



Strategies and Resources to Increase Vaccine Confidence

Vaccine Preventable Disease Control Program
Los Angeles County Department of Public Health

Presented by: Jocelyn Martinez, MPH



By the end of this presentation, you will be able to:

1. Understand why building trust in vaccines is important.
2. Discuss the impact of myths and misinformation on community health.
3. Apply communication strategies to talk with community members about vaccines.
4. Find and share trusted tools and information to help others make informed choices about vaccines.



Presentation Overview



- Understanding Vaccine Confidence
- Vaccine Myths and Misinformation
- Strategies to Increase Vaccine Confidence
- Resources
- Key Takeaways



Understanding Vaccine Confidence



What is Vaccine Confidence?

- Trusting recommended vaccines
- Trusting vaccination providers
- Trusting how vaccines were developed, manufactured, tested/approved, and recommended

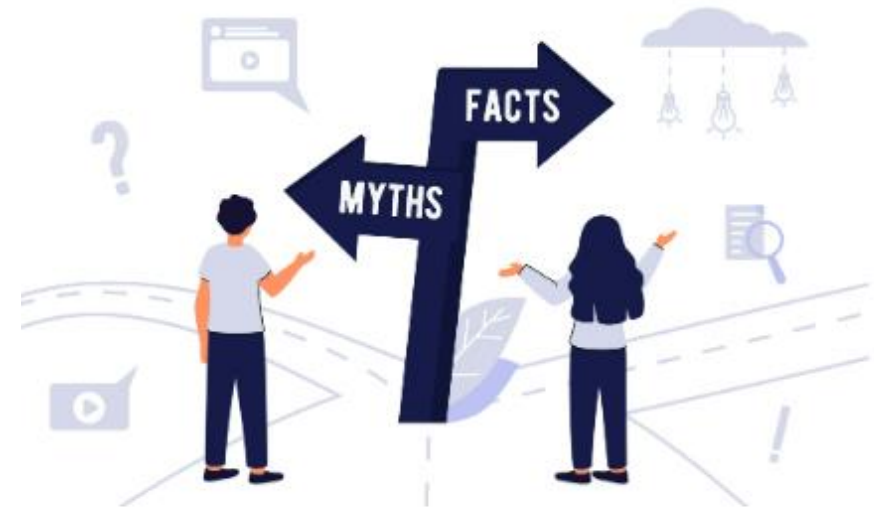




Vaccines Myths and Misinformation



- **Myths** are a widely held but false belief or idea.
- **Misinformation** is false or misleading information. Sometimes it can be hard to tell what's true and what's not.



Why are vaccines myths and misinformation a threat to public health and well-being?

- **False information spreads fast.**
On social media platforms, posts with myths about vaccines often get shared more than posts with facts.
- **Misinformation leads to fear and confusion.**
Some parents skip or delay vaccines because of things they've read online.



Why are vaccines myths and misinformation a threat to public health and well-being?

