THE VACCINE CONFIDENCE PROJECT

Looking at the Data
We use our school immunization rates and corresponding exemptions to identify areas of Massachusetts that may be lacking vaccine confidence. For more information visit: https://www.mass.gov/service-details/school-immunizations

Our Approach
The Vaccine Confidence Project meets with key constituencies to get their feedback about concerns in Massachusetts communities facing low vaccine confidence and high exemption rates.

Using Feedback
A vaccine confidence training module will be developed based on current, evidence-based research and feedback from vaccine advocates. The module will be used to educate healthcare professionals and conduct outreach to the general public.

What is the Vaccine Confidence Project?
The Vaccine Confidence Project is a statewide initiative formed in 2018 by the Immunization Initiative of the Massachusetts Chapter, American Academy of Pediatrics (MCAAP) and the Immunization Division of the Massachusetts Department of Public Health (MDPH). Vaccine Confidence is the trust in the recommended vaccines, the providers who administer them, and the process that leads to vaccine licensure and recommendations.

The goal of the Vaccine Confidence Project is to increase vaccine confidence throughout Massachusetts to ensure that all residents are fully protected against serious, vaccine-preventable disease.

Your participation in this project is welcome! Please contact Cynthia McReynolds (cmcreynolds@mms.org) or Ted Clark (ted.f.clark@state.ma.us) for more information.