

# Welcome to Talking to Patients about COVID-19 Vaccine Myths and Facts



**Vaccinate ALL 58**

Together we can end the pandemic.

May 12, 2022

12:00PM-1:00PM



# Continuing Medical Education (CME) Credits Disclosure

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the California Medical Association (CMA) and California Department of Public Health. CMA is accredited by ACCME to provide continuing medical education for physicians.

The California Medical Association designates this enduring material for a maximum of 1 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This activity has not received commercial support.

# Housekeeping



**For Panelists:** Please remember to mute yourself when not speaking.



**For Attendees:** Please access today's slides through the following link: <https://eziz.org/covid/30conversations>



Please use “Q&A” to ask questions.



If you have technical difficulties, please contact [blanca.corona@cdph.ca.gov](mailto:blanca.corona@cdph.ca.gov)

# Questions & Answers and Discussion

During today's session, please use the Q&A panel to ask your questions.



# Webinar Objectives

Provide attendees with:

- Recent COVID-19 vaccine mis, dis, and mal-information trends
- Key messages addressing myths and misinformation about COVID-19 vaccines
- An evidence-based methodology to communicate effectively with patients about COVID-19 and vaccination



# Agenda: Thursday, May 12, 2022

No.	Item	Speakers	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	COVID-19 Vaccine Mis, Dis, and Mal-Information Trends	Madeline Klaff (CDPH)	12:05 – 12:15
3	COVID-19 Vaccine Myths and Facts	Ricardo Correa, MD, EdD, FACE, FACP, FACMQ (#VacunateYa)	12:15 – 12:40
<b>Questions &amp; Answers</b>			12:40 – 12:55
4	Resources, Poll, and Wrap-Up	Rachel Jacobs (CDPH)	12:55 – 1:00

# We appreciate your feedback

**How confident are you in your ability to effectively speak with patients about COVID-19 vaccines?**

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident

# COVID-19 Vaccine Mis, Dis, and Mal-Information Trends

Madeline Klaff, CDPH Trust and Safety Team



# VA58 Trust & Safety Team Overview

The Trust & Safety Team has been established to support the success of CDPH's vaccine acceptance program.

## OUR MISSION

The VA58 Trust & Safety Team is committed to helping the public get access to **accurate and timely information on COVID-19 vaccination across the state**. We do this by identifying, understanding, and mitigating conflicting information that poses risks to public COVID-19 vaccine acceptance in California.

## OUR METHOD

The Trust & Safety Team is made up of two parts:

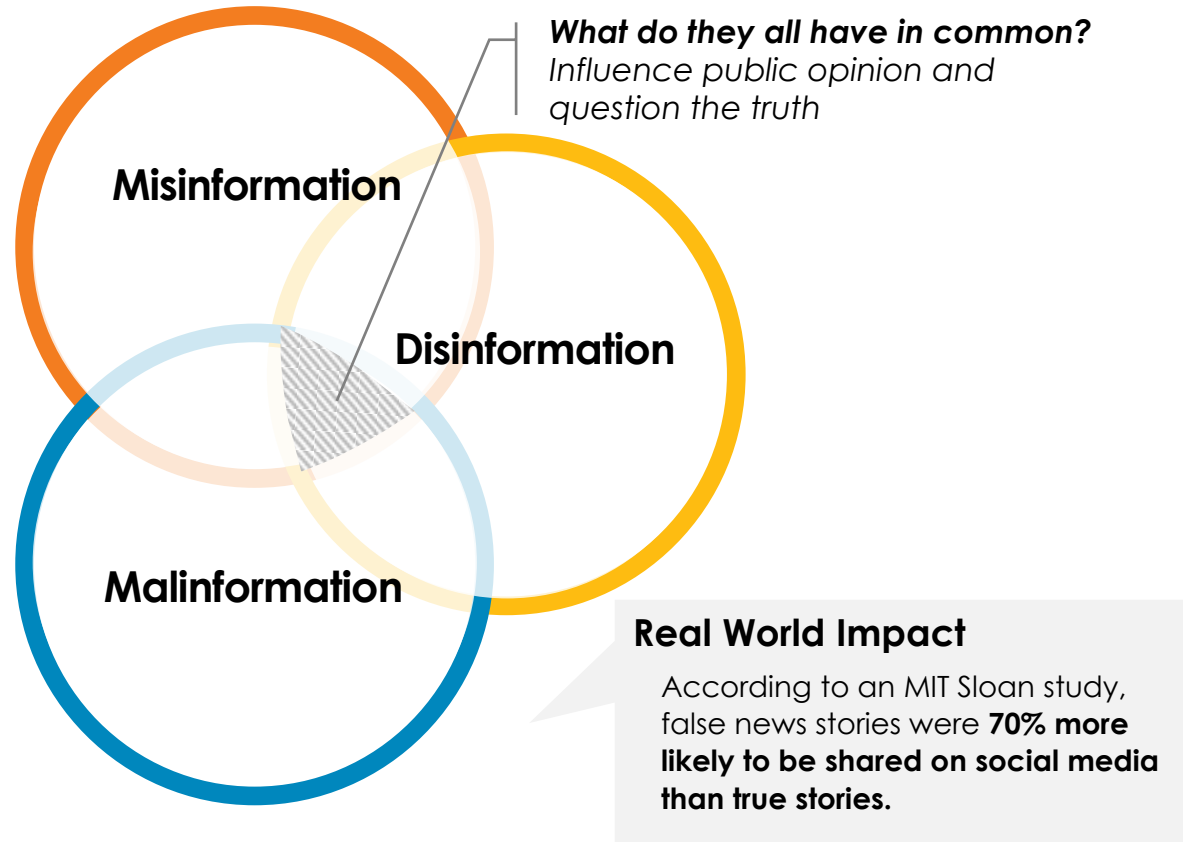
- 1 Sensing & Analysis** monitors and analyzes social media and other channels to identify information roadblocks around the COVID-19 vaccines.
- 2 Partner Engagement & Mitigation** engages with partners to help mitigate these roadblocks by sharing out current narratives and trusted information that will help address questions from the general public.