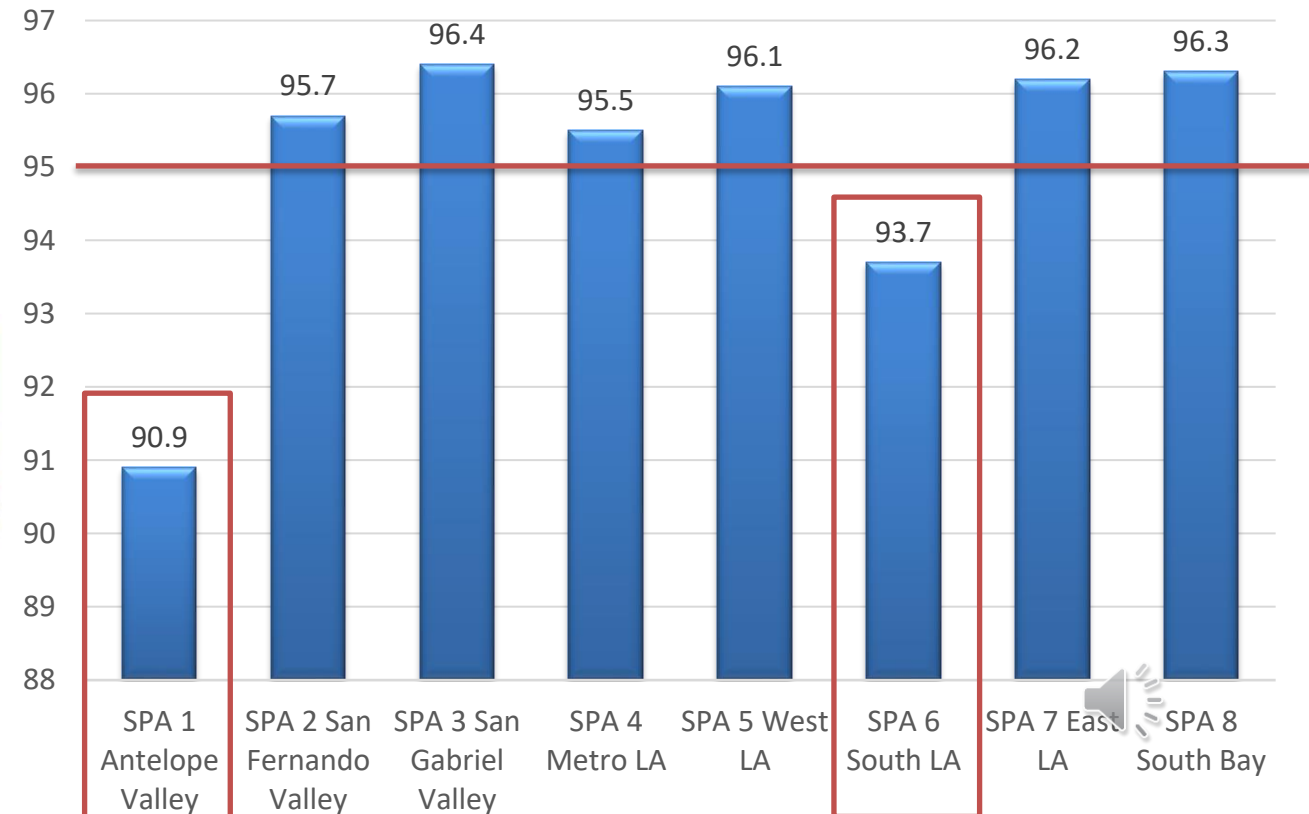
- **Vaccine rates are dropping.**

In the U.S., the rate of kindergarteners fully vaccinated dropped to 93% in recent years. This is lower than the 95% goal needed to keep everyone safe.

Fortunately, in Los Angeles County (LAC) for the 2024 school year there was an increase in vaccine coverage for kindergarteners to 95.5%. However, certain geographic areas have vaccine coverage below 95%.



All Vaccines Coverage in LAC for Kindergarteners 2024



■ All Vaccines Coverage in LAC for Kindergarteners 2024

Why are vaccines myths and misinformation a threat to public health and well-being?

- **Disease outbreaks are returning.**
Measles, a disease once gone from the U.S., has come back in some areas due to lower vaccination rates.
- **Children and communities are at risk.**
When fewer people are vaccinated, it makes it easier for diseases to spread — especially to babies, elders, or people with weak immune systems.

Visiting Another Country? Protect Your Family.
THINK MEASLES.
Measles is widespread in Asia, Europe, Africa and other regions.



Before You Travel
Tell your doctor where you are traveling. Babies and children may need measles vaccination at a younger age than usual.

After You Travel
Call your doctor if anyone gets a fever and rash within 3 weeks of returning from your trip. Describe where you traveled.

✈ **Talk with your doctor if you are planning an international trip.**
For more information go to [CDC.gov/travel](https://www.cdc.gov/travel).



