

Resources from *Ask Us Anything: Communicating About Immunization in 2026*

The following resources were shared by panelists and attendees of the Public Health Communications Collaborative's January 2026 webinar, focused on best practices for communicating about immunization in 2026. PHCC has also added some of its own relevant resources to this list.

Understanding Immunization

- [Unbiased Science](#)
 - [@unbiasedscipod on Instagram](#)
- [Infodemiology.com](#)
- [Vaccine Education Center | The Children's Hospital of Philadelphia](#)
- [The Real Economics of Pediatric Vaccination | The Center for Unbiased Science and Health](#)
- [Do pediatricians make large profits from vaccines? | STAT](#)

Messaging Guidance

- [Keeping Vaccination Conversations on Track | FrameWorks Institute](#)
- [Boosting Public Discourse: Reframing Childhood Immunization | FrameWorks Institute](#)
- [Building Family Confidence in the COVID-19 Vaccine | FrameWorks Institute](#)
- [Communicating the Difference Between Vaccines and Immunizations | PHCC](#)
- [Communicating About Shared Clinical Decision-Making | PHCC](#)
- [Using Bridging Statements to Communicate about Vaccines | PHCC](#)
- [Communicating About mRNA Vaccines | PHCC](#)
- [Vaccines Do Not Cause Autism | PHCC](#)

Trainings

- [Building Clinician Confidence in Pediatric Flu Vaccination | Unbiased Science \(For healthcare professionals\)](#)
- [Building Clinician Confidence in COVID-19 Vaccination | Unbiased Science \(For healthcare professionals\)](#)

Toolkits and Resources to Share With Your Community

- [Vaccine Confidence Campaign | American Academy of Pediatrics](#)
- [How Do Vaccines Work? | American Academy of Pediatrics](#)
- [The Federal Vaccine Recommendations Changed. What Does It Mean For My Child? | PHCC](#)
- [Understanding the Hep B Birth Dose: Shareable Graphics | PHCC](#)
- [What to Know About Changes to the Pediatric Immunization Schedule | PHCC](#)
- [Evaluating Credibility in Social Media Posts | PHCC](#)
- [Talking with Parents and Caregivers About Vaccines | NC Department of Health and Human Services \(North Carolina-specific but can be used as inspiration by those in other states\)](#)