

How to Have Crucial Conversations about COVID-19 Vaccines



Vaccinate ALL 58
Together we can end the pandemic.

September 9, 2021



Housekeeping



Attendee lines are automatically muted.



Please access today's slides in the chat. The webinar is being recorded and will be available on

<https://eziz.org/covid/30conversations>



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Questions & Answers

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Questions

Webinar staff to everyone 1:34 PM

Q: Will this session be recorded?
A: Yes, I will post the recording to the shared workspace.

Ask the staff a question

Send

We appreciate your feedback

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

Webinar Objectives

Provide attendees with:

- The latest updates on COVID-19 vaccination.
- Key messages addressing common patient concerns about the COVID-19 vaccine.
- Communication tools for effective patient conversations.



Agenda: Thursday, September 9, 2021

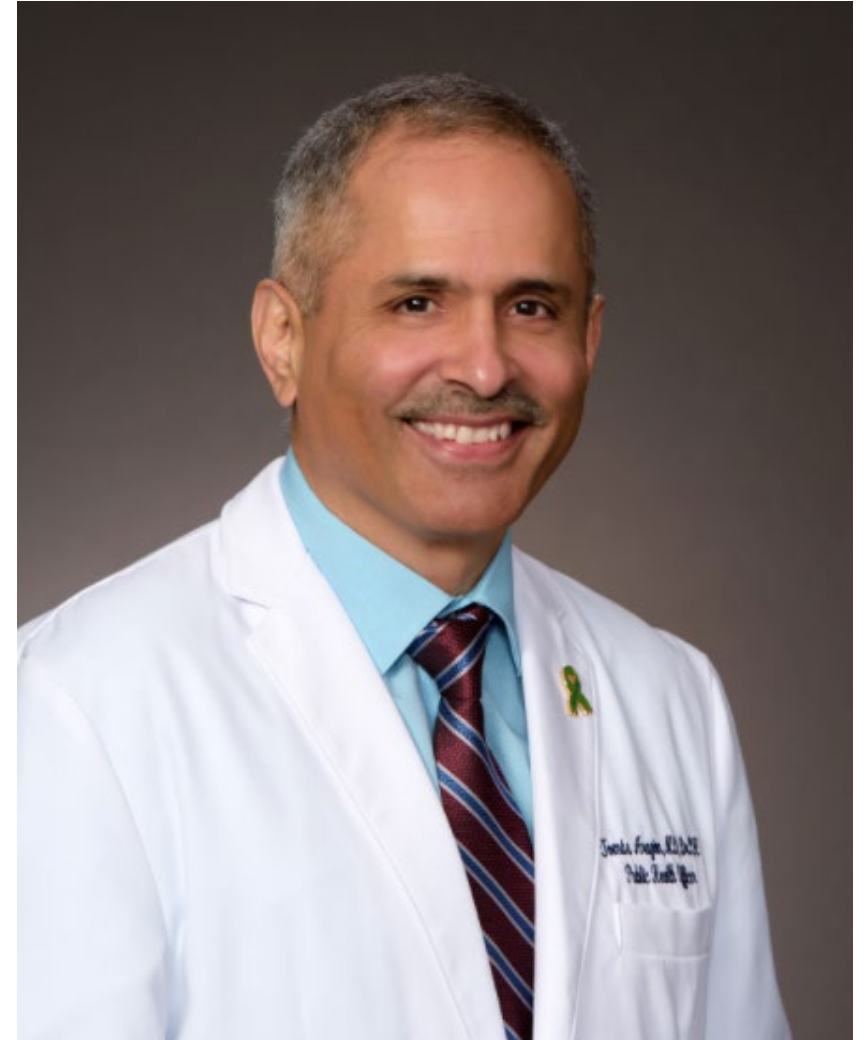
Topic	Speaker	Approximate Duration
Welcome	Leslie Amani, Moderator, CDPH	2 minutes
Vaccination Data Overview	Tomás J. Aragón, M.D., Dr. P.H., CDPH	8 minutes
Tips & Tricks for Proactive Conversations	Kim Yu, M.D., FAAFP, #ThisIsOurShot	20 minutes
30 Conversations in 30 Days	Kim Yu, M.D., FAAFP, #ThisIsOurShot	3 minutes
Resources, Poll, and Q&A	Leslie Amani, Moderator, CDPH	12 minutes



Overview of Vaccination Data

Tomás J. Aragón, M.D., Dr. P.H.