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IMM-1046 Enroll

Distrust

- Historical distrust in:
 - Government
 - Public health
 - Healthcare system
 - Pharmaceutical industries



Misinformation

- Too many sources of information:
 - “TikTok doctors”
 - False media
 - Limited trusted messengers



Safety

- Fear of potential long-term side effects
- Skepticism of vaccine ingredients



Vaccine Fatigue

- Tired of hearing about vaccines (e.g. COVID-19 vaccine)
- Too many vaccines and vaccine options



Types of False Information



Misinformation is when wrong information about something is shared, but the person who shares it doesn't share it with malintention. They might believe the wrong information is true or they are unaware that there is newer, more accurate information.



Example: A person sees a social media post that says, "vaccines are dangerous" and shares it, but they don't know that the information isn't true.

Malinformation is when someone shares wrong information on purpose to try and trick or confuse people. They want to mislead others, often for a certain reason, like selling a product or gaining power.



Example: A group or person makes a fake video saying "vaccines cause harm" just to engage new viewers and gain more influence on social media or to sell a different product to prevent disease.

Disinformation is when true information is shared in a way that hurts people or makes them scared. The information is real, but it's shared with the purpose of causing trouble.



Example: Someone shares a private story about someone having a side effect after getting a vaccine (like fainting after getting poked with a needle), but they exaggerate side effects or imply effects cause long term damage, creating fear.

Reasons for Vaccine Disinformation:

**Misinformation
spreads faster
than facts**

**Mistrust in
organizations**

**Political &
Ideological
influence**

Profit-driven

Biases & fear

Medical errors

**Emotional &
personal
testimonies**





**What myths or false
information have you heard
about vaccines in your
community?**



Common Vaccine Myths and Misinformation



FACT: Vaccines undergo a thorough development and approval process to ensure safety and effectiveness.

FACT: Natural immunity happens after getting sick, but can lead to serious problems like hospitalization or even death. Vaccines give your body a safe way to learn how to fight the disease without making you sick, and they often protect you longer than getting the disease itself.

FACT: The myth linking vaccines to autism, which originated from a study conducted in the 1990s, has been debunked. Extensive research has shown no connection between vaccines and autism or other chronic conditions.

FACT: Vaccines contain ingredients needed to keep them effective and safe, but some patients may believe they are harmful.



Tips to debunk myths and misinformation:

- **Be Curious**

Don't just believe everything you hear. Ask questions like, "Who is telling me this?" and "Do they have a reason to convince me it's true?"

- **Think About It**

Is the information believable? Does it match what you already know? Sometimes, we want something to be true, but that doesn't make it true.

- **Check the Evidence**

Do you have any proof that the information is right? Just because someone says it's true doesn't make it so, especially if they try to make you feel strongly about it.

Adapted from ["5 Tips for Busting Myths and Misinformation"](#).



Strategies to Increase Vaccine Confidence



How to Increase Vaccine Confidence:

- ✓ ☒ Listen to concerns
- ✓ ☒ Meet people where they are in their decision making
- ✓ ☒ Share accurate information and reliable resources
- ✓ ☒ Encourage discussion with trusted healthcare providers or community members
- ✓ ☒ Personal testimonials or storytelling– share your personal experiences



Trusted Messengers in Public Health:

In public health, **trusted messengers** are individuals who hold credibility and influence within their communities. They are important for delivering accurate health information and encouraging healthy behaviors—especially during times of uncertainty or misinformation.





The Power of Storytelling:

- **Real stories make a big difference.**
Hearing from other parents, doctors, or people affected by disease can change minds.
- **Stories can clear up confusion.**
They help explain why vaccines are important in a personal, emotional way.
- **Sharing lived experiences helps others.**
When people hear about someone getting sick from a disease that vaccines could have prevented, it makes the risk feel real.
- **You have a voice.**
Telling your own story can help protect your school, neighborhood, and family.





