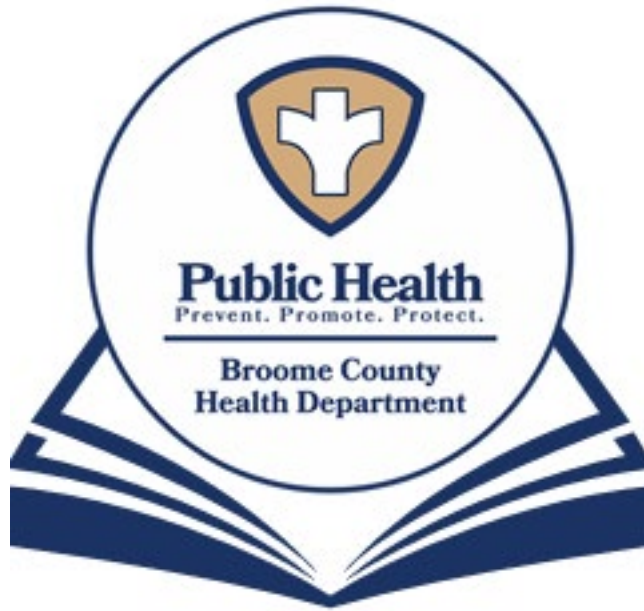


Boosting Childhood Vaccine Confidence: Journey through the Information Ecosystem

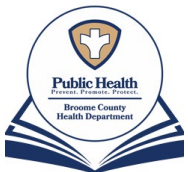


Heather J. Ryan, MLIS, MPH
Broome County Health Department
October 2026



The problem:

- Decrease in on time childhood vaccination
 - What happens when “COVID babies” go to kindergarten?
-