CDPH Director and State Public Health Officer



COVID-19 Vaccines Administered and Cases in California

- **47,444,715** vaccines administered
- **67.3 %** fully vaccinated
- **10.1%** partially vaccinated
- **84,448** doses per day



A. Gutierrez receives a COVID-19 vaccination from registered nurse J. Portillo at the Pico Union Project in Los Angeles.

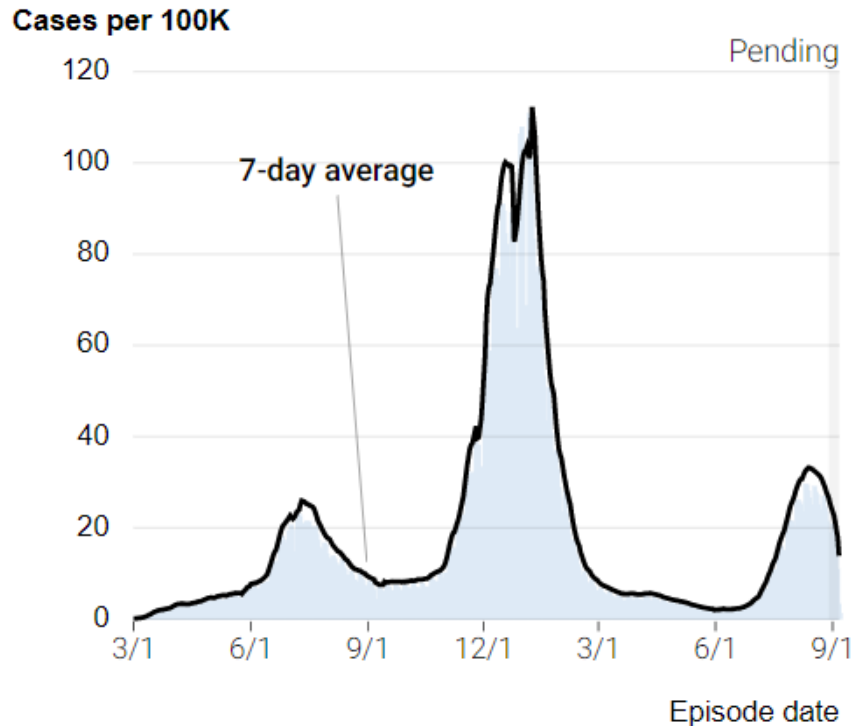
(Al Seib / Los Angeles Times)

Confirmed COVID-19 Cases and Deaths in California

4,307,960 total confirmed cases

7,523 new cases (**0.2%** increase)

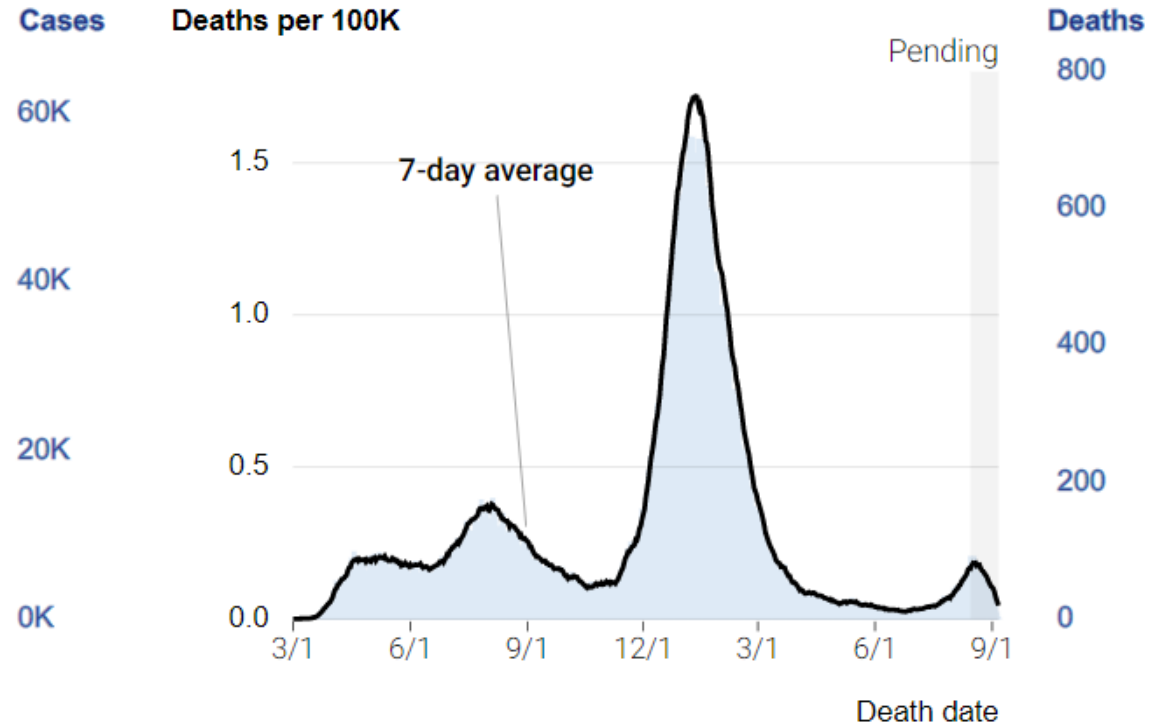
25.3 cases per 100K (7-day average)



66,030 total confirmed deaths

40 new deaths (**0.1%** increase)

