



# 2024-2025 Seasonal Respiratory Project: Building Vaccine Confidence

## Summary of Challenge

Alarming low vaccine rates during the 2023-24 season resulted in a spike in hospitalizations for flu, COVID-19 and respiratory syncytial virus (RSV). As of January 2024, 5.7% of all deaths among adults 65 years and older were due to these illnesses. Family physicians are key to overcoming vaccine hesitancy, especially among high-risk groups. Equipping them with targeted educational resources can improve vaccine acceptance and significantly reduce severe illnesses.

## Addressing Needs

Hesitancy toward routine vaccinations is one of the key contributors to lower vaccination rates, especially among some races, ethnicities, and geographic settings. A strong recommendation from a family physician or their care teams could be the deciding factor in a patient's willingness to get vaccinated. Providing family physicians and their care teams with educational tools and resources to address hesitancy while building confidence is imperative to reducing severe cases of flu, RSV, and COVID-19.

# Partnership Opportunities

## Overview

The 2024-2025 Seasonal Respiratory Project: Rebuilding Vaccine Confidence, will apply lessons from the last respiratory season to prepare clinicians for the upcoming year.

## Goals

To increase awareness, address hesitancy, and build confidence, the project will:

- **Empower clinicians** with tools that support discussions and shared decision-making with patients.
- **Engage patients** by informing them with questions and facilitating conversations with clinicians.
- **Reach diverse communities** with culturally appropriate materials that help patients, especially older adults and those in marginalized populations, tackle hesitancy concerns and rebuild confidence.
- **Bridge the gap** by creating resources to connect family medicine practices with public health and community-based organizations, and aid in increasing awareness and building vaccine confidence.
- **Spread the word** using tactics including digital campaigns, chapter toolkits and other efforts.

## Opportunity 1: Vaccine Confidence Campaign

The AAFP will create resources to build confidence and address the many barriers to better flu, COVID-19, and RSV vaccination rates.

### Patient Resources

- Patient-facing vaccine confidence campaign

**Estimated Cost: \$167,000**

## Opportunity 2: 2024-2025 Influenza

Point-of-care resources from the AAFP will help combat low flu vaccination rates and empower family physicians and patients.

### Clinician Resources

- Factsheets on topics such as motivational interviewing (MI) techniques and how-to guides.
- CME monograph.
- Educational supplement in FPM, the AAFP's family practice management journal.

### Patient Resources

- Patient education, through tactics such as video, Doctor's Notes article on familydoctor.org, and infographic.
- Patient influenza education resource hub.

**Estimated Cost: \$181,500**

## Opportunity 3: 2024-2025 COVID-19

The AAFP will develop resources that will increase knowledge, address hesitancy, and rebuild confidence about updated COVID-19 vaccines.

### Clinician Resources

- Culturally appropriate resources on topics including MI techniques, community-based efforts and public health.
- Educational podcast.

### Patient Resources

- Assets including short video, brochures, and patient-doctor dialogue guide.

**Estimated Cost: \$120,000**

## Opportunity 4: 2024-2025 RSV

The AAFP will develop point-of-care tools and resources focused on preventing RSV disease in pregnant people, infants, and older adults.

### Clinician Resources

- Guidance on topics such as building confidence, MI techniques, and addressing barriers, myths, and hesitancy.
- CME activities, including two monographs on education awareness, as well as on topics such as current recommendations and preventing vaccination administration errors.
- Educational supplement in FPM.

### Patient Resources

- Patient education on shared decision-making as well as assets including video and Doctor's Notes article on familydoctor.org.
- Patient education resource hub focused on RSV.

**Estimated Cost: \$ 340,000**