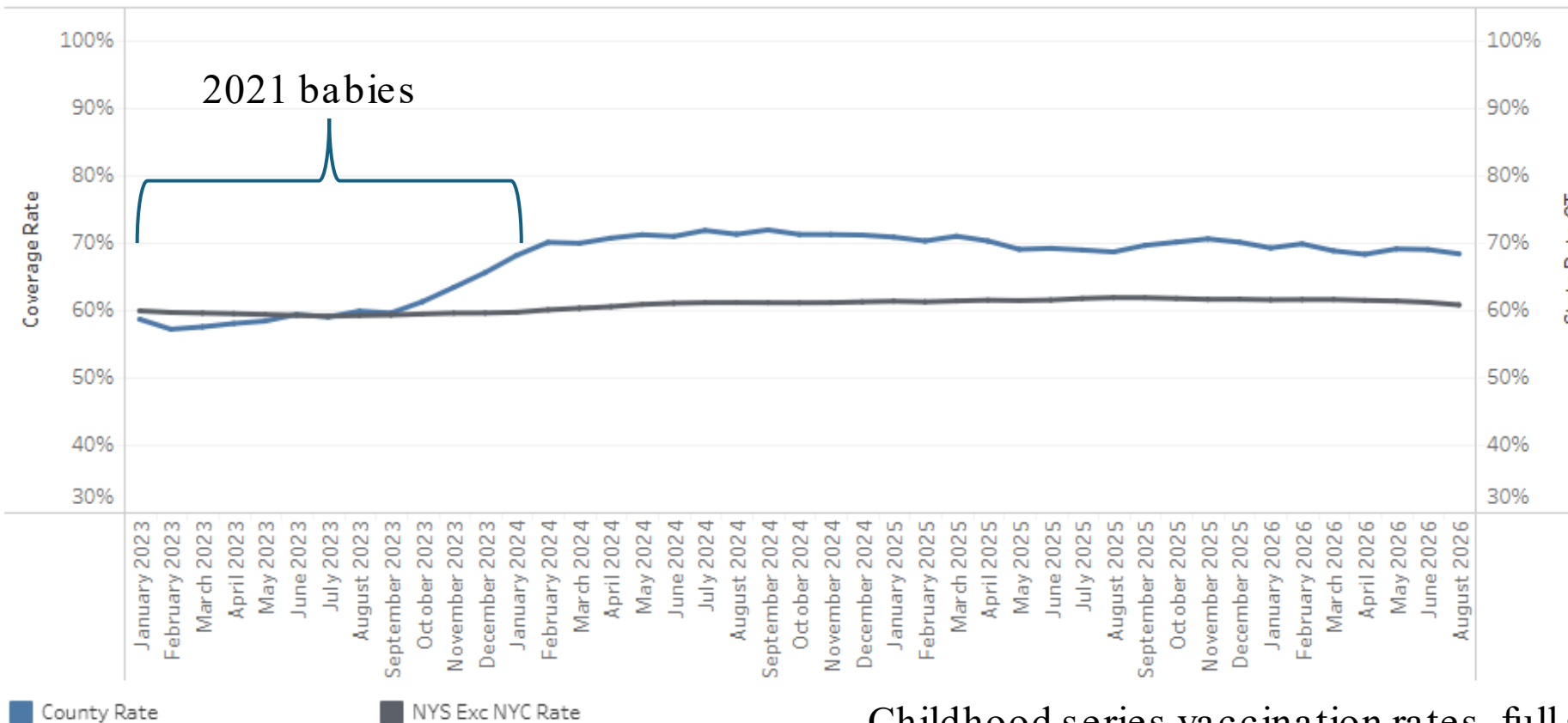


The problem:

- Decrease in on time childhood vaccination
- What happens when “COVID babies” go to kindergarten?

By Month for Broome County & NYS excluding NYC

Chart is filtered by County, selected by clicking on the county in the chart above