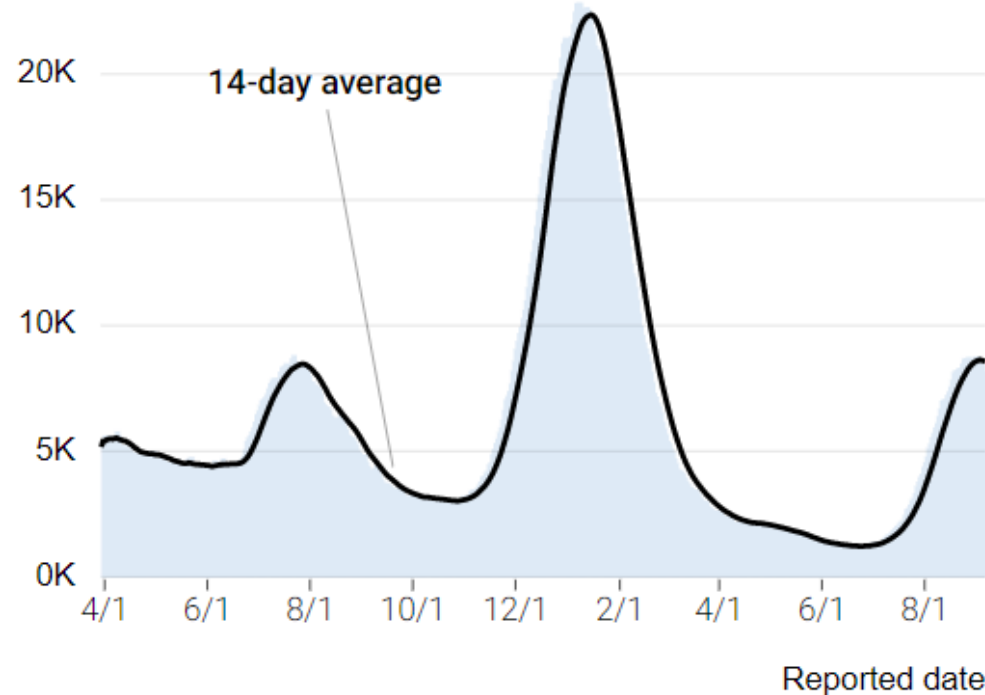
0.2 deaths per 100K (7-day average)



COVID-19 Hospitalized Patients and ICU Beds in California

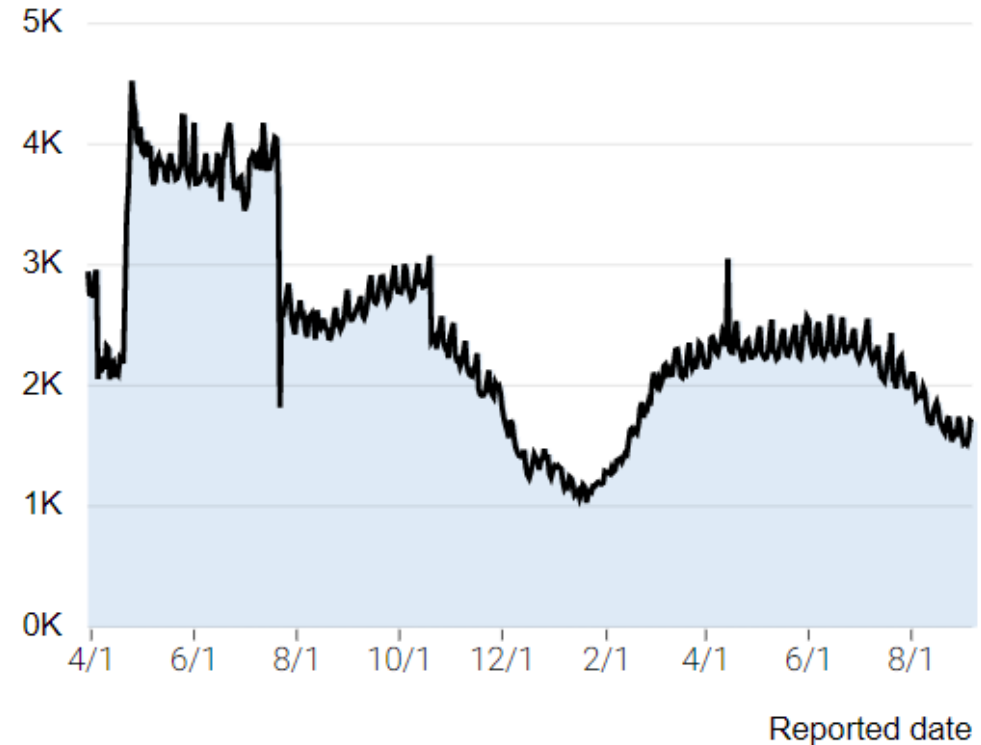
8,124 COVID-19 hospitalized patients

4 more patients hospitalized from prior day total (0.05% increase)