## YOUR ROLE

Our partners play a key role! Help us by sharing potential rumors and inaccurate information around COVID-19 that are circulating in the communities you serve. Send tips to [rumors@cdph.ca.gov](mailto:rumors@cdph.ca.gov).

# Defining Mis-, Dis-, and Malinformation

Having a basic understanding of these terms will help CBOs effectively combat mis-, dis-, and malinformation in daily operations.



## MISINFORMATION

**Unknowingly false** or misleading information **shared without the intent to harm,** confuse, or trick an audience

## DISINFORMATION

**Deliberately false** or misleading information **shared with the goal to harm,** confuse, or trick an audience

## MALINFORMATION

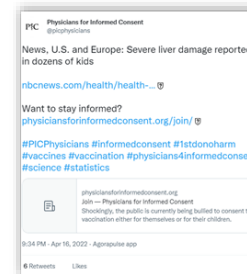
**True information shared out of context to harm,** confuse, or trick an audience

# Topic Alert #1: Children & General Adverse Reactions

Topic that poses a potential risk to COVID-19 vaccine acceptance: **COVID-19 vaccines cause immunodeficiency, resulting in liver infections among children**

Please be on the lookout for statements, memes, photos, and posts claiming that COVID-19 vaccines cause adverse reactions in children.

Where	Twitter
Language	English and Spanish
Additional Information*	<p>The American Academy of Pediatrics (AAP) <b>recommends</b> “COVID-19 vaccination for all children and adolescents 5 years of age and older.”</p> <p>As of April 27<sup>th</sup>, 2022, the Centers for Disease Control (CDC) <b>recorded</b> that “9.8 million US children ages 5-11 have received at least one dose of COVID-19 vaccine” and that “8.0 million US children ages 5-11 completed the 2-dose vaccination series.”</p> <p>The CDC <b>states</b> that “ongoing safety monitoring shows that COVID-19 vaccination continues to be safe for children and teens and that reported side effects tend to be mild, temporary and like those experienced after routine vaccination. Serious reactions after COVID-19 vaccination in children are rare. When they are reported, serious reactions most frequently occur the day after vaccination.”</p>



## Resources & Trusted Information

- CDC:** [COVID-19 Vaccine Safety in Children & Teens \(Spanish\)](#)  
[FAQs About Vaccination For Children & Teens \(Spanish\)](#)  
[Safety of COVID-19 Vaccines \(Spanish\)](#)
- AAP:** [COVID-19 Vaccine FAQs](#)  
[Why COVID-19 Vaccines are Important for Children](#)  
[Children & COVID-19 Vaccination Trends](#)
- CDPH:** [Facts on COVID-19 Vaccines, Boosters, & Additional Doses](#)

# Topic Alert #2: Underserved Communities

Topic that poses a potential risk to COVID-19 vaccine acceptance: **COVID-19 vaccines “kill” people of color.**

Please be on the lookout for statements, memes, photos, and posts claiming that **COVID-19 vaccines kill people of color.**

<b>Where</b>	Twitter, Facebook, & YouTube
<b>Language</b>	English
<b>Additional Information*</b>	<p>The Centers for Disease Control (CDC) <b>states</b> that the clinical trials for COVID-19 vaccines “involved tens of thousands of volunteers of different ages, races, and ethnicities” and results from these trials have shown that “COVID-19 vaccines are effective, especially against severe illness, hospitalization, and death.”</p> <p>However, the CDC <b>recognizes</b> that “some racial and ethnic minority groups are disproportionately affected by COVID-19. Conditions in the places where people live, learn, work, play, and worship affect a wide range of health risks and outcomes, such as COVID-19 infection, severe illness, and death.”</p> <p>The CDC is “<b>committed</b> to COVID-19 vaccine equity, which is when everyone has fair and just access to COVID-19 vaccination” and <b>emphasizes that</b> “we need to ensure resources are equitably available for everyone to maintain physical and mental health. Resources include easy access to COVID-19 vaccination, important information, goods and services, affordable testing, and medical and mental healthcare that are all tailored to meet the needs of people from diverse communities.”</p>



## Resources & Trusted Information

- CDC:** [Developing COVID-19 Vaccines \(Spanish\)](#)  
[COVID Case & Death Demographic Trends](#)  
[Health Equity \(Spanish\)](#)  
[Vaccination Distribution & Coverage](#)
- CA:** [California's Commitment to Health Equity](#)
- NIH:** [COVID-19 Clinical Trials](#)
- WHO:** [Vaccine Efficacy, Effectiveness, and Protection \(Spanish\)](#)

# Topic Alert #3: General Adverse Reactions

Topic that poses a potential risk to COVID-19 vaccine acceptance: **Social media users oppose CA COVID-19 vaccine mandate due to tinnitus adverse effect**

Please be on the lookout for statements, memes, photos, and posts claiming that COVID-19 vaccines cause general adverse reactions.