Childhood series vaccination rates, full series, 2 years old

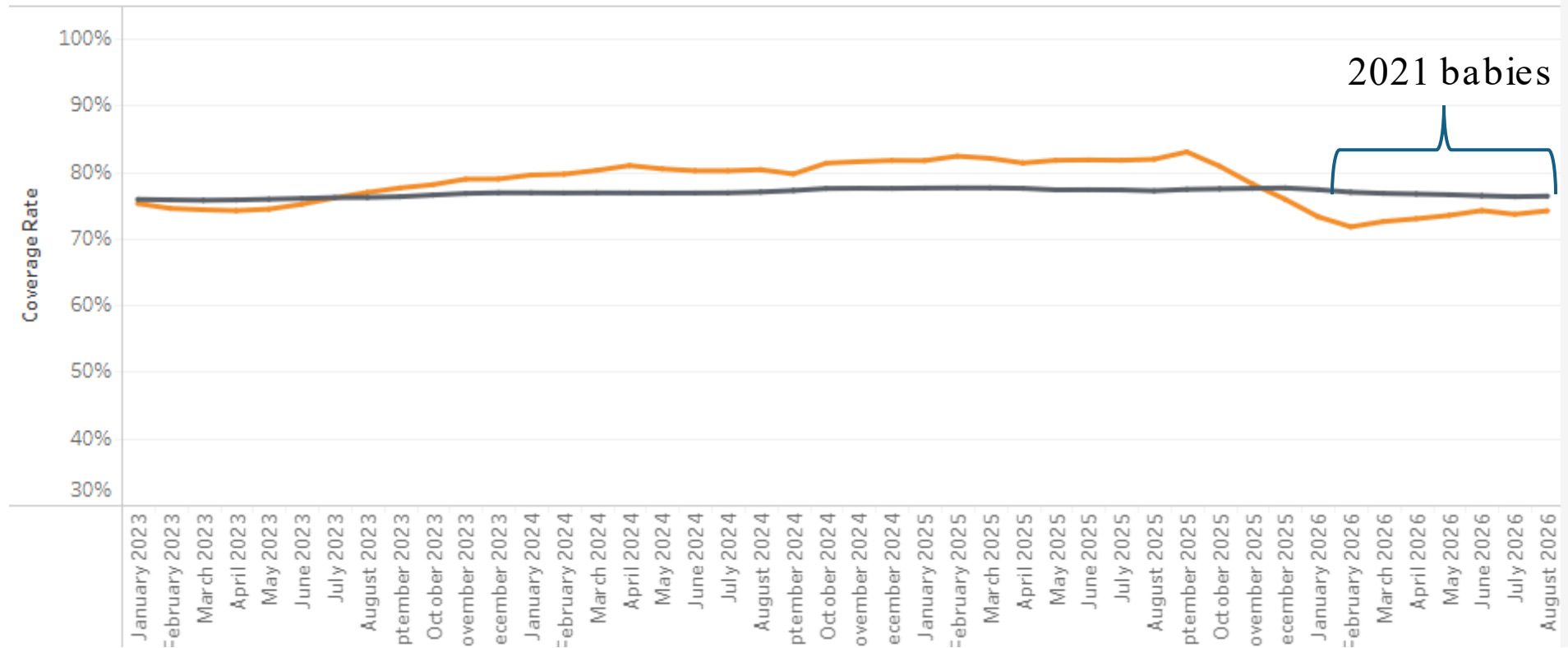


The problem:

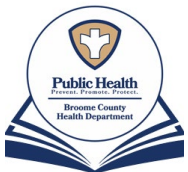
- Decrease in on time childhood vaccination
- What happens when “COVID babies” go to kindergarten?

