



Navigating Vaccine Hesitancy Evidence-Based Strategies For Pediatric Healthcare Professionals

Wednesday, December 10, 2025 | Noon – 1:15 PM

LIVE WEBINAR

Vaccine hesitancy among parents and caregivers remains a significant barrier to achieving optimal immunization rates in pediatrics. This discussion will explore the root causes of vaccine hesitancy, including cultural, social, and psychological factors, and review current evidence-based strategies to address concerns in a family-centered, culturally sensitive manner. Emphasis will be on effective communication techniques, the role of trust-building, and the use of motivational interviewing to support informed decision-making. Participants will engage in case-based discussion to apply practical strategies in real-world clinical scenarios.

Objectives

- Analyze common factors contributing to vaccine hesitancy in the pediatric population, including misinformation, cultural beliefs, and social determinants of health.
- Apply effective communication techniques, including motivational interviewing, to support shared decision-making with vaccine-hesitant families.
- Evaluate evidence-based strategies for addressing parental concerns about vaccines in pediatric practice.
- Integrate culturally responsive, family-centered approaches into clinical encounters to build trust and promote vaccine acceptance.
- Reflect on personal communication styles and identify opportunities to strengthen provider-family partnerships when addressing vaccine hesitancy.

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Fee: \$5.00 Registration online @ piedmontahec.org

Credit

- 1.25 Contact Hours
- 1.25 Nursing Contact Hours

Faculty

Amanda Brinson, DNP, RN, CPNP

is a certified pediatric nurse practitioner and Program Director of the Pediatric Nurse Practitioner program at the University of North Carolina at Chapel Hill. She earned her BSN from UNC-Chapel Hill and her MSN and DNP from Duke University. With more than 29 years of nursing experience and 20 years as a pediatric nurse practitioner, her clinical background encompasses outpatient pediatrics (including public/community health and general pediatrics) as well as inpatient care in the NICU and newborn nursery.



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