



# Talking About vaccines

## Tips for Educators

Schools should be spaces where kids can be healthy, safe, and well. Teachers, principals, and school administrators are trusted caregivers for the families in their communities, and parents often look to educators to help them understand the latest information. This is particularly true when it comes to routine childhood wellness vaccines.



### Tips for communicating about vaccines:

- **Stay Informed:** Keep up-to-date with vaccine information and schedules to address questions. Share reliable sources for parents to access the latest vaccine information.
- **Avoid Judgment:** Start vaccine conversations from a place of empathy and curiosity. Create space for questions and offer resources to help parents make informed choices.
- **Talk about Personal and Community Benefits:** Highlight the personal benefits of vaccination like reducing severe illness along with the school-wide protective benefits, particularly for kids in the community who may be more at risk.
- **Demonstrate Through Action:** Share personal stories about how you and your family have gotten vaccinated to show that you stand behind your recommendations. If possible, share stories of other families who have gotten vaccinated as evidence of broad-based community support.
- **Direct to Action:** Be ready to direct parents and families to clinics or vaccine pop-ups if they are ready to vaccinate.

### Learn more:

- [Foundation for a Healthy North Dakota's Webinar: Children's Wellness Vaccine Best Practices](#)
- [Children's Hospital of Philadelphia's Vaccine Education Center](#)
- [Children's Guide Boost Oregon](#)
- [HPV Toolkit](#)
- [Public Health Communications Collaborative: Messaging: Recommendations to Encourage Routine Childhood Vaccinations](#)
- [The American Academy of Pediatrics: Talking with Vaccine Hesitant Parents](#)
- [Teen Immunization Boost Oregon](#)
- [Vaccinate Your Family \(VYF\)-Vaccination Resources](#)