By Month for Broome County & NYS excluding NYC

County can be selected by clicking on the county in the chart above

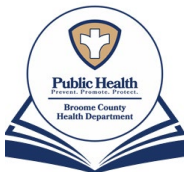


Childhood series vaccination rates, full series, 5 years old



The problem:

- Decrease in on time childhood vaccination
 - What happens when “COVID babies” go to kindergarten?
-
- Additional study by local health system shows immunization rates for “COVID babies” have remained lower than subsequent birth cohorts, especially when it comes to MMR vaccines
 - Now have to catch up for school entry during a sea of conspiracies
 - Percentages of 5 year olds with up to date immunizations fell between September 2025 and April 2026, coinciding with a flurry of confusing and contradicting federal announcements

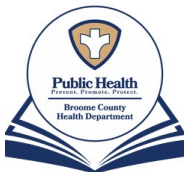


The problem:

- Decrease in on time childhood vaccination
 - What happens when “COVID babies” go to kindergarten?
-

The plan:

- Embed immunization education into the existing early childhood and early elementary information ecosystem
 - Give an alternative story
 - Vaccines are something we all do, together!
 - We can even have fun!
 - Reinforce vaccine messaging throughout summer and fall to reduce catch-up vaccine burden
-



Information ecosystem

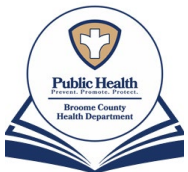
- Derived from ecological science, model that considers the interplay and movement of information through structures, agents, environment
- Recognizes people as simultaneous creators, diffusers, receivers, and users of information
- Acknowledges the fragmented reality of information

Components of early childhood information ecosystem

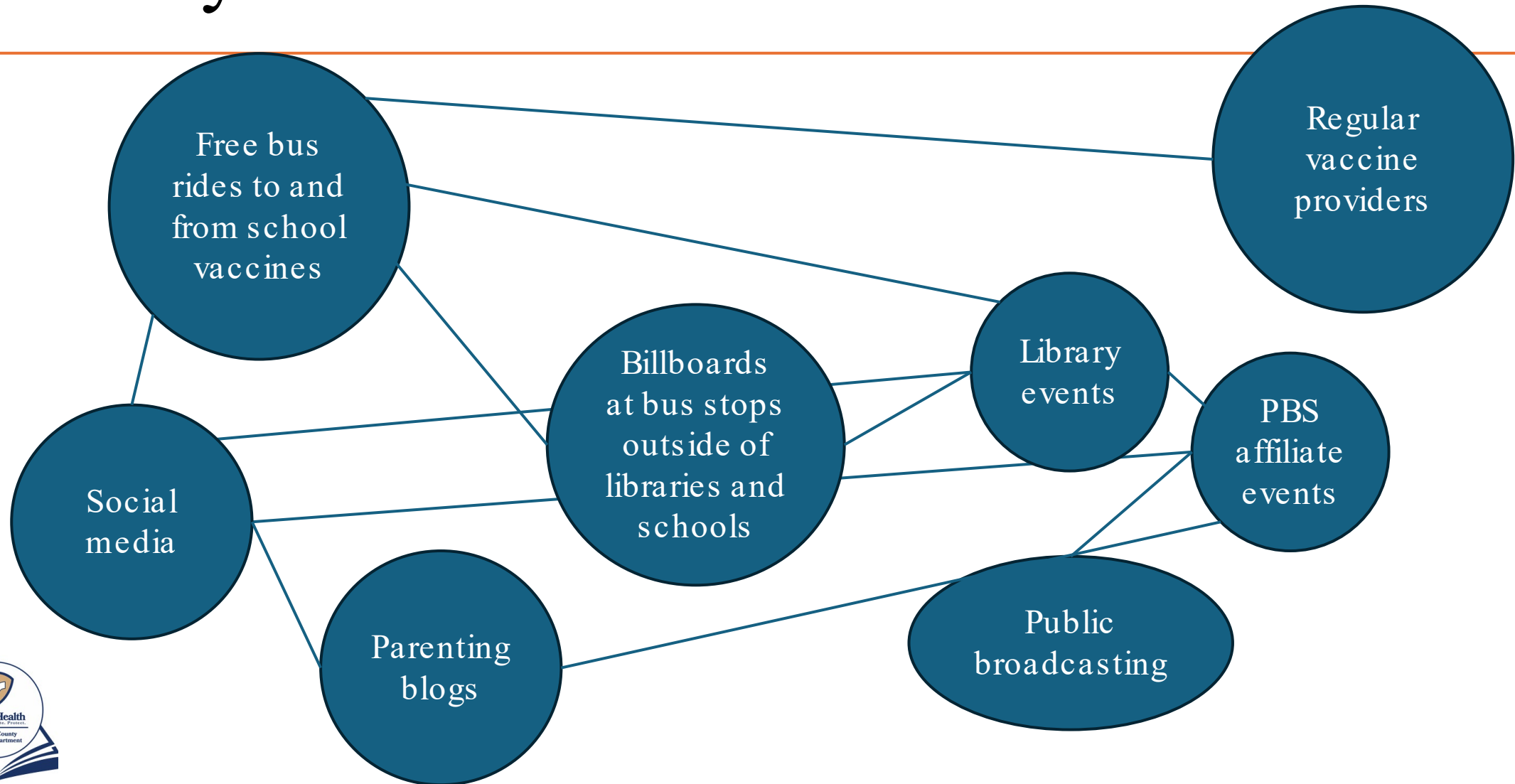
- People
 - Family
 - Friends
 - Strangers
- Mass media
 - Television
 - Social media
 - Print media
 - Billboards
- Institutions
 - Schools
 - Libraries
 - Houses of worship
 - Brand identity
- Social norms
- Law
- Physical infrastructure

