



**IT STARTS  
WITH  
MOM**

# How to use the Vaccines Toolkit

## March of Dimes approach to solving the Vaccine Gap

There is an alarming gap in vaccination coverage in the United States. In particular, health insurance, race and ethnicity, and poverty status are all key factors that can impact the vaccination rates in certain groups.

March of Dimes supports policies in both federal and state government that promote access to healthcare, increased uptake in vaccines, and widespread vaccine programs without cost sharing. We provide families with educational resources to make informed decisions about their health and well-being – from routine vaccination schedules to the importance and value of vaccines. In addition, we're dedicated to equipping YOU - professionals, community leaders, advocates, and other stakeholders - with the necessary research-informed and evidence-based tools that position them to be trusted messengers in their communities. We believe that the conversation on vaccines is most effective when it is hyperlocal – when people talk to their neighbors, friends, doctors, and community leaders who they trust, they are more likely to seek out the vaccinations their families need.

## How can you help reach your community?

1. Start by familiarizing yourself with this toolkit. In this toolkit, you'll find resources to help you:
    - Build your knowledge and equip you for how to talk about vaccines
    - Find resources for yourself and others to help navigate FAQs and vaccine myths
    - Provide you with templates, language, and materials to integrate into your local activities
    - Engage in broader conversations in your community, with an OpEd and other guidance
  2. Make a plan for how you will talk about vaccines in your community. With all these great tools, we encourage you to take time to plan local activities to use your voice. Here are ways to get started:
    - Host local conversations: Design and activate local conversations in an environment where people are comfortable, with trusted messengers
    - Host a training for membership/constituents: Host a virtual or in-person event to educate your membership about the campaign and tools available for local activation.
    - Social amplification: Help us spread the word! Use your organization and personal social and communications channels to raise awareness about vaccines.
    - Engage in grassroots advocacy: making sure that your voice is heard by educating decision makers and often elected officials about how the issue or policy affects you and your community. Grassroots means involving others from your community to also join in the campaign so their voice can be heard too.
  3. Stay involved!
    - We'll continue offering resources and stakeholder opportunities throughout the year, so subscribe to our e-newsletter.
    - Join our Advocacy Network
    - Tell us what you're working on, so we can capture great stories and amplify the great work you are doing locally.
    - Stay up-to-date on relevant vaccine and vaccine safety information for moms and babies.
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