



Healthier Generation & Merck

Partnership Report

May 2021- June 2026

Presented: May 15, 2026



OVERVIEW:

Increasing Vaccine Confidence and Access

Since 2021, Healthier Generation and Merck have collaborated on a series of projects to address misinformation and increase access to on-time childhood vaccinations.

● 2021

Grant 1: Boost School Capacity = Boost Vaccination.

To help schools and families access education, support, and pathways to care, Healthier Generation created and promoted a centralized digital hub of culturally competent vaccine resources.

● 2022

Grant 2: Assess & Address Childhood Vaccine Delay

To learn more about hesitancy around childhood vaccinations recommended by the CDC, Healthier Generation partnered with FHI 360 to conduct research on parent attitudes, beliefs, and intentions around vaccines, reasons for delay, and trusted sources of information.

● 2023

● 2024

Grant 3: Convene, Research, and Communicate

To strengthen vaccine confidence and uptake, Healthier Generation convened national immunization leaders, conducted parent-focused market research, and implemented a multichannel communications campaign to equip schools and health professionals with effective, evidence-based vaccine messaging.

● 2025

● 2026

Grant 4: Strengthening Vaccine Confidence Through School Communities

To ensure continued relevancy and accessibility, Healthier Generation updated and enhanced its vaccine resource hub and leveraged national and local outreach—including social media, email campaigns, and webinars—to direct school health leaders and families to these resources.

KEY HIGHLIGHTS & RESULTS

Grant 1: Boost School Capacity = Boost Vaccination

Vaccine Resource Hub for Schools and Families

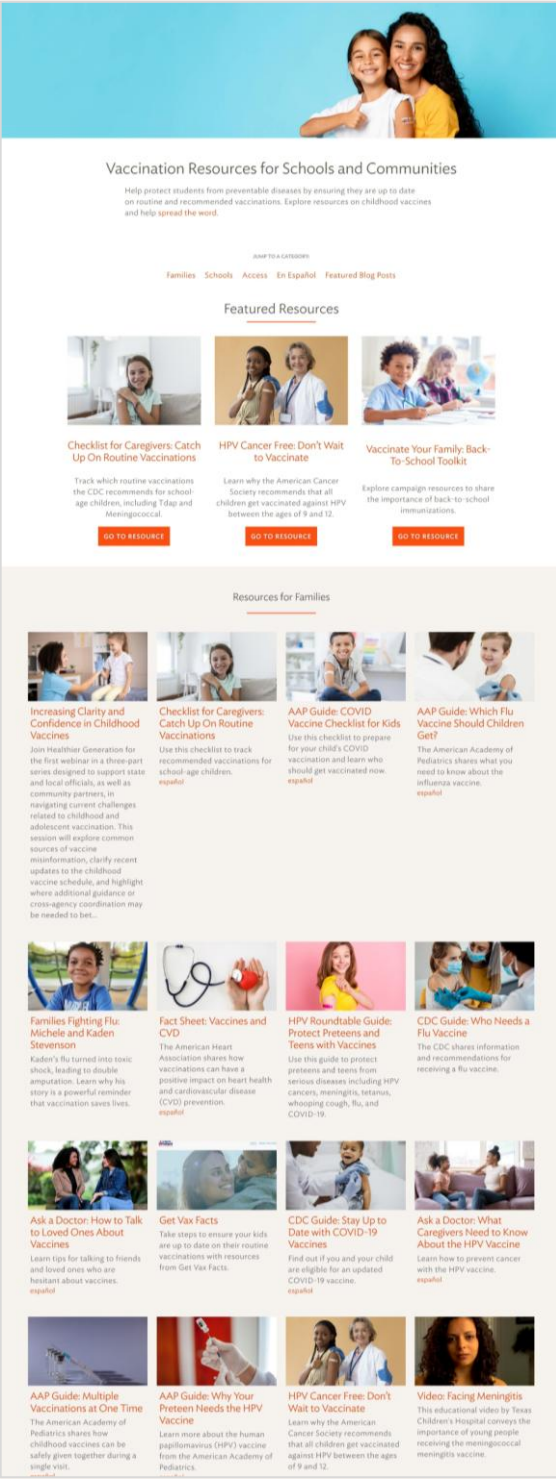
Responding to a drop in childhood vaccinations exacerbated by COVID-19-related shutdowns, in 2021 Healthier Generation built a [virtual hub](#) of vetted resources to support schools and families in getting students caught up on routine immunizations.

The initial set of resources included:

- An interactive map that provided information on state immunization requirements and programs across the U.S.
- A chart of recommended immunizations for school-age children, available in English and Spanish
- A collection of resources from the CDC designed to address vaccine hesitancy and misinformation
- Assessment tools to determine missed vaccines for children and teens
- Guidance on how to find and update vaccine records.