Components of BCHD immunization information plan- summer 2026

- Free bus rides on BC Transit buses for immunizations
- Immunization billboards at bus stops by libraries and schools
- Displays at libraries with immunization information
- Educational immunization programming at libraries
- Mass media promoting programs
 - Social media
 - Public media
- Additional program with public media
- Additional social media on immunization concepts
 - Responsive to emerging concerns (ie vaccine components, August 2026 MMR executive order)



Broome County childhood vaccine ecosystem- summer 2026



New partner alert!

4 County Library System

- Public library systems offer cooperative services at regional level, reduce cost to individual libraries
- Especially important for small, rural libraries



Public programs

- Broome County Health Department created “catalogue” of available immunization programming
- Four County Library System distributed catalogue to libraries via email in July and August, delivered posters to all constituent libraries in Broome
 - Scavenger hunt
 - Teddy bear clinic story time
 - Book recommendation list
 - Homeschooling programming requested for fall
 - Trivia night
 - Documentary screenings and panel discussion
- Two WSKG collaborative events- Kindergarten Readiness at library and Daniel Tiger Story Time/Teddy Bear Clinic



community knowledge about immunity and vaccine-preventable diseases. These programs are available to public libraries in Broome County free of charge! If you would like to schedule a program or have questions, contact Heather Ryan at 607-778-2833 or heather.ryan@broomecountyny.gov

PUBLIC PROGRAMS

VACCINES HISTORY DOCUMENTARY SCREENING AND PANEL DISCUSSION

Hilleman: A Perilous Quest to Save the World's Children, from director Donald Rayne Mitchell, tells the story of Dr. Maurice Hilleman, a man who dedicated his life to one cause—eliminating childhood diseases. Featuring archival footage and exclusive interviews with family and colleagues, this documentary examines the man who was the driving force behind vaccines to prevent measles, mumps, rubella, hepatitis, chickenpox, meningitis and more. Join us to learn about the man who saved more lives than any other scientist in history and ask our panel of local experts your questions about vaccines!