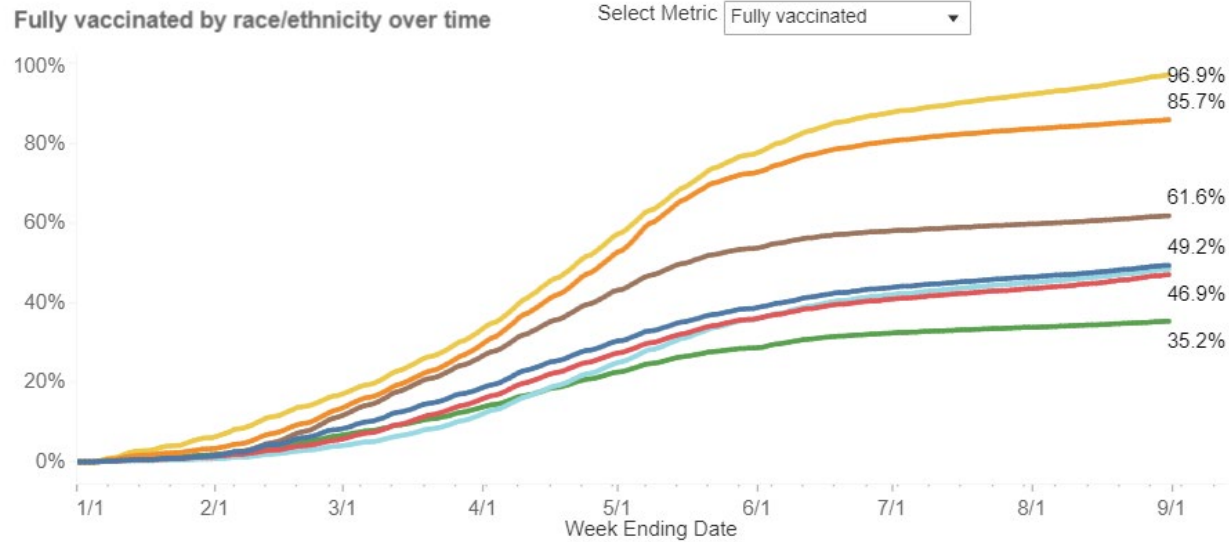


1,696 ICU beds available

13 fewer ICU beds available from prior day total (0.8% decrease)



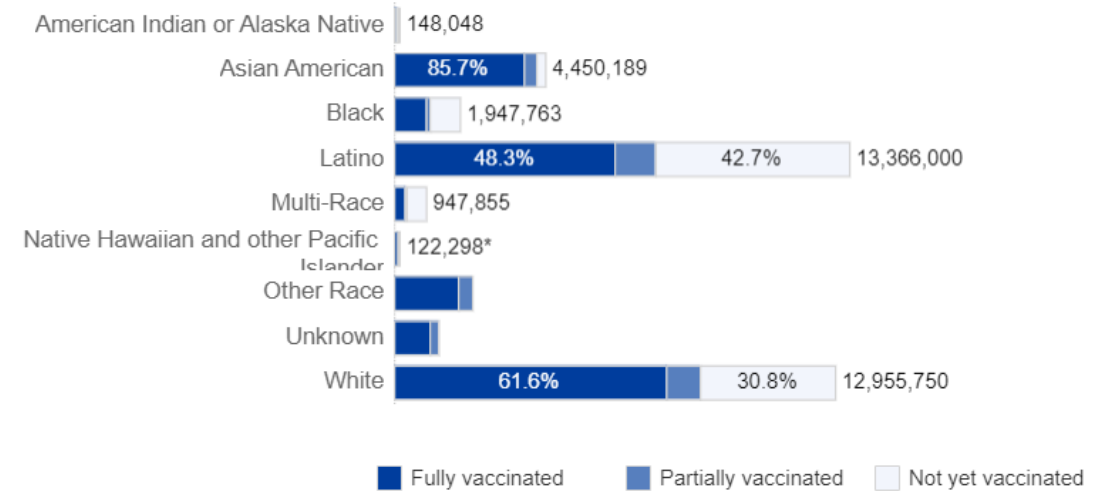
COVID-19 Vaccination Progress by Race/Ethnicity in California



Note: Population estimates do not include "other" or "unknown" race and ethnicity categories, therefore their percentage of state population is not available. Some race/ethnicity groups in this county may have small populations. Where the county of residence was not reported, the county where vaccinated is used. Data is not shown where there are fewer than 11 records in a group.



