



# Working with Partners to Address Vaccine Hesitancy

**Erica DeWald**

*Director of Advocacy*

Vaccinate Your Family: The Next Generation of Every Child By Two

# Finding Parents Where They Are, When They're Ready



**Traditional Media**



**Social Media**



**In-Person Interactions**





# Traditional Media Still Matters




Social Media is Evolving



# VYF Uses a Nonjudgmental Tone with Easy-to-Understand Science & Personal Stories

**Vaccinate Your Family**  
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Vaccines won't make you fly or give you super human strength, but they can help you prevent deadly diseases! As your children get ready to head back to school, don't forget to talk to their healthcare providers about which vaccines they may need to help them stay healthy this year.  
<https://bit.ly/2Xo5ztU>



**VACCINATE YOUR FAMILY**

CHECK IT OUT...

**"The Anti-Anti-Vax-Vaccine"**  
Episode 1 of a New Public Health Podcast Series  
Featuring Dr. Abdul El-Sayed

**Vaccinate Your Family** @Vaxyourfam · Oct 3

Who monitors the safety of #vaccines in the United States? Separate fact from fiction by visiting our website: [bit.ly/2WBMiIN](https://bit.ly/2WBMiIN) #vaccineswork #vaccinesafety

**Who monitors the safety of vaccines in the U.S.?**

Get the facts at [Vaccinateyourfamily.org](https://Vaccinateyourfamily.org)

**VACCINATE YOUR FAMILY**  
The Next Generation of Every Child By Two



**Vaccinate Your Family** @Vaxyourfam · Oct 2

🍎 The kids are #BacktoSchool! It's not too late to catch our latest blog post to help keep them healthy! 🍎 From preschool to college, we've got lists of age-appropriate #vaccines and other tips for keeping your kids healthy this year: [bit.ly/2H7BMQD](https://bit.ly/2H7BMQD) #vaccineswork



# Social Media Platforms are Taking Steps to Address Disinformation



Reworking algorithms, pop up boxes re-direct to CDC, WHO other credible medical groups & VYF pages



Reworking algorithms, pop up boxes re-direct to vaccines.gov



Perceived anti-vaccine channels/videos cannot advertise



Search results will redirect to CDC, AAP, WHO and the Vaccine Safety Net



In Person Interactions are the Final Puzzle Piece



# Helping Parents Before They Choose



“We educate parents at any point in their journey - some are expecting their first, others have tweens that haven’t received a single shot. The big overriding theme for us is love: Parents want the best for their kids, and we help them sort through the noise of misinformation & disinformation. We don’t tell parents what to do: we simply listen to their concerns and provide evidence-based information without fear or judgment.”



# Getting Back on the Right Path



“EMES recognizes that personal, cultural, environmental, policy, religious, and institutional factors influence health related decisions. This is why we created community based, culturally sensitive, health educational programs taught by nurses that look similar to, or are from, the ultra Orthodox community population. EMES has learned we are most likely to succeed to improve health decisions in a community workshop setting. Community based workshops work because they are designed to teach people outside of a traditional health care setting, using an existing social structure. They also allow high levels of contact with the workshop leader(s), increasing information sharing, greater peer social interaction and greater social impact. These workshops are a necessary and timely program to make changes within an existing system in the ultra-Orthodox Jewish communities, that was in the midst of experiencing a measles outbreak. EMES had several hundred ultra Orthodox women in attendance in a variety of settings: intimate living room style and larger events.”