View the trailer here: <https://hillemanfilm.com/film>
Film length: 1 hour 7 minutes
Suggested event length: 2 hours
Suggested age: All ages

DANIEL TIGER GETS A SHOT

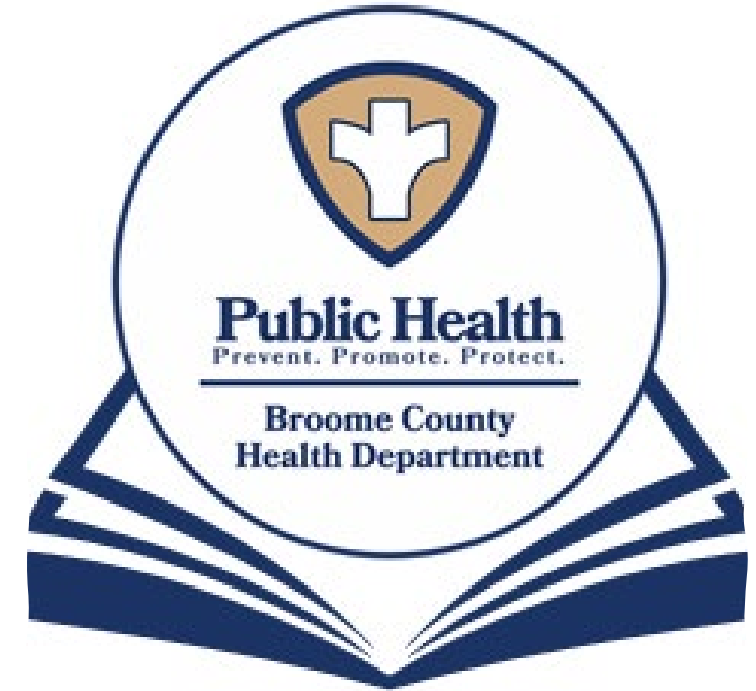
Daniel Tiger needs to get a vaccine and he is a little scared. But that's okay! BCHO is partnering with WSKG to bring a Daniel Tiger-themed event to your library all about going to the doctor, managing anxiety, and how to be brave even when we're scared. We will screen clips from Daniel Tiger's Neighborhood and hold a "teddy bear clinic" so your little ones can practice going to the doctor. Our vaccine experts will be on hand to answer questions from parents and caregivers about all things immunizations! Attendees will also be entered into a raffle for a Daniel Tiger basket courtesy of WSKG!

Suggested event length: 1 hour
Suggested age: 0-6 years old

TEDDY BEAR CLINIC AND STORY TIME

Host a Teddy Bear Clinic with Broome County Health Department during your regularly scheduled story time! Broome County Health Department will visit your library and give kids the opportunity to practice going to the doctor. The goal of this program is to reduce vaccine anxiety in both children and caretakers through dramatic play. Children take the place of a doctor or nurse administering a vaccine to stuffed animals and dolls as part of a routine well child checkup. The children use real clinical tools like pediatric syringes (no needles!), reflex hammers, stethoscopes, and bandages.

Suggested event length: 1 hour
Suggested age: 0-6 years old

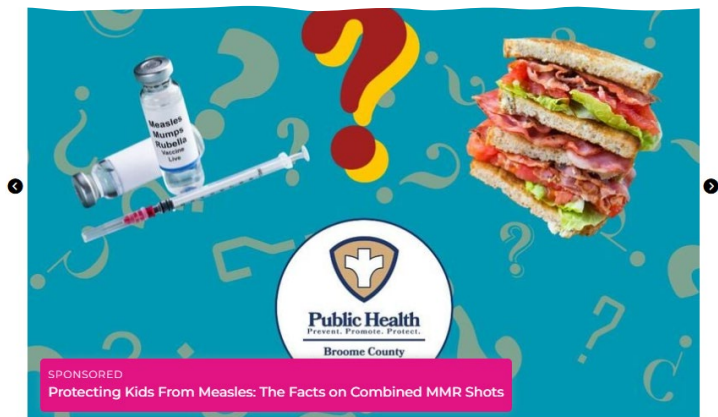
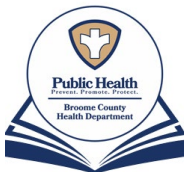


Broome County Health Department & WSKG's Teddy Bear Clinic



Mass media

- Broome County Transit agreed to us covering cost of rides to/from vaccines
- Ads at four bus shelters near libraries and schools promoting back to school vaccinations
- Reminders about back-to-school immunizations running on WSKG Kids
 - Very tricky messaging to do with public media!
- Promotional package with Macaroni KID Binghamton to promote immunizations
 - 3 promoted facebook posts
 - 3 newsletter headlines
 - 3 featured articles
 - Featured business listing for BCHD immunization clinic
 - Sidebar advertisement with bus motif



Sponsored by: Broome County Health Department
BCHD 🧸 Teddy Bear Clinic with Daniel Tiger