Recording

2025-07-30 20:36 UTC

Recorded by

Jocelyn Martinez

Organized by

Jocelyn Martinez





Jason's Story

Jason is an HPV-related tonsil cancer survivor from the US. The human papillomavirus (HPV) – can cause cancer in the back of the throat, including the base of the tongue and tonsils. This is called oropharyngeal or head and neck cancer. HPV causes between 60–80 % of all head and neck cancers. Jason shares his journey from symptoms to diagnosis of a cancer he'd never heard of, to treatment and recovery. He is now well and a vocal advocate for HPV vaccination for boys and girls.

ENGLISH

ESPAÑOL



<https://www.askabouthpv.org/stories/jasons-story>

Approaches to Avoid:

Providing Wrong Information

You don't need to know everything. It's okay to follow up with helpful resources later.

Dismissing Concerns

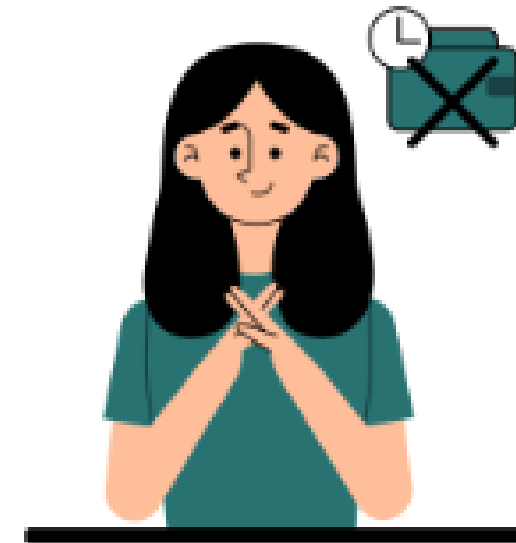
All concerns are valid. People feel unheard when you reject their concerns or opinions.

Attempting to Correct Misconceptions

People may feel threatened or discouraged from opening up when being corrected.

Information Overload

Providing too much information or resources they didn't ask for.



Approaches to Avoid (continued):

Assumptive Actions

Don't make assumptions about what someone knows about vaccines.

Scare Tactics

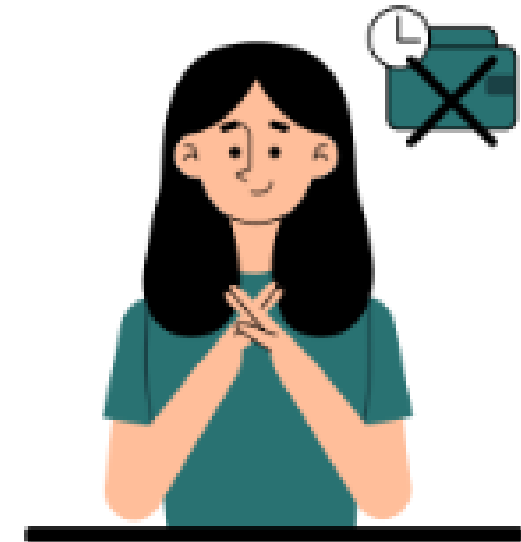
Focus on the benefits of being immunized instead of the consequences of vaccine preventable diseases.

Shaming

Don't accuse people of not doing the right thing or being selfish.

Unrealistic Expectations

Don't tell people they will never get sick.



Talking Points About Vaccines:

- Vaccines are safe and effective.
- Getting recommended immunizations is a great way to get protected against serious illness, being hospitalized, or even death.
- Side effects are normal and should go away in a few days.
- It is much safer to get vaccinated than to risk becoming ill from vaccine preventable diseases.
- You won't get diseases from the vaccine.



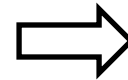


The **Truth Sandwich** is a helpful way to respond to vaccine hesitancy.

It opens the door for conversation that clears up vaccine myths and misinformation and shares true, science-based information.

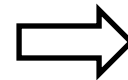
This makes it easier for people to remember the facts.

TRUTH



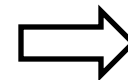
1. Start with the truth

LIE



2. Indicate the lie

TRUTH



3. Return to the truth

Example: Vaccines cause autism.