Where	Twitter
Language	English
Additional Information*	<p>The Centers for Disease Control (CDC) <a href="#">states</a> that the COVID-19 vaccines “met the Food and Drug Administration’s (FDA’s) rigorous scientific standards for safety, effectiveness, and manufacturing quality needed to support emergency use authorization (EUA)” and that the “COVID-19 vaccines are safe and effective and severe reactions after vaccination are rare.”</p> <p>The CDC and FDA <a href="#">use</a> VAERS as an “early warning system to monitor adverse events that happen after vaccination.” VAERS “gives vaccine safety experts valuable information so they can assess possible vaccine safety concerns.” Additionally, according to the <a href="#">CDC</a>, “Hundreds of millions of people in the United States have received at least one dose of COVID-19 vaccine. The majority of reports to VAERS after COVID-19 vaccination have been non-serious adverse events.”</p>

## Resources & Trusted Information

- CDC:** [Myths and Facts about COVID-19 Vaccines \(Spanish\)](#)  
[Safety of COVID-19 Vaccines \(Spanish\)](#)  
[Selected Adverse Events Reported \(Spanish\)](#)  
[Ensuring COVID-19 Vaccine Safety in the US \(Spanish\)](#)
- AAP:** [COVID-19 Vaccine FAQs](#)
- WHO:** [Side Effects of COVID-19 Vaccines \(Spanish\)](#)
- CDPH:** [Facts on COVID-19 Vaccines, Boosters, & Additional Doses](#)

\*Additional Information is pulled directly from Resources & Trusted Information links.

# VA58 Trust & Safety Team



## Trust & Safety Team

Our shared mission is to reduce COVID-19 vaccine hesitancy and increase vaccination across the State of California.



## How You Can Help

As our partners on the ground connecting with communities, you are critical in our effort to provide Californians accurate and timely information around COVID-19 vaccination.



## Monitor Social & Online Media

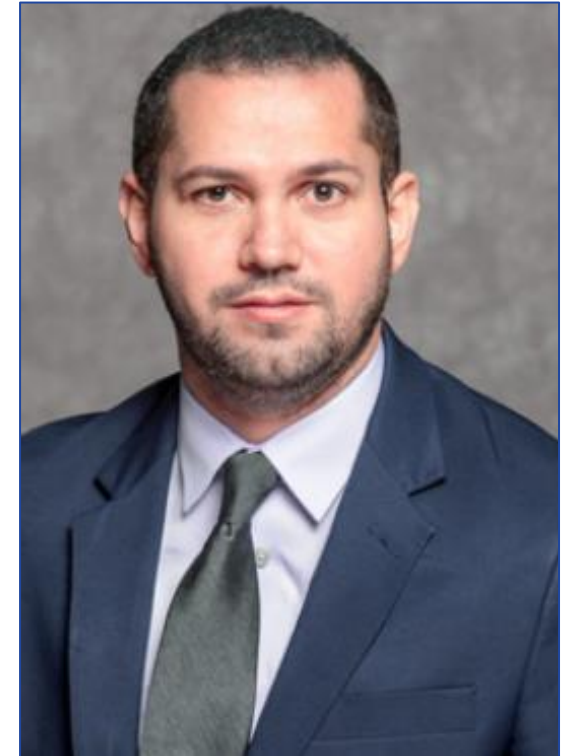
Monitor online media and be on the lookout in your local communities for potential rumors and inaccurate information.

If found, report it to [rumors@cdph.ca.gov](mailto:rumors@cdph.ca.gov)

# COVID-19 Vaccine Myths and Facts

Ricardo Correa, MD, EdD, FACE, FACP, FACMQ

#VacunateYa

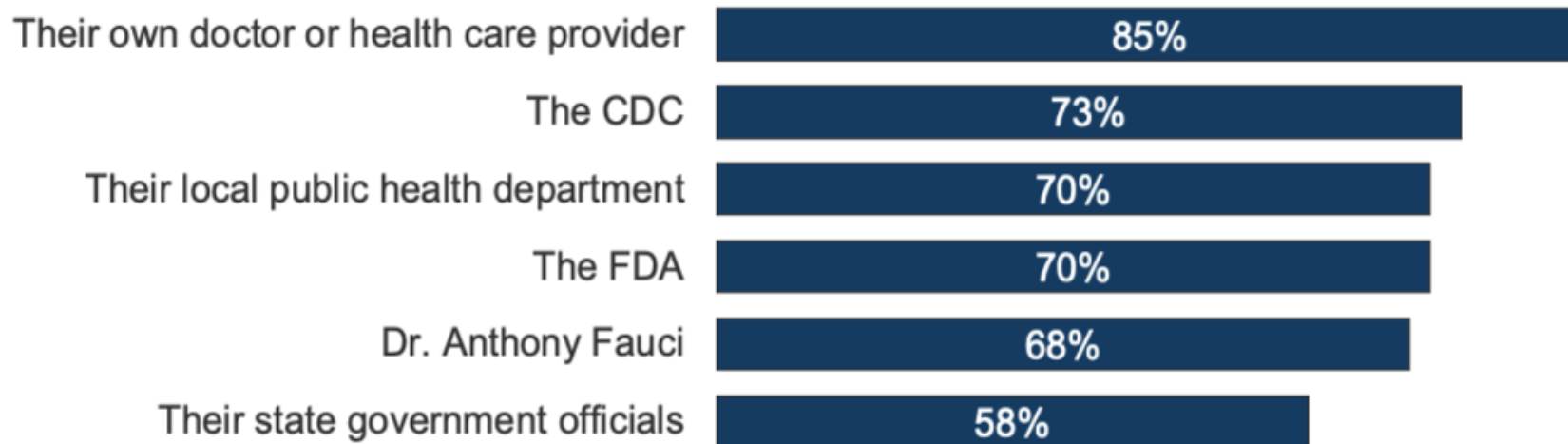


# Why Join the Effort to Combat Mis, Dis, and Mal-information?

Figure 15

## Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about a COVID-19 vaccine:





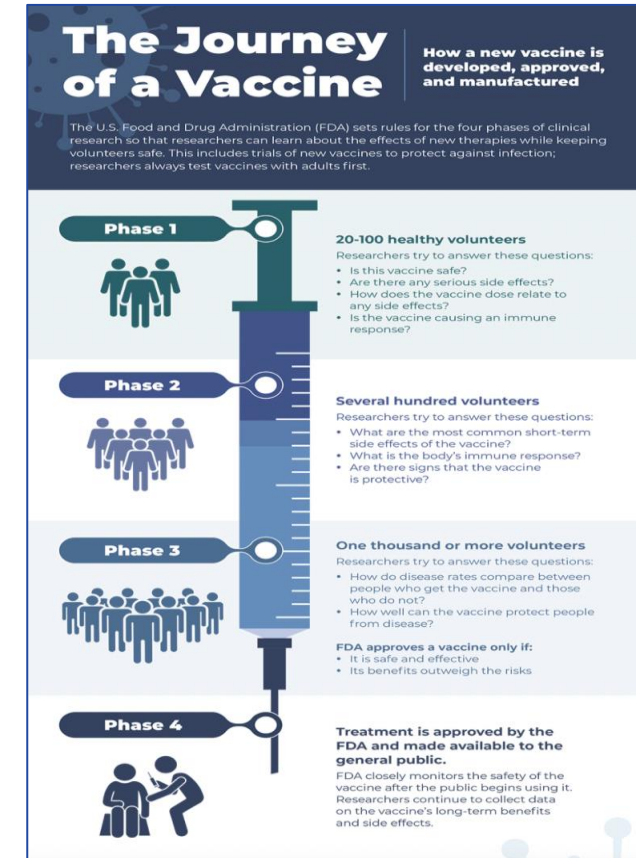
# COVID-19 Vaccine Myths and Facts

Myth	Fact
<p><b>The COVID-19 vaccine is not safe and was developed too quickly.</b></p>	<ul style="list-style-type: none"><li>• All of the vaccines were rigorously tested using the FDA's standards for quality and safety.</li><li>• Studies show that COVID-19 vaccines decrease the chance of serious illness, hospitalization, and death from COVID-19.</li></ul> <div data-bbox="1156 722 1867 1105"><p><b>How have vaccines for COVID-19 been developed so fast?</b></p><p>British Society for immunology www.immunology.org</p><ul style="list-style-type: none"><li><b>Priority &amp; collaboration</b> Scientists, doctors, ethics approval boards, manufacturers and regulatory agencies have all come together to work harder and faster</li><li><b>Science</b> Advances in vaccine technology that are built on the back of many years of research</li><li><b>Funding</b> Governments and funding bodies have joined forces to remove financial obstacles</li><li><b>Manufacture</b> Large-scale manufacturing of the vaccines occurred in parallel with the clinical trials, to scale-up production quickly</li><li><b>Volunteers</b> 10,000s of keen volunteers for clinical trials so recruiting enough has not been an issue</li></ul></div>



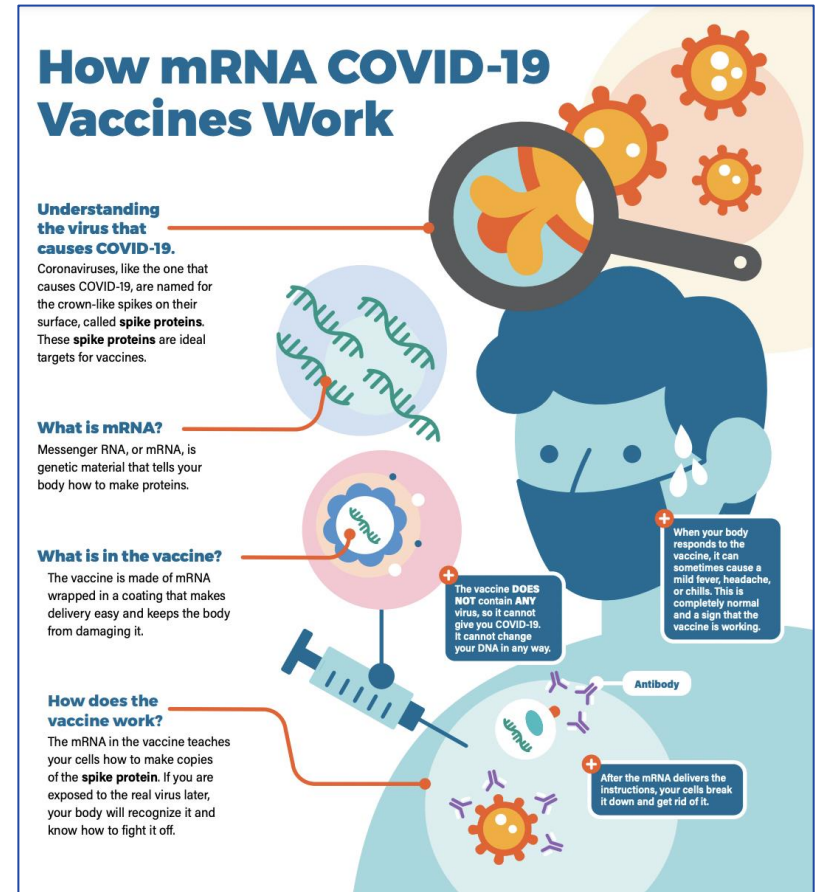
# COVID-19 Vaccine Myths and Facts

Myth	Fact
<p><b>The COVID-19 vaccine mRNA technology is too new.</b></p>	<ul style="list-style-type: none"> <li>• mRNA COVID-19 vaccines are based on decades of research.</li> <li>• Thousands of volunteers participated in clinical trials in order to ensure that the vaccines are safe and effective.</li> </ul>

