



State of New Jersey
DEPARTMENT OF HEALTH
COMMUNICABLE DISEASE SERVICE

PHILIP D. MURPHY
Governor

TAHESHA L. WAY
Lt. Governor

PO BOX 369
TRENTON, N.J. 08625-0369

www.nj.gov/health

KAITLAN BASTON, MD, MSc, DFASAM
Acting Commissioner

Dear Health Care Provider,

Immunization is one of the most successful and cost-effective public health interventions, yet vaccination rates have declined recently. As their patients' most trusted messengers, health care providers can increase vaccination rates by delivering reliable and evidence-based information that incorporates each patient's unique circumstances, such as barriers to vaccination, diverse cultural preferences, and health literacy.

Building patient-centered relationships based on trust, respect, and collaboration is essential for increasing vaccination rates. Promoting a culture of immunization in the workplace is necessary for all employees--not just the medical staff. Consistent messaging across the practice can increase patient confidence and enhance the patient-provider relationship.

The New Jersey Department of Health created the Health Care Provider Vaccine Confidence Toolkit available at nj.gov/health/cd/vpdp.shtml to aid practitioners in implementing tailored practices that can help maintain or boost vaccination coverage. The toolkit covers a range of topics, including:

- Strategies for Increasing Vaccinations in Provider Practices
- Tips for Health Care Providers: Talking with Parents about Vaccines
- Health Literacy: Enhancing Patient Communication
- Strategies for Practicing Cultural Competency and Humility
- How To Counter Vaccine Misinformation with Patients

I encourage you to use this resource in your practice. By utilizing every opportunity to enhance patient-provider communication, health care practitioners can increase vaccination confidence and uptake, which ultimately can protect communities against vaccine-preventable diseases.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Montana MD".

Barbara Montana, MD, MPH, FACP Medical Director
Communicable Disease Service