📌 Promoted by: Broome County Health Department

📍 WSKG Studios

🕒 August 26, 2026 12:00 pm - 1:30 pm EDT

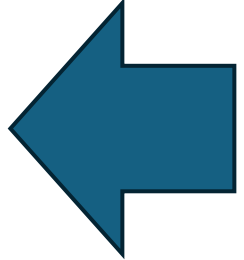
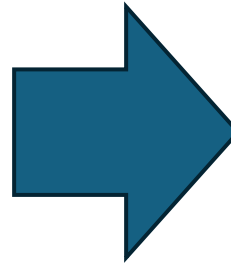
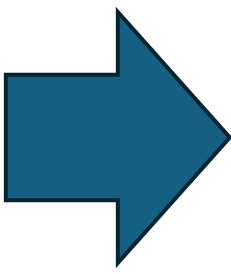
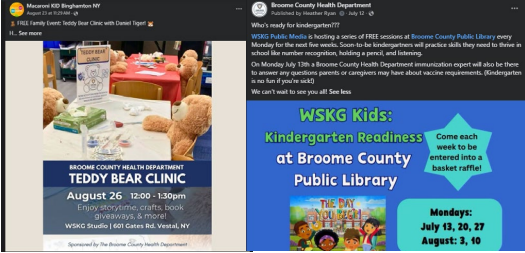
🌐 [View Website](#)

Details

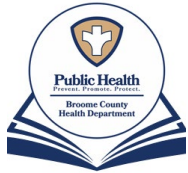
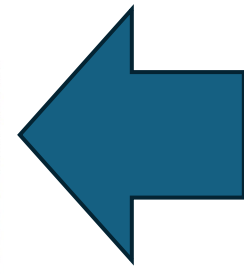
Broome County Health Department and WSKG Kids are celebrating National Immunization Awareness Month with our friend Daniel Tiger!

Join us at WSKG Studios for a "teddy bear clinic."

We'll read a story, watch an episode of Daniel Tiger, make a fun craft, and bring our stuffed animal friends to the doctor. Bring your stuffy so you can make sure they are up to date on all their immunizations!



Broome County Transit offers free rides to kids' vaccine appointments



The problem:

- Decrease in on time childhood vaccination
 - What happens when “COVID babies” go to kindergarten?
-

The plan:

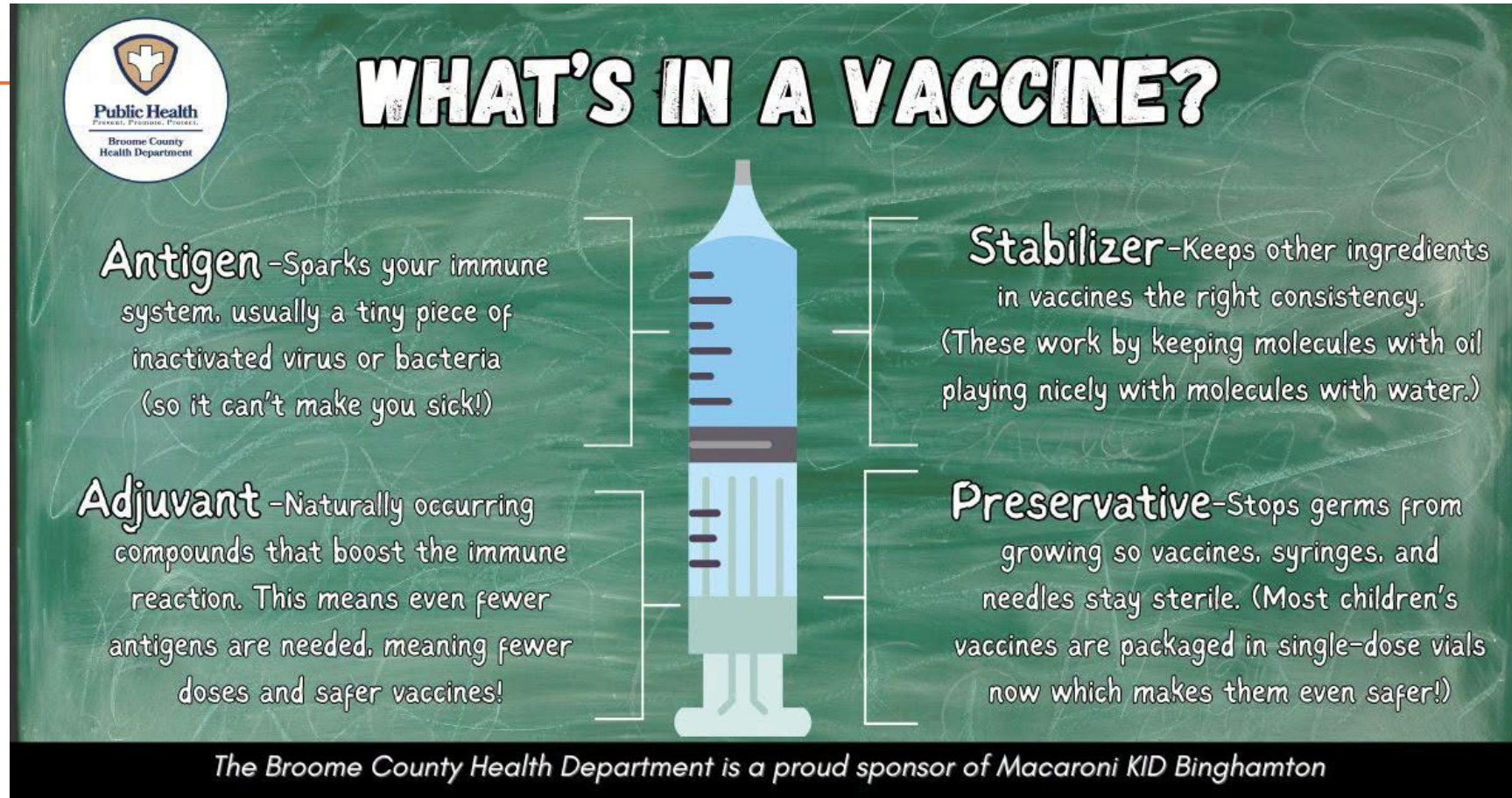
- Embed immunization education into the existing early childhood and early elementary information ecosystem
 - Give an alternative story
 - Vaccines are something we all do, together!
 - We can even have fun!
-