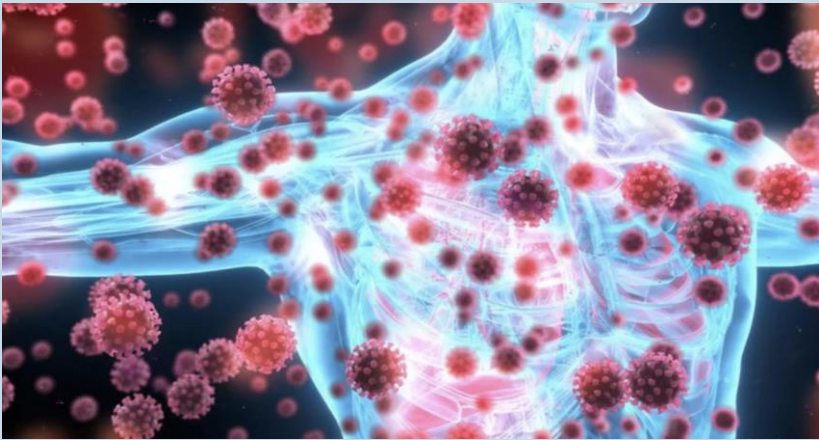


# COVID-19 Vaccine Myths and Facts

Myth	Fact
<p><b>mRNA COVID-19 vaccines alter your DNA and can give you COVID-19.</b></p>	<ul style="list-style-type: none"> <li>• mRNA COVID-19 vaccines do not contain any of the live virus that causes COVID-19.</li> <li>• mRNA vaccines cannot alter DNA because they do not enter the nucleus of cells.</li> <li>• The vaccine teaches cells how to make a <u>harmless protein</u> that triggers an immune response inside our bodies.</li> </ul>



# COVID-19 Vaccine Myths and Facts

Myth	Fact
<p><b>You don't need the COVID-19 vaccine if you have already had the virus.</b></p>	<ul style="list-style-type: none"><li>• Getting vaccinated still provides the <u>best protection against severe illness, hospitalizations, and death</u> from COVID-19.</li><li>• Getting vaccinated provided an extra layer of protection against COVID-19.</li></ul> 



# COVID-19 Vaccine Myths and Facts

Myth	Fact
<b>The COVID-19 vaccine affects pregnancy &amp; fertility.</b>	<ul style="list-style-type: none"><li>• COVID-19 vaccines are safe for people who are pregnant, breastfeeding, or trying to get pregnant now or in the future.</li><li>• Over <u>200,000 pregnant women</u> have received COVID-19 vaccines without any safety concerns.</li><li>• Pregnant women who contract COVID-19 are at a higher risk for pregnancy complications such as high blood pressure, bleeding disorders, death and stillbirth.</li></ul>

The Centers for Disease Control and Prevention (CDC), the American College of Obstetricians and Gynecologists, and the American Academy of Pediatrics all recommend that pregnant people get vaccinated against COVID-19.




# COVID-19 Vaccine Myths and Facts

Myth	Fact
<b>COVID-19 does not affect children.</b>	<p>In the United States,</p> <ul style="list-style-type: none"><li>• Over 12 million children have become ill with COVID-19.</li><li>• Over 119,000 children have been hospitalized with COVID-19.</li><li>• Over 1,400 children have died from COVID-19.</li></ul> <p>In California, there have been over 960 cases of multisystem inflammatory syndrome (MIS-C) after COVID-19 infection.</p> <ul style="list-style-type: none"><li>• The COVID-19 vaccine is <a href="#">91% effective against MIS-C</a>.</li></ul>




# COVID-19 Myths and Facts

Myth	Fact
<p><b>Long COVID does not affect immunocompetent people or children.</b></p>	<ul style="list-style-type: none"> <li>• Many people living with long COVID were previously fit &amp; healthy.</li> <li>• Children experience long COVID symptoms similar to adults.</li> <li>• Long COVID is a multi-system disease; there are over 200 listed symptoms which can change, come and go, or fluctuate over time and generally have an impact on everyday functioning.</li> </ul>






## What is Long COVID?




Long COVID is defined as the presence of a wide range of new, returning, or ongoing health problems experienced by people 4 or more weeks after first being infected with COVID-19 and can remain for 6 months or more.

**Best ways to prevent long COVID**

-  getting vaccinated and boosted
-  wearing a mask that has a good fit and filtration



 Many people living with the disease were previously fit & healthy.

 Children experience long COVID symptoms similar to adults.






Long COVID can affect people who have experienced mild, severe or even symptom-free COVID-19 infections.







Long COVID is a multi-system disease; there are over 200 listed symptoms which can change, come and go, or fluctuate over time and generally have an impact on everyday functioning.

