong recommendations for all nationally recommended vaccines
- ✓ **ENGAGE**  
parents, adolescents and young adults to embrace the value of immunization
- ✓ **ENSURE**  
easy access to and timely delivery of all recommended vaccines

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We're *always* listening to young people including with  
national polls, Unity surveys and Teen Advisors



Health information and advice is “surround  
sound”, always available across digital and  
media platforms





**Trust and influence is becoming increasingly complex, and includes a wide variety of voices**



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**People with many *divisive health beliefs* trust more voices on health matters.**

Those who ***don't believe any*** divisive health claims only trust their doctor and medical experts

Those who ***believe many*** divisive health claims trust doctors, medical experts, friends and family, & their CEO.

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## Belief in vaccines is eroding, impacting vaccination intentions and plans



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### Teen Advisors believe vaccines are broadly accepted, with skepticism aimed more at institutions/policies vs. vaccines



- High awareness of the HHS situation, with many looking to American Academy of Pediatrics, healthcare professionals, and pharmacies for guidance
  - Formerly looked to CDC
- Strong preference for trusted personal healthcare sources and transparent communication
- Believe that vaccine skepticism is because “*people don't know what the vaccine does and there is much emphasize on the risks.*”

#### Myths have an impact

*“When I hear stories about vaccines causing nasty side effects – how will I personally be affected? I worry about missing practice, work, and school.”*

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Source: Insights from February 2026 TAC Meetings, 10-12 Teen Advisor Participants



# HCPs have a critical role in redeveloping trust in vaccines



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**Rather than acting only as authorities, providers should be guides.**

People need help making sense of information, compared to needing more of it.

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## Here's What Unity's Teen Advisors Recommend:

### Messages that Work

- Listen first: ask why someone is worried
- Use clear facts + relatable stories; avoid arguing
- Explain how vaccines work and risks of disease
- Use examples of reduction, i.e., HPV related cancers

### Messages that Backfire

- Fact-dumping or overwhelming statistics
- Telling someone they are wrong
- Dismissing concerns or fears
- Using impersonal authority without trust or context

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## Here's What Unity's Teen Advisors Recommend:



**Rebuild trust through local messengers**

**Frame vaccines as protection for self + community**

**Address rumors quickly with empathy and simple evidence**

**Improve convenience: easy scheduling, nearby clinics, school/community access**

**Target concerns: autonomy, sports attendance, social media misinformation**

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## Unity Resources and Programs to Strengthen Adolescent Immunization

Unity\* Consortium programs are funded by its members and liaisons, including vaccine manufacturers.



*“Unity aims to build a future where every young person is empowered to protect not only their own health but also the well-being of those around them.”*

– Judy Klein, President, Unity Consortium



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## GOAL

**Trusted local youth to**  
influence vaccine confidence and uptake positively  
through **education and access to**  
**science-based, culturally relevant**  
**immunization information**

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## Engage, Educate, and Empower



### Objectives

- **10,000** Teen CommUNITY Leaders
- **1,500** Adult Mentors from Voices for Vaccines



### Partners and Collaborators

- Voices for Vaccines
- Vaccine Confidence Program
- Edelman Trust Institute
- Association of Immunization Managers
- Community participants





### Medical Advisor

- **Dr. Todd Wolynn** – Executive Director, Trusted Messenger Program

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## You Can Participate: Be a TTC Pilot Site!







**Pilot site leader**

**1-2 mentors**


**10-20 teens**



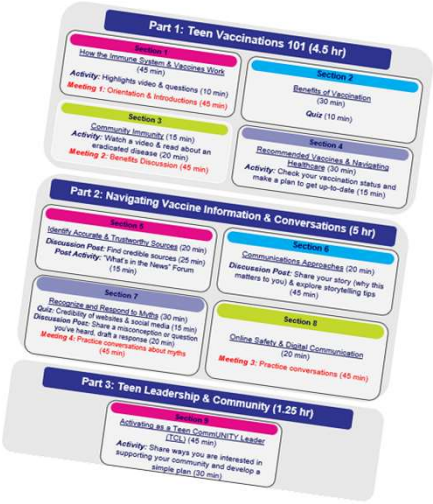
**Education**




**Feedback on program**




**3-9 months duration**





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## Benefits to Participating




### Teen Leaders

<p><b>LEARN</b></p> <p>Vaccine science Communication skills</p>	<p><b>LEAD</b></p> <p>Share accurate information Have productive conversations</p>
<p><b>ENGAGE</b></p> <p>With other teens Mentored by local adults</p>	<p><b>EARN</b></p> <p>Community service hours &amp; perks Experience for college or resume</p>

### Adult Mentors, above plus

<p><b>SUPPORT</b></p> <p>Youth leadership and development around public health issue</p>
<p><b>SHAPE</b></p> <p>Future expansion of TTC by providing feedback and insights</p>



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Learn more ...



Scan the QR code or visit [unity4teenvax.org/trusted-teen-community](https://unity4teenvax.org/trusted-teen-community)

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**AIAW 2026 – 5th Annual!**  
April 6-10



**THEME: Protect Your Future**

**GOAL: Act to make sure adolescents and young adults (AYA)  
are up to date on recommended immunizations**

**Unity® Consortium invites you to listen to three insightful  
conversations about adolescent health and immunization**

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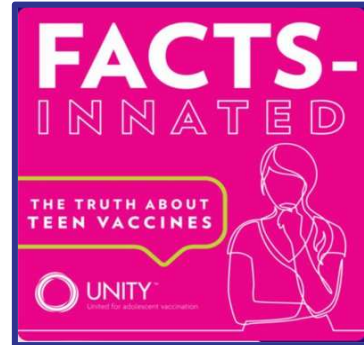
Check out These Discussions



**Who Influences Young People's Health Choices? The New Conversations About Vaccines:**  
 Available on Unity's [YouTube](#) channel



**Speak Up for Your Health: A Conversation with Youth Vaccine Advocates:**  
 Available on Unity's [YouTube](#) channel



**FACTSinnated Podcast: Real Talk About Vaccines with Dr. Katelyn Jetelina:**  
 Available on [FACTSinnated](#) or your favorite podcast platform.


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[Read AIAW Blogs at unity4teenvax.org](http://Read AIAW Blogs at unity4teenvax.org)

A panel moderated by Judy Klein of Unity Consortium

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**Moderator: Judy Klein**  
President, Unity Consortium

**Panelists**

**Zachery Lang**  
Member,  
Families Fighting Flu

**Alexandra Garcia**  
Consultant,  
Putnam Associates

**Madeline McNee**  
Program Coordinator,  
St. Jude Children's  
Research Hospital

**Madisen Stearns**  
Intern,  
Unity Consortium



# Thank you!

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