1. Present correct information.

- **Truth:** Vaccines save millions of lives every year.

2. Debunk the myth or misinformation.

- **Debunk:** That claim about vaccines causing autism is based on one discredited study.

3. End by reinforcing with a positive message.

- **Truth:** Vaccines are safe and effective for protecting our children and communities from vaccine preventable diseases.

Truth Sandwich: Let's practice!



Example: Natural immunity is better than vaccine immunity.

1. Present correct information.

- Truth:

2. Debunk the myth or misinformation.

- Debunk:

3. End by reinforcing with a positive message.

- Truth:



Truth Sandwich: Let's practice!



Example: Natural immunity is better than vaccine immunity.

1. Present correct information.

- Truth:

2. Debunk the myth or misinformation.

- Debunk:

3. End by reinforcing with a positive message.

- Truth:



Example: Natural immunity is better than vaccine immunity.

1. Present correct information.

- Truth: Vaccines help you build protection without the risk of getting very sick.

2. Debunk the myth or misinformation.

- Debunk: Getting natural immunity can lead to serious illness or death from the disease.

3. End by reinforcing with a positive message.

- Truth: It's safer to get vaccine immunity.

Taking Action to Support Vaccine Confidence



Organize

Share
Information

Use Your
Voice





Resources







[Home](#)[Birth & Death Certificates](#)[Clinics](#)[Inspections & Permits](#)[Health Professionals](#)[Contact Us](#)[Newsroom](#)

[VPDC Home](#)[Diseases](#)[Public ▾](#)[Clinics](#)[Contact VPDC](#)



WHERE TO FIND VACCINES

CLICK THIS BANNER FOR VACCINE FINDER TOOLS & LOCATIONS



Vaccine Preventable Disease Control (VPDC) Program

Provider Information Hub
Resources for Providers

Addressing False Vaccine Information

Get Vaccinated
Vaccine Finder Tools & Locations

ph.lacounty.gov/vaccines



New Webpage Resource



Translate A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ALL Font Size | A A A