Vaccination progress by race/ethnicity

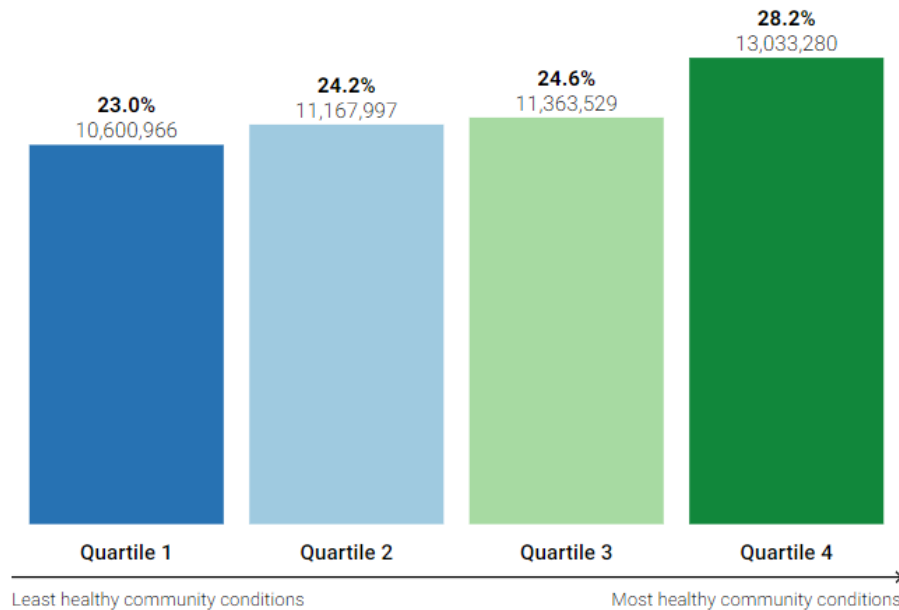


* More self-identified vaccine recipients in this category than the estimated eligible population

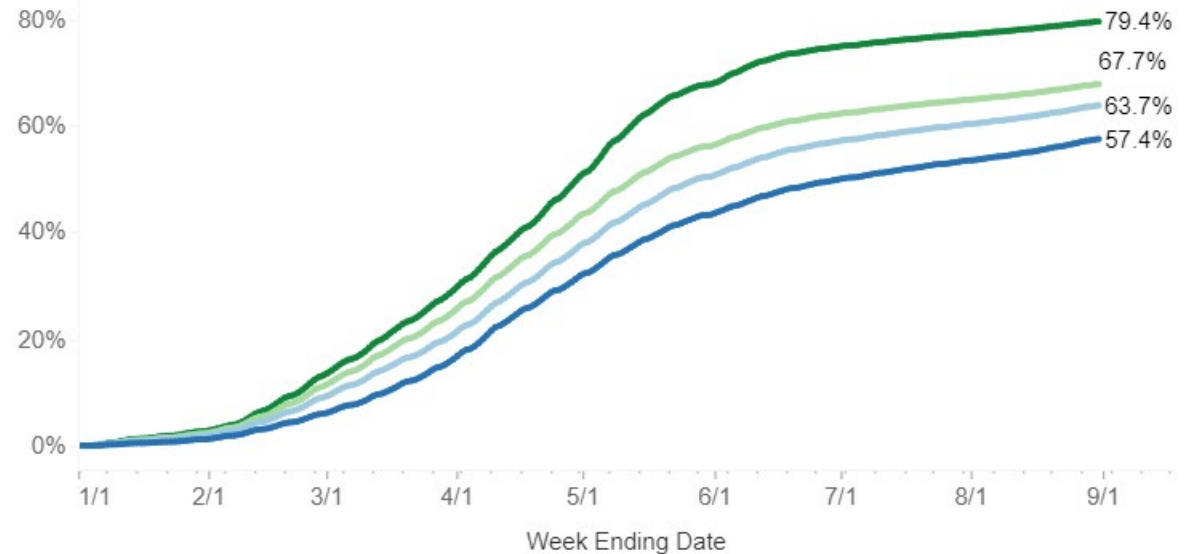
COVID-19 Vaccination Rates by Quartile in California

- California Healthy Places Index: zip codes ranging from less health community condition in Quartile 1 to more healthy community conditions in Quartile 4
- Quartiles 1 and 2 have the lowest vaccination rates