**Most common symptoms persisting 6 months**

-  extreme exhaustion (fatigue)
-  problems with memory and concentration (brain fog)

**Other common symptoms**

-  high temperature, cough, headaches, sore throat, changes to sense of smell or taste
-  ringing ears, earaches
-  feeling sick, diarrhea, stomach aches, loss of appetite
-  shortness of breath
-  fast heart rate or palpitations

-  chest pain or tightness
-  dizziness
-  joint or muscle pain
-  rashes
-  depression and anxiety
-  difficulty sleeping (insomnia)

**Ready to get your child vaccinated?**  
 Please discuss any lingering questions or concerns about the vaccine with your child's pediatrician. Visit [myturn.ca.gov](http://myturn.ca.gov) or call 1 (833) 422-4255 to find a vaccination location near you.

VA58 Long COVID Flier Fact Sheet

23


# COVID-19 Vaccine Myths and Facts

Myth	Fact
<b>If you test positive for COVID-19, you do not need to isolate or should only isolate for 3 days.</b>	<ul style="list-style-type: none"><li>• If you test positive for COVID-19, <u>you should stay home for at least 5 days after the start of symptoms</u> (or after date of first positive test if no symptoms).</li><li>• Isolation can end after day 5 if symptoms are not present or are resolving and a diagnostic specimen collected on day 5 or later tests negative.</li><li>• If you don't test, isolation can end after day 10 if fever-free for 24 hours.</li><li>• Infected persons should wear a well-fitting mask around others for a total of 10 days.</li></ul>





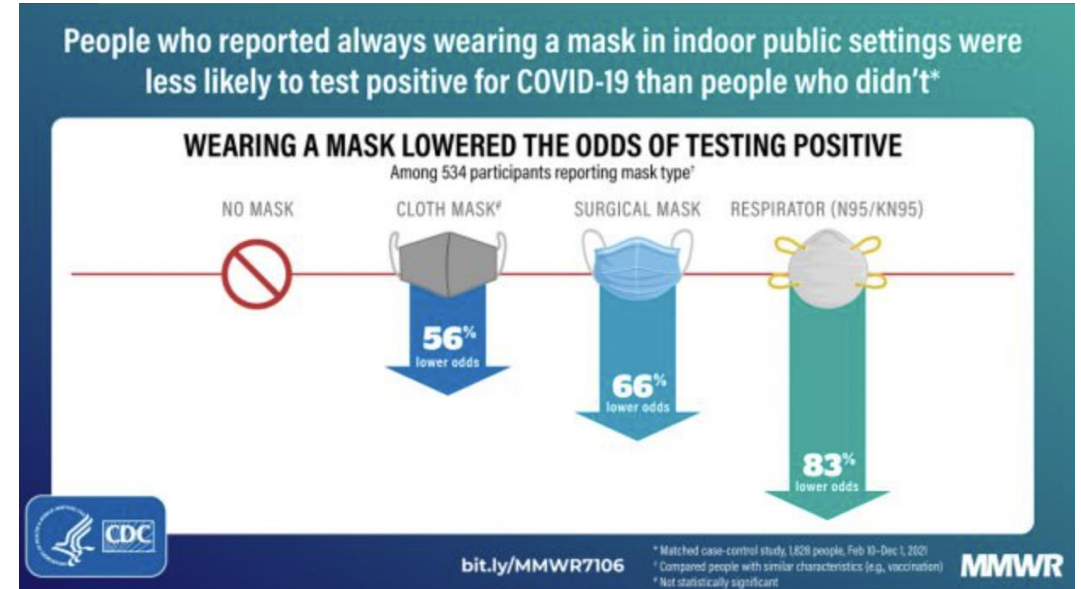
# COVID-19 Vaccine Myths and Facts

Myth	Fact
<b>Ivermectin can treat and prevent COVID-19.</b>	<ul style="list-style-type: none"><li>• The FDA has not authorized or approved ivermectin for use in preventing or treating COVID-19 in humans or animals.</li><li>• Ivermectin is used to treat infections that are a result of parasitic worms and skin conditions.</li><li>• Consuming large doses of <u><a href="#">ivermectin is dangerous</a></u>.</li></ul> 



# COVID-19 Vaccine Myths and Facts

Myth	Fact
<p><b>Masks do not work at preventing COVID-19.</b></p>	<ul style="list-style-type: none"> <li>• Masks have proven to slow the spread of COVID-19 along with other mitigation factors.</li> <li>• Different masks provide different levels of protection.</li> <li>• Wearing an appropriately fitted mask will help to filter small and large air particles that contain the COVID-19 virus.</li> </ul>



# COVID-19 Vaccine Language Tips

Do Say	Don't Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA; Operation Warp Speed; Emergency Use Authorization*
Get the latest information	There are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep your country safe
Public Health	Government
Health/medical experts and doctors	Scientists
People who have questions	People who are hesitant, skeptical, resistant, or “anti-vaxxers”

\* *The perceived speed of vaccine development is a current barrier among many audiences.*

These recommendations are based partly on research conducted by the de Beaumont Foundation.



# Conversation Methodology

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**To address patients concerns regarding myths and mis, dis, and mal-information, practice the 3-5-3 method.**



# 3 Steps to Initiating Conversations

## 1. Ask and listen to the answer

- “What do you think about the vaccine?”
- “Why do you feel that way?”
- “What concerns do you have about the vaccine?”

## 2. Create an alignment of safety

- “I would be scared too. Let’s do what’s safe here.”
- “We both want what's safest for you.”

## 3. Find common goals

- “We all want our kids back in schools.”
- “We all want to be able to safely be with our loved ones again.”
- “What reasons would motivate you to get vaccinated?”
- **Find their personally motivating reason.**



# 5 Key Messages

## 1. The vaccine will keep you safe.

The vaccine will protect you from getting very sick. Over 200 million Americans have been safely vaccinated and are now protected.



