

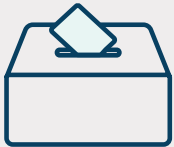


COVID-19 Vaccination Toolkit

Identifying & Addressing Vaccine Hesitancy

Vaccine hesitancy comes from many sources and takes many different forms. Understanding who is hesitant to be vaccinated, why, and what information they need to make a decision is critical.

NHSA's COVID-19 Vaccination and Mitigation Working Group provided the following ideas to identify and address vaccine hesitancy among staff. Some examples that illustrate the ideas below are available on our website at go.nhsa.org/sleeve-up.



Conduct an anonymous staff survey to understand what portion of your staff is hesitant and what their concerns are.

Create a safe space in your program (either physical or virtual) for staff to express concerns, ask questions, and share experiences. A 30-minute meeting each week without a specific agenda, just a dedicated time for people to talk informally, can be a valuable opportunity.



Once you know what staff is worried about, **host a town hall Q&A session with local health experts** in your community, such as health department officials, doctors, and nurses. Share the survey results with them in advance so they can be prepared to address the bulk of the concerns, do any necessary research in advance, and even provide useful resources your staff might appreciate.



Use NHSA's [PSA videos](#) and [associated guide](#) as a template to **create your own PSA videos** with well-known, respected, and trusted voices in your community.

If you have a medical professional on staff, such as your nurse or health coordinator, and they feel comfortable, **make them available as a resource** to staff. They can answer questions based on medical research and have private conversations with staff to really understand their concerns, their situation, and their personal medical needs. Speaking with someone you know and trust, and who is certified to practice in this area, can be a valuable experience for anyone unsure.



Highlight staff members who have been vaccinated (and who are willing to share this information publicly). They can share their experience with the vaccine, such as any side effects or lessons learned during the process, as well as their reason for getting vaccinated. You can share these via social media, an email newsletter, or even on the bulletin board in your centers. You might even create buttons or t-shirts for vaccinated staff to wear and make it known that they are open to sharing their story.

Remember, at the end of the day, **COVID-19 vaccination is a personal medical decision**. Ensure your staff has access to reliable information and resources to make this decision for themselves and/or in consultation with their doctor.

When it comes time to answer questions from the families you serve, staff should be empowered and capable of providing unbiased, reliable information to families no matter what decision they made for themselves. Make sure you have trusted resources easily available to make it easy for staff to share with families.



Find the full **COVID-19 Vaccination Toolkit** series at go.nhsa.org/sleeve-up.
Questions? Ideas? E-mail us at vaccines@nhsa.org