



Vaccinate with **Confidence**

Strategy to Reinforce Confidence in Covid-19 Vaccines

Vaccinate with Confidence COVID-19 Vaccines Strategy



Build Trust

Share clear, complete, and accurate messages about **COVID-19 vaccines** and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

Action Steps:

- Communicate transparently about the process for **authorizing** [🔗](#), approving, **making recommendations** for, **monitoring the safety** of, **distributing** [🔗](#), allocating, and **administering** COVID-19 vaccines, including **data handling**.
- Provide regular updates on: **benefits, safety, side effects** and **effectiveness**; clearly communicate what is not known.
- **Proactively address** and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.



Empower Healthcare Personnel

Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

Action Steps:

- Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and [approval processes](#) , [new vaccine technologies](#), and the [benefits of vaccination](#).
- Ensure healthcare systems and medical practices are equipped to [create a culture that builds confidence](#) in COVID-19 vaccination.
- Strengthen the capacity of healthcare professionals to have empathetic [vaccine conversations](#), address myths and [common questions](#), provide [tailored vaccine information](#) to patients, and use motivational interviewing techniques when needed.

**Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers.*



Engage Communities and Individuals

Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

Action Steps:

- Empower vaccine recipients to [share](#) their personal stories and reasons for vaccination within their circles of influence.
- Work with health departments and national partners to [engage communities](#) around vaccine confidence and service delivery strategies, including adaptation of vaccination provider sites to meet community needs.
- Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

Downloadable Resources

Strategy: [COVID-19 Vaccinate with Confidence Framework PDF](#) 

Guide: [How to Build Confidence in COVID-19 Vaccines: A Short Guide for Immunization Coordinators in Medical Centers and Clinics](#) 

Guide Companion Tool: [Communications and Confidence Readiness Checklist \(Appendix A\)](#) 

Guide Companion Tool: [The COVID-19 Vaccine Confidence Conversation Starter \(Appendix B\)](#) 

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