■ % of total and number of doses administered



Fully vaccinated by quartile over time

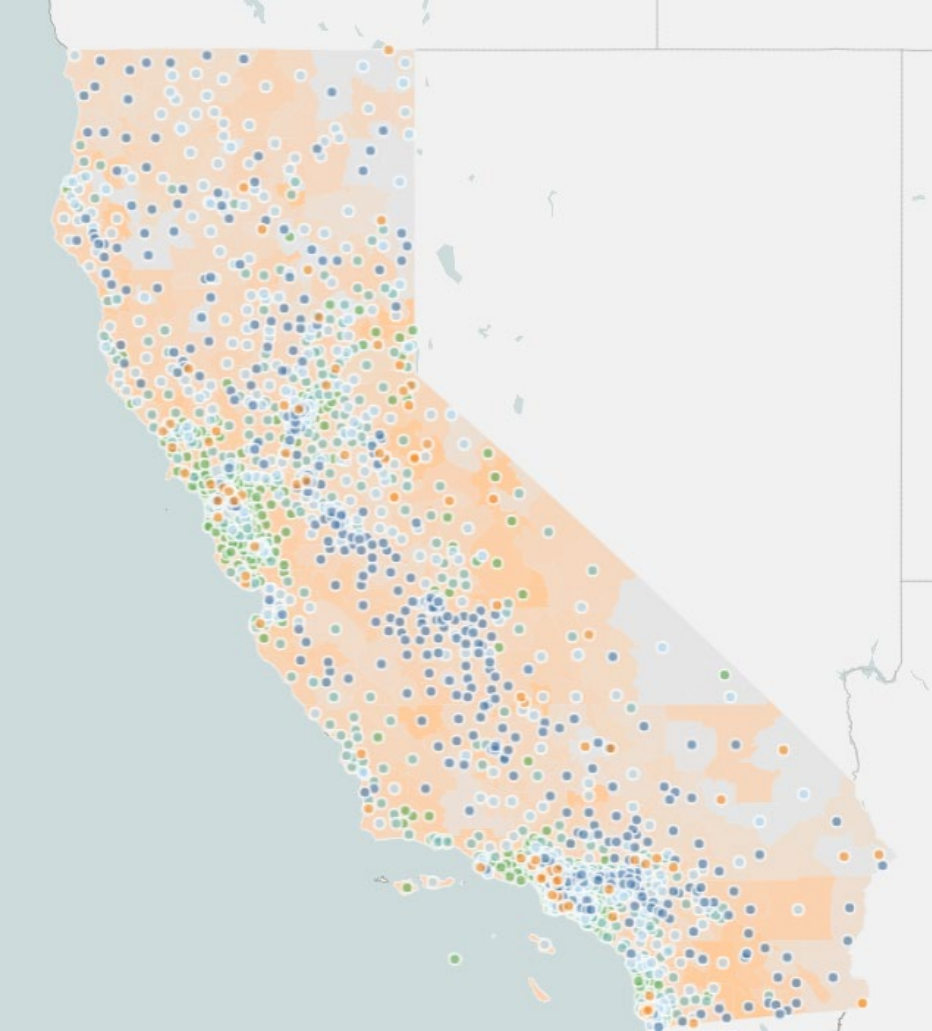
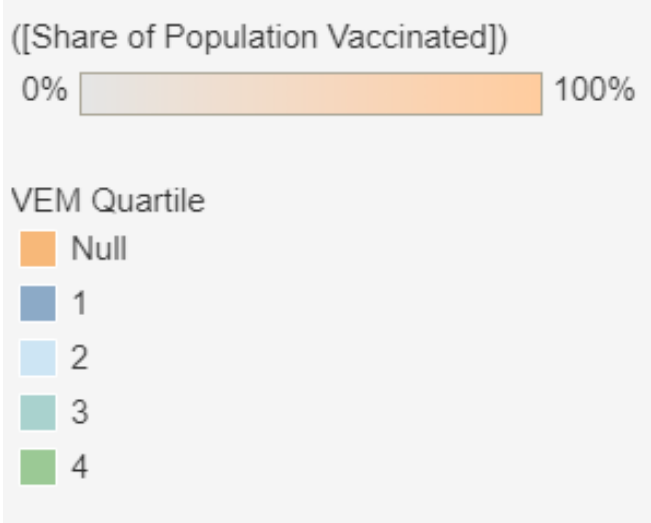


Note: If the selected county does not contain any zip codes in a certain quartile, that quartile will not show up on the chart. In the Statewide display of the Vaccine Equity Metric, where zip code of residence was not reported, the zip code where vaccination occurred is used. In the county display, only zip codes of residence reported are used. Data is not shown where there are fewer than 11 records in a group.