The outcome:

- Mixed results
- Media contracts fulfilled, good engagement metrics
- Low engagement from libraries, only programming we delivered came from in-person discussion with children’s librarian—even from libraries we have worked with before
- Timing is difficult with summer reading



- Social media post with best reach and engagement!
- Directly addresses common misinformation
- Didactic but empowering



Raise your hand if your curious kid has stumped you with a “how?” or “why?” question!

[Sponsored] This post is brought to you in partnership with the [Broome County Health Department](#).

Moments like these are a great opportunity to show our kids how to find accurate answers and talk about trusted sources.

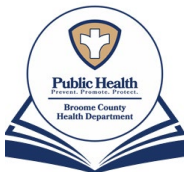
Try working together to list people or places you can count on - like your doctor, library, or local expert.

With social media and artificial intelligence, it's more important than ever to teach kids how to evaluate information, especially when it comes to your health.

You don't have to know every answer offhand, but you can always discover them together!

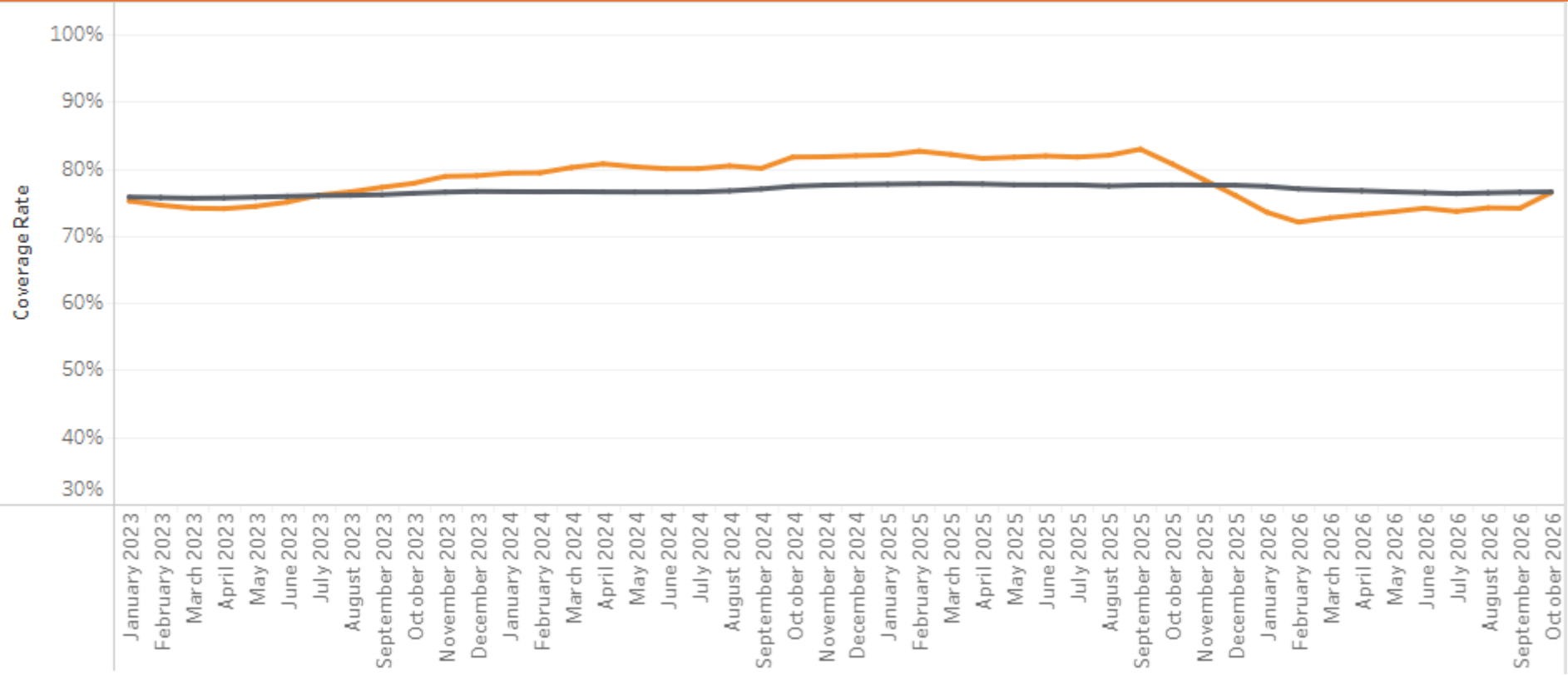
Want to practice evaluating health sources (like the information in this graphic) with your family? We've placed the link to the MedlinePlus guide in the comments below!

What's the wildest or hardest question your child has asked you lately? Drop it in the comments!



By Month for Broome County & NYS excluding NYC

County can be selected by clicking on the county in the chart above

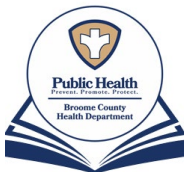


Childhood series vaccination rates, full series, 5 years old

5 year old vaccination rates - Broome County

Vaccine	July 1, 2026	August 1, 2026	September 1, 2026	October 1, 2026
Full series	74%	74%	74%	76.5%
DTaP	77%	77%	77%	79.3%
Hep B	81%	80%	81%	82.9%
Hib	78%	78%	78%	80.2%
MMR	80%	81%	81%	83.4%
PCV	77%	78%	78%	79.9%
Polio	81%	81%	81%	82.6%
Varicella	80%	80%	81%	83.2%

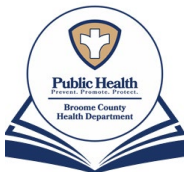
No major increase in 5 year old vaccine rates, but at least there are not major decreases!
School entry is still the major driver of immunization uptake!



Total Broome County kindergarten-days missed in 9 school days following exclusion date

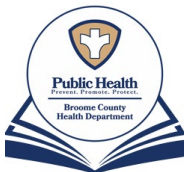
2025	2026
14	104

Almost definitely a reflection of increased communication from school nurses to BCHD and renewed commitment to immunization compliance!



Lessons learned

- Rich opportunities for messaging on existing platforms
- Person to person approach for scheduling programs
- Take the time to cultivate your partners
- Difficult to measure direct impact of vaccine messaging on school exclusions because the schools will also be hearing those messages
- Keep trying!





Why Vaccines Come Combined: The MMR Advantage

Q: How is an MMR vaccine different from a BLT sandwich?

A: You can order a bacon and lettuce sandwich and leave off the tomato. Or leave off the bacon. Or just eat lettuce! But in the United States, you cannot get a separate measles vaccine, a separate mumps vaccine, and a separate rubella vaccine. Protection against measles, mumps, and rubella have been delivered in one shot since 1971. It turns out, there are a lot of good reasons for this!

Questions?
Concerns?
Request for
resources?

Heather J. Ryan
607-778-2833
heather.ryan@broomecountyny.gov