# 5 Key Messages

## 2. Side effects are common.

Side effects are a sign your body is activating to protect you. For a few days after vaccination, many people temporarily feel:

- Sore arm (at administration site)
- Tired or fatigue
- Headache
- Muscle pain
- Joint pain



# 5 Key Messages

## 3. Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants. It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID-19 infection.





# 5 Key Messages

## 4. The vaccine is built on 20 years of research and science.

It is good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.



# 5 Key Messages

## 5. Have questions? Please ask.

I'm glad that you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Go to [myturn.ca.gov](https://myturn.ca.gov) or text your zip code to GETVAX or VACUNA to get your free vaccine today.



## 3 Steps Post-Conversation

### 1. Acknowledge their agency and personal choice

- “I want you to get vaccinated today, but ultimately it’s your choice.”
- “I’m here as a resource to help you.”

### 2. Keep lines of communication open

- Trust is a journey. Give folks a way to reach you that you are comfortable with as they consider their decision.

### 3. Offer to find a vaccine

- Offer [myturn.ca.gov](https://myturn.ca.gov) or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.



# Keeping Up With Circulating Myths

- Track misinformation on social media platforms such as Facebook, Instagram, and Twitter
  - Subscribe to hashtags on social media to receive notifications when there are new posts
- Use reputable sites that report on myths and provide facts to debunk myths such as Media Bias Fact Check, NPR Fact Check, SciCheck, etc.
- [Sign up](#) for weekly TIOS-VY Hero Alerts which includes trending misinformation for the week

Report false information to the correct sources! WHO has [listed](#) many sources on their website that can direct you to reporting inaccurate information.

**#THISISOURSHOT** **#VACUNATEYA**  
VACCINATE FOR A COVID FREE WORLD

May 6, 2022

Kids under 5 are the only group in the U.S. not yet eligible to get immunized against COVID-19. But vaccines may finally be available for this youngest age group in June, according to the FDA. In this week's Hero Alert, we provide talking points on that topic, highlight trending misinformation, and ask health heroes to take action in light of the FDA's recent limitation of the Johnson & Johnson/Janssen vaccine.

## Trending misinformation

**Post baselessly claims nurses are seeing rise in blood clots, miscarriages, and Bell's palsy**

A social media post claims without evidence that nurses are seeing a rise in blood clots, miscarriages, and Bell's palsy in vaccinated people. The post has received nearly 50,000 engagements.

- **Counter-messaging:** Anecdotes about health care workers seeing a "surge" in vaccine injuries have been circulating for over a year with no data to support the claims. Multiple studies have shown that vaccination does not increase miscarriage risk. While Bell's palsy and blood clots are rare potential side effects of COVID-19 vaccination, the risk of both conditions is significantly higher in people with COVID-19 infections.



# Questions & Answers

Please use the Q&A panel to ask your questions.



# Resources & Polls

Rachel Jacobs, CDPH

# We appreciate your feedback

**Following this training, how confident are you in your ability to talk with your patients and clients about COVID-19 vaccines?**

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident



# VA58 WhatsApp ChatBot

A new, easy-to-use tool is now available for Latinxs and other Spanish speakers to learn about vaccines and COVID-19. WhatsApp allows you to text on your phone anytime, anywhere to find answers to your questions, and even book a vaccine appointment!

**ANNOUNCEMENT:**

Get your **COVID-19 facts** through **WhatsApp!**

Text **HOLA** to **833.422.1090**

**Let's Chat!**

WhatsApp

Vaccinate **ALL 58**



# Toolkits, Fliers, Conversation Guides, and Videos

## [#ThisIsOurShot Toolkit](#) [COVID-19 Crucial Conversations](#)

**#THIS IS OUR SHOT** **VACU NATE YA** **COVID-19 VACCINE CONVERSATIONS**  
**TOP 5 MESSAGES**

**SAFETY**  
The vaccine will protect you from getting very sick from COVID. Over 150 million Americans have been safely vaccinated and are now protected.

**SIDE EFFECTS**  
Side effects are common. They are a sign your body is building up its defenses to protect you. Many people temporarily feel:

1. Sore arm (near site of vaccination)
2. Fatigue
3. Headache
4. Muscle pain
5. Joint pain

**EFFECTIVENESS AND VARIANTS**  
Each vaccine is nearly 100% effective at preventing hospitalization and death from COVID and its variants! It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID infection.

**SPEED**  
It's good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.

**QUESTIONS?**  
I'm glad you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Text your zip code to **GETVAX (438829)** to get your free vaccine today.

Help spread the truth about COVID vaccines.

#ThisIsOurShot | f ThisIsOurShot2021 | ThisIsOurShot | www.thisisourshot.info

**LANGUAGE DO'S & DON'TS**

**Do Say**

- Vaccination
- A safe and effective vaccine
- Authorized by FDA based on clinical testing
- Get the latest information
- Keep your family safe; keep those most vulnerable safe
- Public Health
- Health / medical experts and doctors
- People who have questions

**Don't Say**

- Injection or shot
- A vaccine developed quickly
- Approved by FDA, Operation Warp Speed, Emergency Use Authorization!
- There are things we still don't know
- Keep your country safe
- Government
- Scientists
- People who are hesitant, skeptical, resistant, or 'anti-vaxxers'

*1. The perceived speed of vaccine development is a current barrier among many audiences.*  
These recommendations are based partly on research conducted by the de Beaumont Foundation.