■ 1 ■ 2 ■ 3 ■ 4

COVID-19 Vaccination Rates by County in California

Fully vaccinated individuals by Healthy Places Index (HPI) Quartile



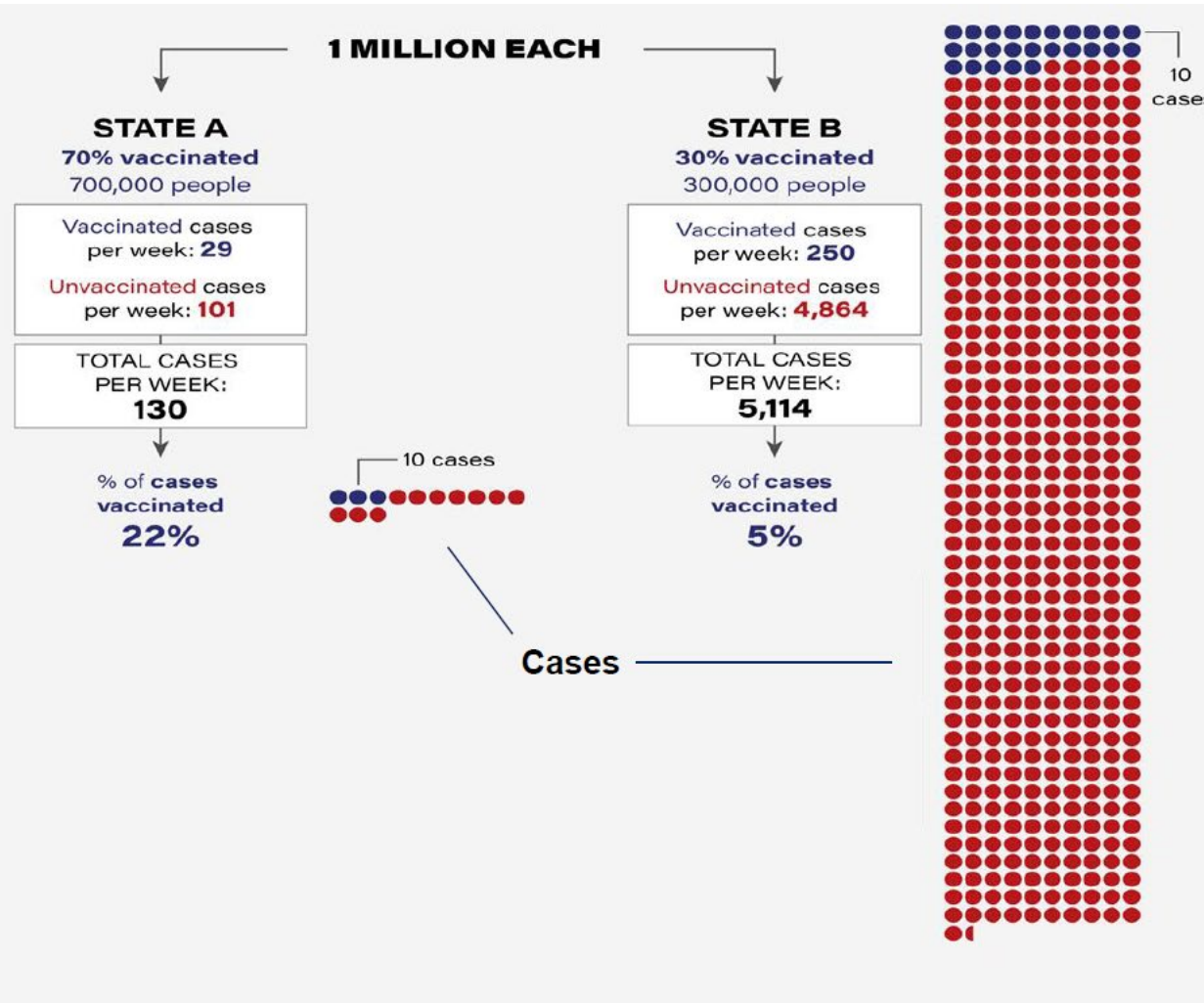
Delta Cases in Vaccinated vs. Unvaccinated

- For the week of August 15-21, 2021, the average daily COVID-19 case rate among unvaccinated Californians ages 16 and older was **61.2 per 100,000** and the average daily COVID-19 case rate among fully vaccinated Californians ages 16 and older was **10.8 per 100,000**.
- The vast majority of new cases are among the unvaccinated, with **571%** **higher** case rates among the unvaccinated than for those who are vaccinated.

Delta Cases in Vaccinated vs. Unvaccinated

DELTA CASES

Two example states with 1 million population and different levels of vaccination coverage (70% vs 30%)





VACCINATE FOR A
COVID FREE WORLD



How to Effectively Communicate about COVID-19 Vaccines

Kim Yu, M.D., FAAFP

#ThisIsOurShot



#ThisIsOurShot's mission is to elevate the voices of health heroes to build vaccine confidence

Give you the tools and capacity to use your voices in your communities to build vaccine trust

