Strengthening the Culture of Immunization
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Summary of Topic:
This session is intended to provide practical suggestions to improve vaccine discussions with the public. The ultimate goal is to create a “Culture of Immunization,” improving both vaccination rates and pride in immunization.

Description of Session:
In order to ensure more people are comfortable vaccinating themselves and their loved ones, we need to create stronger sense of pride in immunization. In many ways, vaccines are already “normed”: the vast majority of people do in fact vaccinate. What we need instead is a movement that is proud of the fact that they vaccinated their families.

This development of a “Culture of Immunization” requires a combination of direct communication to people and local community discussions. This session will explore three channels through which we can develop positive communications: Social media; parent networks; and unique community partnerships.