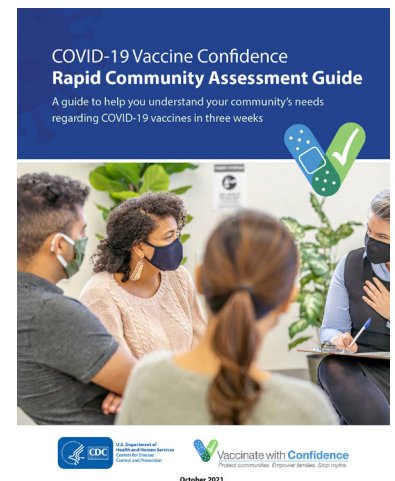




# Increasing Immunization Rates: RESOURCES FOR COMMUNITY COLLABORATION

Community toolkits developed to increase COVID-19 immunization rates provide a framework for community collaboration to increase flu, pneumonia and other vaccine rates. This resource contains links to several toolkits and resources partnerships for community health can use to increase overall vaccine confidence and immunization rates.

1. [\*\*The COVID-19 Vaccine Confidence Rapid Community Assessment Guide\*\*](#) helps communities identify objectives and focus, plan for a rapid community assessment, recruit community partner organizations, collect data, and execute plans. Additionally, the Alliant Health Solutions [\*\*Recruiting Community Stakeholders to Join Us in Action\*\*](#) resource contains tips for engaging community and government agencies in healthcare coalitions.
2. The [\*\*CDC COVID-19 Vaccination Field Guide Addendum Rural Considerations for Vaccine Confidence and Uptake Strategies\*\*](#) contains 12 strategies for increasing vaccine uptake in rural communities that help increase flu and pneumonia immunization rates.
3. [\*\*A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Racial and Ethnic Minority Communities\*\*](#) is a resource for organizations with community-level reach looking to increase vaccine confidence and access in racial and ethnic minority communities.
4. [\*\*The Checklist of Best Practices for Vaccination Clinics Held at Satellite, Temporary or Off-Site Locations\*\*](#) is a step-by-step guide for temporary vaccination clinics in non-traditional vaccination clinic settings such as community centers, workplaces or makeshift clinics in remote areas.



## IMPLEMENTATION TIPS

- Adapt the key messages to the language, tone and format that will resonate with your community.
- Consider health literacy in older adults in the development of immunization campaign materials, [\*\*CDC Health Literacy in Older Adults\*\*](#)
- Print copies of the posters and FAQs to use as handouts. Make sure the graphics are posted in highly visible places in your community.
- Continue to educate your community via articles, blog posts and social media posts. Invite community members to wear stickers once they have been vaccinated and post vaccination selfies on social media.
- Connect with your local health department. The health department's immunization program team can help coordinate vaccination clinics, provide speakers for presentations and offer other types of expertise.

## ADDITIONAL RESOURCES



National Immunization Awareness Month

### National Immunization Awareness Month (NIAM): Get Back on Track with Routine Vaccines

The **NIAM Get Back on Track with Routine Vaccine** resources can be used throughout the year to promote vaccine awareness and uptake.

#### [NIAM Resources](#)



### Vaccine Finder

The **VaccineFinder** is a web-based system that helps people find the latest information on COVID-19 and influenza vaccine availability based on zip codes.

#### [Vaccines.gov - Find COVID 19 and Influenza vaccine locations near you](#)



### CDC Digital Media Toolkit

The **Digital Media Toolkit** includes additional influenza resources and tools.

#### [CDC Flu Resource Center](#)



### Immunize.org

**Immunize.org** is a web-based system that provides information about vaccines and the diseases they prevent.

#### [Immunize.org adult vaccine information](#)



### Alliant Health Solutions

The **Alliant Health Solutions** immunization resource page has a compendium of no-cost, downloadable immunization resources.

#### [Alliant Health Solutions Immunization Resources](#)



### CMS Clear Communication Index

This health literacy resource provides guidance for making written material clear and effective.

#### [Outreach and Education Written Materials Toolkit](#)



### Autism Society of America Guide to Accessible Vaccine Clinics

This guide provides tips and links for clinics serving neurodiverse patients or any patients who have anxiety about vaccination visits.

#### [Guide to Accessible Vaccine Clinics](#)

