



# Vaccinate with Confidence

## COVID-19 Vaccine Confidence Tools and Technical Assistance

**Vaccine confidence is the trust people have in recommended vaccines, providers who administer vaccines, and processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use. Along with equity and access, vaccine confidence is key to high uptake of COVID-19 vaccines. Below are CDC tools and technical assistance available to state and territorial health departments to increase COVID-19 vaccine confidence and uptake.**

**COVID-19 State of Vaccine Confidence Insights Report** highlights major themes influencing COVID-19 vaccine confidence and uptake, categorized by their level and type of threat to vaccine confidence, degree of spread, and how the theme has changed over time. This bi-weekly report identifies emerging issues of misinformation, as well as disinformation and places where intervention efforts can positively impact vaccine confidence across the United States.

To receive this report, please email [eocevent515@cdc.gov](mailto:eocevent515@cdc.gov).

**Vaccine Communication Toolkits** are available for various audiences to use to build COVID-19 vaccine confidence. Materials include key messages, fact sheets, FAQs, social media content, printable posters and stickers, slides, and videos, all of which are available on the CDC website:

- [Vaccination Communication Toolkit for Medical Centers, Pharmacies, and Clinicians](#)
- [COVID-19 Vaccination Toolkit for Health Departments and other Public Health Partners](#)
- [Long-Term Care Facility Toolkit: Preparing for COVID-19 Vaccination at Your Facility](#)
- [Essential Worker Vaccination Toolkit for Employers of Essential Workers](#)
- [Community-Based Organization Toolkit for Staff of Organizations Serving Communities](#)
- [COVID-19 Vaccine Toolkit for School Settings and Childcare Programs](#)
- [Social Media Toolkit: COVID-19 Vaccinations](#)



**Rapid Community Assessment (RCA) Guide** details steps to quickly gather information and insight to better understand and address community needs around COVID-19 vaccinations. This guide includes the following adaptable tools in English and Spanish:



- [Vaccine Rollout Learning Template](#)
- [Key Informant Interview and Listening Session Implementation Guide](#)
- [COVID-19 Observation Form](#)
- [Vaccine Confidence Survey Question Bank](#)
- [Social Listening and Monitoring Tools](#)
- [Vaccination Insights Synthesis Tool](#)
- [Examples of Evidence-Based Solutions to Increase Vaccine Confidence and Uptake](#)



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## COVID-19 Vaccine Confidence Tools and Technical Assistance

**Confidence Consults** provide phone and virtual technical assistance in assessing, diagnosing, and addressing vaccine confidence challenges. State and territorial immunization programs and tribes can request Confidence Consults.

Technical assistance areas include:

- Identifying barriers to vaccine uptake or confidence in specific populations
- Effectively communicating about COVID-19 vaccines and answering questions/concerns
- Addressing COVID-19 vaccine misinformation
- Increasing vaccine confidence among healthcare personnel
- Increasing healthcare provider capacity to support vaccine education and confidence
- Engaging community partners and trusted messengers in increasing vaccine confidence

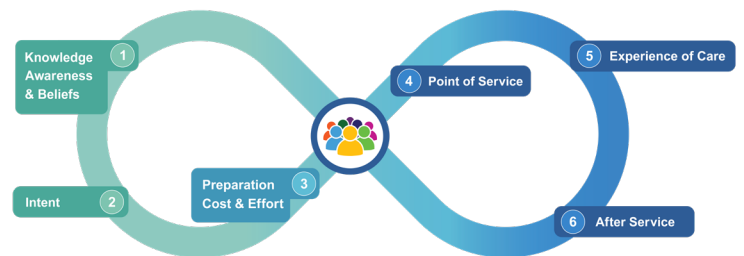
Complete a Confidence Consult [request form](#) to get practical guidance, helpful resources and tools, and expert advice. Following request submission, a brief call will be scheduled to better understand your needs and develop a technical assistance plan. The support team will coordinate consultations between your team and the right experts to help you address your vaccine confidence challenges. The number of consultations and timeline will depend on the level and type of assistance required. If needed, CDC COVID-19 Vaccine Task Force staff may be deployed to provide in-person support. If you have questions about this process, please email [confidenceconsults@cdc.gov](mailto:confidenceconsults@cdc.gov).

**Vaccine Confidence Bootcamps** may be requested by state/territorial immunization programs and partners. These virtual bootcamps are designed to quickly train groups to assess and address COVID-19 vaccine confidence challenges in communities of focus.

In two hours, bootcamps provide:

- An update of the state of COVID-19 vaccine confidence in the United States
- An overview of vaccine confidence concepts
- Tips and best practices for building vaccine confidence in communities
- Tools to assess and address vaccine confidence challenges
- CDC resources for communication and confidence building
- Facilitated breakout sessions to map out barriers and enablers for different audiences along the journey to COVID-19 vaccination and to generate creative strategies to increase vaccine uptake

### The Journey to Vaccination



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention



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