**Messaging Elements That Resonate**

**Validate Concerns & Answer Questions**  
Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.

**Moments Missed**  
Reference things the people miss most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we took for granted like visiting family and friends) serve as a powerful reminder of the ultimate end goal: vaccination as a pathway to the possibility of regaining these moments.

**Protection**  
Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").

**Positive Tone**  
Be inviting and respectful as opposed to demanding. Acknowledge that the "choice is yours to make," which connects with the deeply rooted American value of liberty.

**Messaging Elements That DON'T Resonate**

**Negativity & Fear**  
People push back when reminded of how difficult a year it's been—it tends to put them in a pessimistic, hopeless or frustrated frame of mind. Fear tactics are likely to backfire because this does little to generate trust or answer people's questions about vaccines.

**Guilt**  
References to "many people already stepping up" can come off as pushy or accusatory. Those who are hesitant do not see themselves as "free riders" letting others take risks first, rather, they are worried about being "guinea pigs" for new COVID-19 vaccines.

**Overpromising**  
Avoid claims that are unproven. Being overly rosy may cause concern. Be clear about the facts without any sugarcoating. Most people understand that mass vaccination is a long-term process. Avoid messages that inadvertently imply that vaccine availability will "flip the switch."

**"Back to Normal"**  
Some just want things to "get back to normal," but for others, post-pandemic life will never be "the way it was." It's more about getting back to life rather than back to normal. Messages that focus on economic recovery—rather than public health—do not perform well.

Research, insights, & content provided by Kaiser Family Foundation, AdCouncil, & COVID Collaborative

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**TOP 5 REASONS**  
**Your Kids Should Get the COVID-19 Vaccine**

With students heading back to in-person instruction, here are some things you need to know about protecting your children with the COVID-19 vaccine.

- Unvaccinated children are at risk of getting COVID-19**, and can suffer very serious complications, and potential long-term impacts that we are still learning about. The vaccine is safe and effective, and no long-term problems have been seen for any vaccine.
- The science behind the vaccine** has been under development and studied by The U.S. Department of Health and Human Services for over 20 years.
- Getting those who are eligible vaccinated** can help keep school communities safe.
- Kids have missed critical social and emotional milestones** with their school community. Getting them safely back to the classroom and their favorite afterschool activities helps support their mental health and wellness.
- Vaccines are safe, effective, and free**, regardless of insurance or immigration status.

Get your children back to school safely. Get them vaccinated against COVID-19 today! Learn more at [VaccinateALL58.com](https://www.vaccinateall58.com).

VaccinateALL58.com

# Next Crucial COVID-19 Conversations Webinar

## Communicating about COVID-19 Vaccines on Social Media

**Speaker:** Vicki Chan, MD

**When:** Thursday, May 26 from 12:00 PM – 1:00 PM

**Register [here](#)**

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the California Medical Association (CMA) and California Department of Public Health. CMA is accredited by ACCME to provide continuing medical education for physicians.

The California Medical Association designates this enduring material for a maximum of 1 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This activity has not received commercial support.



# For California COVID-19 Vaccine Providers



**Every Monday:**

**My Turn and myCAvax Office Hours**

Next session: Monday, May 16, 12PM

**Every Friday:**

**Provider Office Hours**

Next session: Friday, May 20, 9AM

# Additional Support

## Type of Support

## Description

Updated 12.29.21



### COVID-19 Provider Call Center

The COVID-19 Call Center for Providers and Local Health Departments is dedicated to medical providers in California and their COVID-19 response, specifically addressing questions about State program requirements, enrollment, and vaccine distribution, including the Vaccine Marketplace.

- Email: [covidcallcenter@cdph.ca.gov](mailto:covidcallcenter@cdph.ca.gov)
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



### Enrollment Support

For Provider enrollment support, please contact myCAvax Clinic Operations at

- Email: [myCAvaxinfo@cdph.ca.gov](mailto:myCAvaxinfo@cdph.ca.gov)

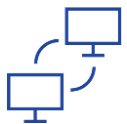


### myCAvax Help Desk

Dedicated staff provide up-to-date information and technical support on the myCAvax system.

- Email: [myCAvax.HD@Accenture.com](mailto:myCAvax.HD@Accenture.com)
- Phone: (833)-502-1245, option 3, Monday through Friday 7AM–7PM, Saturday and Sunday 8AM-1PM

For training opportunities: <https://eziz.org/covid/education/>

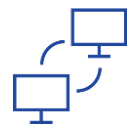


### My Turn Clinic Help Desk

For **onboarding support** (those in the process of onboarding): [myturnonboarding@cdph.ca.gov](mailto:myturnonboarding@cdph.ca.gov)

For **technical support** with My Turn Clinic for COVID-19 and flu vaccines: [MyTurn.Clinic.HD@Accenture.com](mailto:MyTurn.Clinic.HD@Accenture.com) or (833) 502-1245, option 4: Monday through Friday 7AM–7PM, Saturday and Sunday 8AM–1PM.

For job aids, demos, and training opportunities: flu at <https://eziz.org/covid/myturn/flu/> and COVID at <https://eziz.org/covid/myturn/>



### Archived Communications

For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit

- Website: [EZIZ Archived Communications](#)

# Special Thanks to Today's Presenters:

Madeline Klaff and Ricardo Correa, MD, EdD, FACE,  
FACP, FACMQ

## Webinar Planning & Support:

Rachel Jacobs, Cheri Banks, and Blanca Corona



Thank you for your commitment to protect the health  
and well-being of all Californians



And for joining today's webinar!