In its first year, the Vaccine Resource Hub reached 377,000+ students and 188,000+ families in partnership with 607 schools and program sites, of which 92% were located in under-resourced communities (Title I).

The funding also supported Healthier Generation’s involvement in local, state, and national vaccine collaboratives and set the groundwork for a successful application for multiyear federal funding to build vaccine confidence in two underserved counties in rural North Carolina.



KEY HIGHLIGHTS & RESULTS

Grant 2: Assess & Address Childhood Vaccine Delay

Market Research on Vaccine Delays

In 2022, to learn more about hesitancy around childhood vaccinations recommended by the CDC, Healthier Generation partnered with FHI 360 to conduct [market research](#) on parent attitudes, beliefs, and intentions around vaccines, reasons for delay, and trusted sources of information.



Delivering the promise of a Healthier Generation

An equitable, community-based approach to vaccine promotion

Diana Martin, Chief Marketing Officer, *Alliance for a Healthier Generation*



FHI 360 conducted a national online survey of parents and caregivers of children under 18 years old and phone interviews with 31 mothers who had delayed at least one vaccination for their child. The results pointed to opportunities for public health organizations and practitioners to promote on-time childhood vaccination.

Healthier Generation disseminated the results via a robust communications campaign, including a [press release](#), webinars, and conference presentations, including:

- A presentation at the World Vaccine Congress, entitled “Delivering the promise of a Healthier Generation: An equitable, community-based approach to vaccine promotion”
- A [webinar](#) in observance of National Immunization Awareness Month entitled, “Increasing Vaccinations: Equitable School-Based Solutions to Keep Kids Healthy and Learning,” featuring a panel conversation among Sean Dade (U.S. Department of Health and Human Services), Synovia Moss (National Council of Negro Women) and Dr. Joanna Kuttothara (UnidosUS), moderated by Erica DeWald (Vaccinate Your Family).

KEY HIGHLIGHTS & RESULTS

Grant 3: Convene, Research, and Communicate



Vaccine Leadership Convening

Healthier Generation gathered leading public health organizations to review developments related to childhood immunization and identify collaborative strategies to leverage existing resources, networks, and expertise to increase our collective impact on vaccine confidence and uptake. Attendees included leaders from School-Based Health Alliance, HealthyWomen, Learning First Alliance, NCNW, the National Association of School Nurses (NASN), Unity Consortium, Association of Immunization Managers, and Vaccinate Your Family.

As a result of strengthened connections established at this convening, Healthier Generation joined the National HPV Vaccination Roundtable, presented at the inaugural National HPV Conference, and deepened collaborations with Vaccinate Your Family, NASN, and others.

Market Research on School Messaging

Healthier Generation conducted an [online survey](#) of 700+ parents and caregivers of school-age children to test messages and messengers around vaccines required for school attendance. The survey findings underscore the key role of health professionals such as school nurses, pediatricians and family doctors in supporting vaccine uptake and confidence, and illuminate effective vaccine communication strategies for schools.

Communications Campaign

Healthier Generation disseminated the market research findings to key audiences through a multichannel communications campaign, including traditional media (a [press release](#) and an [article in Physician's Weekly](#)), social media, emails, and virtual partner presentations. Healthier Generation also hosted [Vaccines for School Attendance: How to Talk So Parents Will Listen](#), a live, virtual panel discussion in collaboration with NASN.

KEY HIGHLIGHTS & RESULTS

Grant 4: Strengthening Vaccine Confidence Through School Communities



Healthier Generation continued to leverage school communities as trusted partners to strengthen vaccine confidence and connect caregivers, educators, and communities with evidence-based childhood vaccination resources. We maintained and enhanced our [Vaccine Resource Hub](#), promoted through live events and digital communications.

Elevating Trusted School Health Voices

Healthier Generation hosted webinars to elevate [best practices](#) in school health services and the [important role school nurses play](#) in advancing student well-being and vaccine confidence. To further support educators and school staff, Healthier Generation launched the [Healthy Schools, Thriving Students microlearning](#), which includes practical strategies for strengthening school health services.

Engaging Youth and Communities

Healthier Generation engaged youth directly through community-based education efforts designed to foster informed decision-making around vaccination and health equity. In Durham, NC, 2,400 eighth-grade students participated in interactive activities and conversations focused on vaccine confidence, community well-being, and combating misinformation.

