

Talking About Vaccines

Tips for Faith Leaders

Faith communities often serve as an important hub for connecting people to resources in the community, particularly for people who feel like they have nowhere else to go. Faith leaders have a vital role to play in helping direct people to public health services, including routine wellness vaccines. There is an opportunity for faith leaders to be active in health events, but also in welcoming health care workers into faith spaces.



Tips for communicating about vaccines:

- **Be Proactive:** Don't wait for someone to bring up the topic, but instead look for ways to bring it up either in one-on-one conversations or as part of planned programming. Be ready with up-to-date information and schedules.
- **Connect to Shared Values:** Make the connection between the importance of routine vaccines with your faith's values of compassion and care for the community. Frame vaccines as a way to promote health in the community, particularly as a way of protecting those who are more vulnerable.
- **Frame Vaccines As One Part of a Healthy Life:** Vaccines might not be top of mind for people in your community, so acknowledge that they are just one part of looking out for physical health.
- **Lead by Action:** Demonstrate how seriously you take this issue by getting vaccinated and sharing your experience with people in the community.
- **Welcome Health Care Workers:** Oftentimes one of the reasons people don't get vaccinated is because they either don't have access and/or can't get time off from their job or struggle with childcare or transportation. Help solve this problem by bringing medical professionals and pop-up clinics directly to your house of worship.

Learn more:

- [Adult Immunization Guide](#)
- [NDHHS-Immunizations](#)
- [Public Health Communications Collaborative: Messaging: Recommendations to Encourage Routine Childhood Vaccinations](#)
- [The American Academy of Pediatrics: Talking with Vaccine Hesitant Parents](#)
- [Vaccinate Your Family \(VYF\)-Vaccination Resources](#)