

## **April 2026 Resources**

### **General Resources & Toolkits**

WHO - Behavioural and Social Drivers of Vaccination: Tools and Practical Guidance for Achieving High Uptake: <https://www.who.int/publications/i/item/9789240049680>

WHO - Tailoring Immunization Programmes (TIP):  
<https://cdn.who.int/media/docs/default-source/immunization/demand/global-tip-overview-july2018.pdf>

UNICEF – Vaccine Messaging Guide  
<https://www.unicef.org/media/93661/file/Vaccinemessagingguide.pdf>

Agency for Healthcare Research and Quality (AHRQ) – Health Literacy Universal Precautions Toolkit (2nd Edition):  
<https://psnet.ahrq.gov/issue/ahrq-health-literacy-universal-precautions-toolkit-2nd-edition>

de Beaumont Foundation – Vaccine Communication Tips:  
<https://debeaumont.org/changing-the-covid-conversation/vaccineacceptance/covid-vaccine-poll-vaccine-communications-tips/>

### **Academic & Evidence-Based Sources**

Increasing Vaccination: Putting Psychological Science Into Action:  
<https://pubmed.ncbi.nlm.nih.gov/29611455/>

The Architecture of Provider–Parent Vaccine Discussions at Health Supervision Visits:  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC3838535/>

Clinician Communication to Address Vaccine Hesitancy:  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC11531800/>

Trusted Messengers and Trusted Messages: The Role for Community-Based Organizations in Promoting COVID-19 and Routine Immunizations:  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC9932688/>

Medical Mistrust, Discrimination, and COVID-19 Vaccine Behaviors Among U.S. Adults:  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC9652159/>

Beyond Tuskegee - Vaccine Distrust and Everyday Racism (The New England Journal of Medicine): <https://www.nejm.org/doi/full/10.1056/NEJMp2035827>

Factors Associated With Racial/Ethnic Group–Based Medical Mistrust and Vaccine Uptake in the U.S. (JAMA Network Open):

<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2780402>

RAND Corporation – What Contributes to COVID-19 Vaccine Hesitancy in Black Communities, and How Can It Be Addressed?:

[https://www.rand.org/content/dam/rand/pubs/research\\_reports/RRA1100/RRA1110-1/RAND\\_RRA1110-1.pdf](https://www.rand.org/content/dam/rand/pubs/research_reports/RRA1100/RRA1110-1/RAND_RRA1110-1.pdf)

‘Staggering’ Number of People Believe Unproven Claims About Vaccines, Raw Milk, and More (Nature): <https://www.nature.com/articles/d41586-026-01285-2>

American Academy of Family Physicians – Four Evidence-Based Communication Strategies to Enhance Patient Care: <https://www.aafp.org/pubs/fpml/issues/2018/0900/p13.html>

**Speaker: Imani Powell**

The Village Consulting: <https://www.thevillageconsulting.org/>

Official Essence of Ebony Short Film: <https://www.youtube.com/watch?v=RaWZaHOeVPs>

Podcast: Know Your Labs with Imani Powell: <https://youtu.be/BfzTA5mM26Y>

Breastfeeding in the Wrong Zip Code (Op-Ed):

<https://successfulblackparenting.com/2026/04/01/breastfeeding-medical-bias/>

**Speaker: Dr. Seema Yasmin**

Official Website: <https://seemayasmin.com/>

Instagram: <https://www.instagram.com/drseemayasmin/>

Books: <https://seemayasmin.com/books/>

*Viral BS: Medical Myths and Why We Fall for Them:*

<https://seemayasmin.com/viral-bs-medical-myths-and-why-we-fall-for-them-hardcover/>

*What the Fact?:*

<https://www.simonandschuster.com/books/What-the-Fact/Seema-Yasmin/9781665900041>

5 Questions with Seema Yasmin on How Information Inequity Impacts Our Health (Stanford Global Health):

<https://globalhealth.stanford.edu/covid-19/5-questions-with-seema-yasmin-on-how-information-inequity-impacts-our-health.html/>

#### **Additional Reading on Trust & Health Equity**

Using Mistrust, Distrust, and Low Trust Precisely in Medical Care and Medical Research Advances Health Equity: <https://pmc.ncbi.nlm.nih.gov/articles/PMC7902381/>

*The Overseer Class* by Steven W. Thrasher:

<https://www.harpercollins.com/products/the-overseer-class-steven-w-thrasher>