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We want to make the conversation about vaccines easier.



More than a health care professional, you are someone they can trust.

At Merck, it is our mission to discover, develop, and provide innovative products and services, including vaccines that can help protect against certain vaccine-preventable diseases.



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Join us in helping to reduce vaccine hesitancy and improve vaccine equity.

Listen to parents' concerns and acknowledge them in a non-confrontational manner. Allowing parents to express their concerns may increase their willingness to listen to your views.¹

Vaccination rates are generally lower in Black and Hispanic communities.^{2,3}



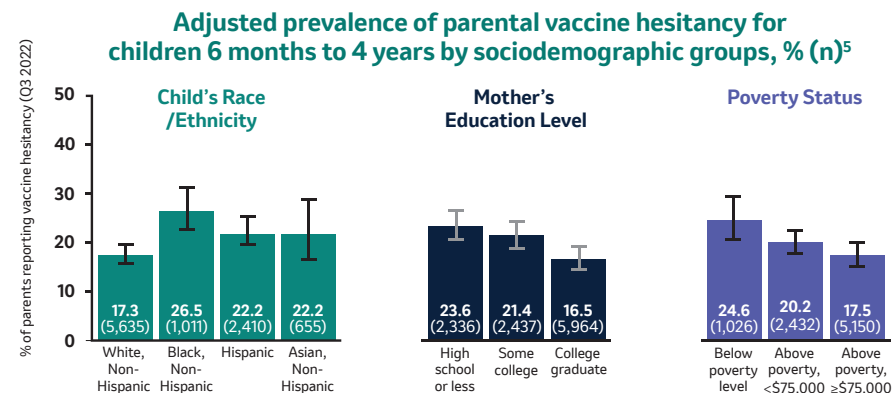
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As a health care provider, you are a trusted source of information when it comes to vaccines—including parents who are hesitant.⁴

According to the 2019–2022 National Immunization Survey (NIS)-Child, ~1 in 5 parents with children aged 6 months to 4 years (N=10,737) reported hesitancy toward childhood vaccinations in the 3rd quarter of 2022. Parental vaccine hesitancy differed by race/ethnicity, the education level of the mother, and poverty status.^{5,a}



^aData from 2019–2022 NIS were analyzed to assess overall parental hesitancy toward vaccination of their children aged 6 months–17 years and stratified by sociodemographic subgroups. Parents were asked "Overall, how hesitant about childhood shots would you consider yourself to be? Would you say not at all hesitant, not that hesitant, somewhat hesitant, or very hesitant?". A vaccine-hesitant parent was defined as one reporting "very hesitant" or "somewhat hesitant".⁵

Adapted from Vashist K, Yankey D, Elam-Evans LD, et al. *Vaccine*. 2024;42(20):125989. doi:10.1016/j.vaccine.2024.05.037

Improving vaccine equity starts with you



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Certain populations may be more likely to be unvaccinated or under-vaccinated due to religious teachings, systemic racism, and other circumstances.⁶ You can help support the decision-making process in these populations by encouraging and showing appreciation for positive public health behaviors and decisions, in addition to vaccination.⁷

A few tips to increase vaccination rates in African Americans^{6,7}:

- 1 Help change social norms by talking about the importance of vaccines.
- 2 Acknowledge historical and lived experiences while accepting that mistrust may be present and valid.
- 3 Consider working with service providers like barbershops, faith communities, and local civic associations.
- 4 Direct community members to convenient vaccination sites, especially those with access to public transportation and those that are low- or no-cost.