

CONFIDENCE: Clinicians for Effective COVID-19 Vaccine Conversations for Youth and Adolescents

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OVERVIEW

Despite effective COVID-19 vaccines for children and adolescents, uptake of these vaccines remains low. We know that parents want to hear from their pediatrician about the vaccines and that pediatricians need support for communicating with hesitant and resistant families. We created an intervention to support pediatricians in promoting COVID-19 vaccine uptake.

KEY PARTNERS

The program involved a partnership among the UMass Memorial Health Children's Medical Center Department of Pediatrics & the Prevention Research Center at UMass Chan Medical School.

APPROACH

We developed and pilot-tested a low-touch, multicomponent intervention to support pediatricians in their efforts to improve COVID-19 vaccine uptake. This intervention included three components. We held a webinar training on communication strategies, including sharing personal vaccine stories and approaching conversations collaboratively and with empathy. We supplied the clinic with parent-facing educational materials about COVID-19 vaccination. Finally, we created posters with providers sharing their reasons for vaccinating their own children. We implemented this intervention in a pediatric clinic that averages 18,000 visits per year within the UMass Memorial Health system (Spring, 2022).



Image from the role-playing video for pediatric clinicians

RESULTS

Parent pre-post exit surveys = 69

Clinician interviews = 4

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Parents

97%

reported that pediatricians talked to them about COVID-19

72%

reported that pediatricians shared a personal story about COVID-19 vaccination

Clinicians

Reported they liked the program because:

- ✓ easy to implement
- ✓ integrated communication strategies with posters

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