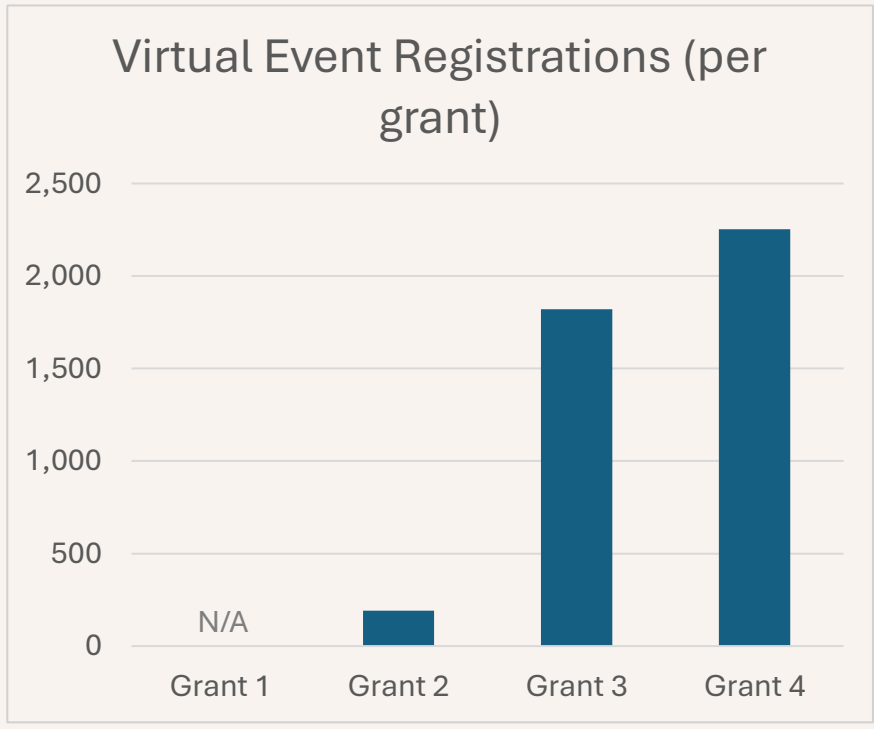
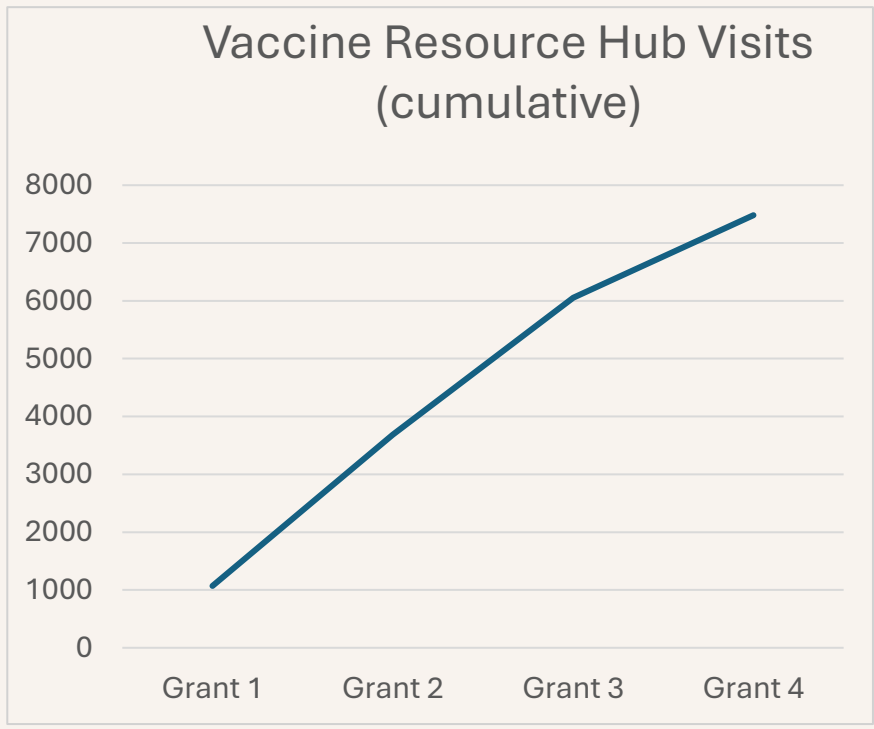
Through these combined efforts, the project continued to build community trust, improve vaccine confidence, and increase awareness of childhood vaccination resources nationwide.

KEY HIGHLIGHTS & RESULTS: Measurement & Evaluation

Building Sustained Impact

Over four grant cycles, the reach of Healthier Generation’s vaccine-related resources and events has grown steadily and meaningfully. We continue to have a steady influx of visitors to the Vaccine Resource Hub, reflecting ongoing demand for trusted, accessible vaccine information for schools. The audiences for our vaccine-focused virtual events have grown significantly as we have leveraged partnerships and established ourselves as a trusted leader in this space.

This sustained growth underscores the lasting impact of Merck’s investment – what began with seed funding at the height of the COVID-19 pandemic has expanded into a sustained nationwide effort that equips schools with the knowledge and tools they need to protect children’s health. With continued support, we have been able to meet communities where they are and build momentum that compounds with each cycle.



Thank You!