COUNTY OF LOS ANGELES
Public Health

Vaccine Preventable Disease Control

Home Diseases Public ▾ Clinics Contact



Addressing False Information & Building Vaccine Confidence

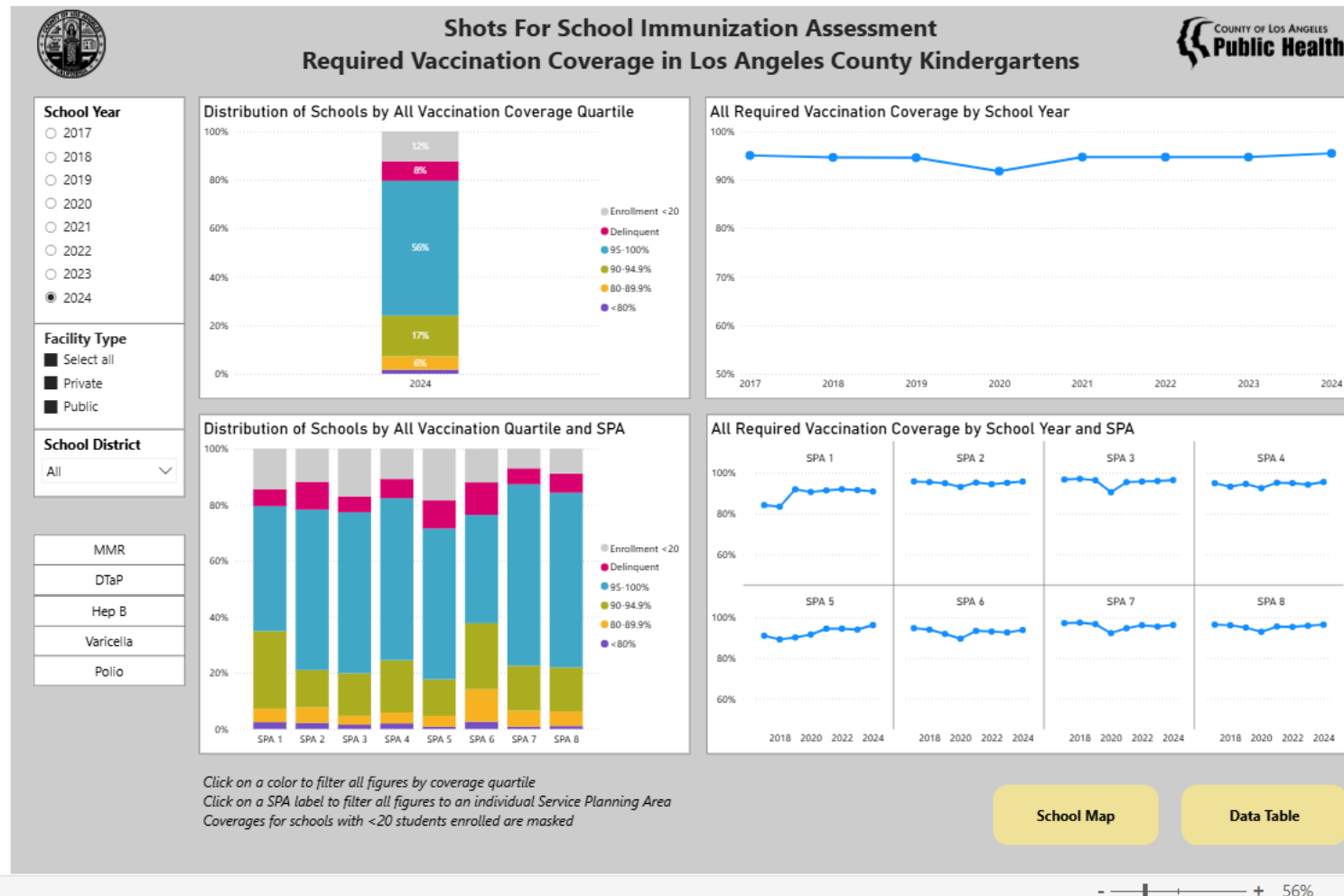
- Introduction
- Information for the Public
- Information for Providers
- Resources

This webpage is designed for the public and healthcare professionals to share information and resources addressing false information and to help build trust and confidence in life saving vaccines.

School Immunization Dashboard



School Immunization Dashboard



<http://publichealth.lacounty.gov/ip/schooltoolkit/index.htm#school-iz>

- **Vaccine Confidence Matters**

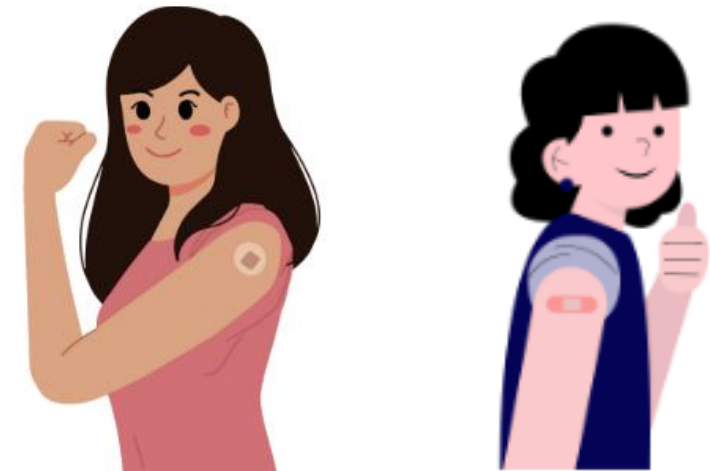
Helping people feel confident about vaccines keeps our families and communities healthy and safe from preventable diseases.

- **Conversations Make a Difference**

Using clear, respectful, and empathetic communication strategies helps build trust and opens the door for meaningful dialogue about vaccines with other parents and community members.

- **Knowledge Empowers Communities**

Knowing where to find trusted information makes it easier to answer questions and support others in making informed decision about vaccines.





Thank you!