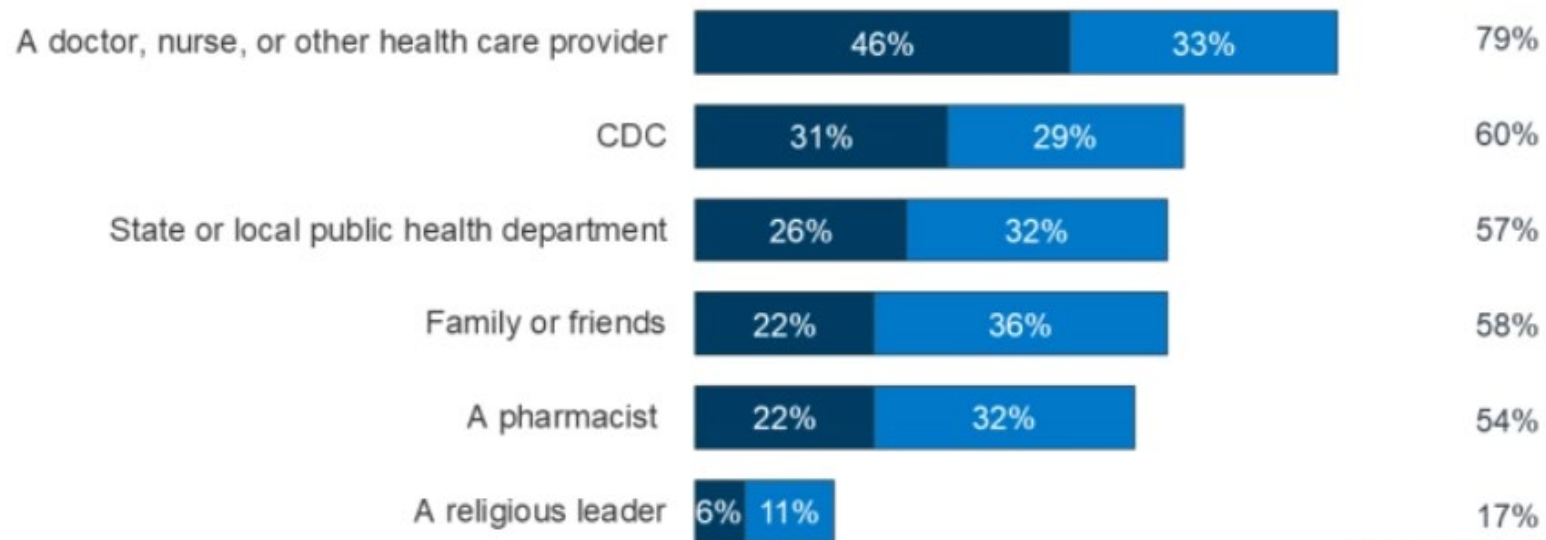
Over **25,000 health hero voices** elevated & over **850 million total impressions** via our viral digital grassroots campaign

#ThisIsOurShot



8 in 10 say they'll turn to doctors, nurses, and other health providers when deciding whether to get COVID-19 vaccination.

Percent who say are **very** or **somewhat** likely to turn to each of the following when deciding whether to get a COVID-19 vaccine:



NOTE: Among those who have not been vaccinated against COVID-19
 SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See topline for full question wording.

KFF COVID-19
 Vaccine Monitor

THE PROBLEM:

33% of Californians remain unvaccinated.

THE SOLUTION:

You. You are the most trusted messenger.



“The work of a physician as a healer cannot stop at the door of an office, the threshold of an operating room, or the front gate of a hospital ... Professional silence in the face of social injustice is wrong. Either engage or assist the harm. There is no third choice.”



- **Dr. Don Berwick**



Hierarchy of Information Needs

As those undecided navigate the decision-making process, safety is the most important consideration.

Safety: How will the vaccine affect me? What side effects can I expect?

Efficacy: Do the vaccines work? If I already had COVID-19, why do I need to get the vaccine?

Development Process: How were the vaccines developed so quickly?

Access: Do I need insurance?



Language to Use with Patients and Clients

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



3 Steps to Initiating Conversations with the Vaccine Curious

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 176 million Americans have been safely vaccinated and are now protected.



2. Side effects are common.

They 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



3. Vaccines are very effective.

Each vaccine is nearly 100% 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.



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

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.



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 or 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 or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.



The Power of “I don’t know”

- **It’s okay to say, “I don’t know”** → This actually builds trust
 - Not just that you personally don’t know, but if the data isn’t available yet, say that. Make sure to update your audience when it does become available. Your audience will trust you more if you can admit to not knowing.



Finding your Vaccine-Curious Community

Community: A group of people living in the same place or having a particular characteristic in common. A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

Digital Socials: Host a social with members of your community and/or other health professionals who may want to join the #TIOS advocate program.

Friends & Family: Start the conversations where you already talk to them.

Membership Organizations & Associations: What membership organizations and associations are you a member of?

Community Groups: Who are “your people?” PTA? Worship? Fitness class?



Poll: Our Ask of You Today

I will commit to having 30 conversations in 30 days about COVID-19 vaccines.*

1. Yes

2. No

* By choosing yes, you will opt in to weekly #ThisIsOurShot “Hero Alerts” with the latest information on COVID-19 vaccine misinformation trends and conversation resources.



Resources & Feedback

Leslie Amani, CDPH

Referrals

Unvaccinated Californians can visit myturn.ca.gov, call 833.422.4255, or text their zip code to GETVAX or VACUNA to schedule an appointment.



Additional Resources

Please visit eziz.org/covid/30conversations for

- Toolkit with effective communication resources
- FAQ brochures/fliers in English and Spanish: [Order free printed copies](#)
- Pediatric infographic

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.

VaccinateALL58.com 

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?

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Special Thanks to

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Jane Grey, Rachel Jacobs, Devon Keeler, Sean Lemar, Natalie
Nakahara Preas, Jeff Scheel, David Tucker, Michelle Yoon



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



And for joining today's webinar!