

How to Have Effective Conversations with Parents about COVID-19 Vaccines for Children

November 10, 2021



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/>



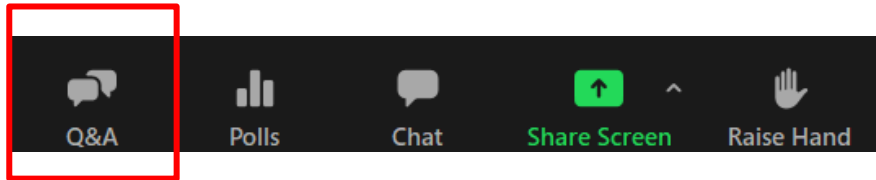
Please use “Q&A” to ask a question.



If you have technical difficulties, please contact samuel.kerr@cdph.ca.gov

Questions and Answers

Please use the Q&A panel to ask a question



Webinar Objectives

Provide attendees with:

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



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

Agenda: November 10, 2021

Topic	Speaker	Approximate Duration
Welcome	Leslie Amani, CDPH	12:00PM – 12:10PM
Overview of Pediatric COVID-19 Vaccination Data	Eric Ball, MD	12:10PM – 12:20PM
Tips & Tricks for Effective Conversations	Eric Ball, MD	12:20PM – 12:40PM
Resources, Polls, and Q&A	Leslie Amani, CDPH	12:40PM – 1:00PM

Tips for Effective Conversations with Parents about COVID-19 Vaccines for Children

Eric Ball, MD, FAAP

#ThisIsOurShot, AAP-CA, CIC



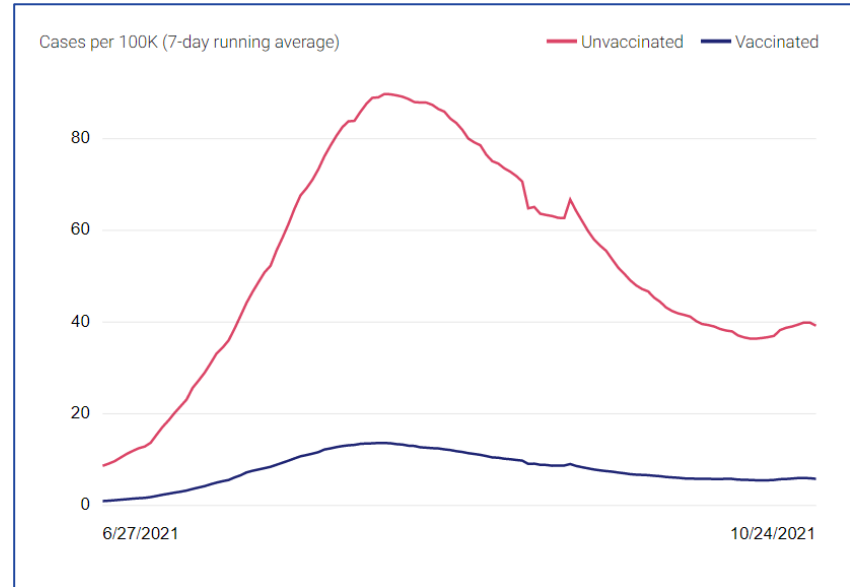
Confirmed Cases by Age in California

- Children aged 0-17 are making up a greater proportion of total cases.
- 15% of total cases in California were in Children aged 0-17.
- **Vaccinating children will play a critical role in continuing to limit the spread of COVID-19.**



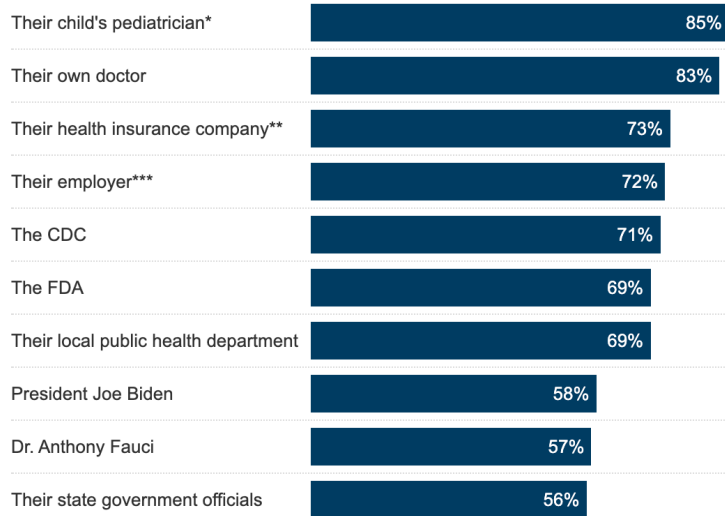
Unvaccinated and Vaccinated Cases in California

From October 18, 2021 to October 24, 2021, unvaccinated people were **6.8 times more likely** to get COVID-19 than fully vaccinated people.



Pediatricians are the Most Trusted Source of Information about COVID-19 Vaccines

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



NOTE: *Among those who are parents or guardians of children under 18. **Among those who are insured. ***Among those who are employed and not self-employed. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (June 8-21, 2021) • [Download PNG](#)

KFF COVID-19
Vaccine Monitor



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?



3-5-3 Methodology



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



Common Concerns Among Parents

“COVID-19 does not affect children.”

- Over 6.4 million children have become ill with COVID-19 (17% of all cases nationwide).
- Almost 60,000 children have been hospitalized with COVID-19 since August 2020 and over 600 have died.
- 5,200 children were hospitalized with Multisystem Inflammatory Syndrome (MIS-C).
- More than 140,000 children have lost a caregiver.



Common Concerns Among Parents

"The vaccine causes myocarditis."

- Myocarditis is an extremely rare and mild side effect of some COVID-19 vaccines, particularly in young men (ages 16-29).
- Risk is around 2 per 100,000 people (highest risk group is 10 per 100,000 people).
- Cases are mild and almost always self-limiting.
- Myocarditis occurs in about **150** per 100,000 patients with COVID-19 disease.



Common Concerns Among Parents

"The vaccine was rushed."

- 7.1 BILLION doses of COVID-19 vaccines have been given worldwide; almost 50% of the world's population has been vaccinated.
- COVID-19 vaccines have been widely given now for almost a full year.
- Over 4,000 children participated in the trial for 5–11-year-old Pfizer vaccines and no safety concerns were found.
- All steps in traditional trials were done and the number of patients in clinical trials was similar to previous vaccine trials.



Common Concerns Among Parents

"The vaccine causes infertility"

- Many medical studies have shown no differences in pregnancy success rates in people who are vaccinated versus people who have not received the vaccine.
- Over 170,000 pregnant women have been monitored by the CDC v-safe system with no concerns about their pregnancies.
- A major study of over 35,000 pregnant women showed that the COVID-19 vaccine "did not show obvious safety signals among pregnant persons who received mRNA COVID-19 vaccines".



Common Concerns Among Parents

“It’s better to get immunity from the disease”

- Recent studies suggest that immunity from vaccination is superior than immunity from a case of COVID-19 disease.
- Rates of ‘breakthrough’ disease were 5.5 times higher in those with prior disease versus those vaccinated.
- It is recommended that everyone get vaccinated, even those with a prior COVID-19 infection.



Common Concerns Among Parents

“I’m worried about long-term effects of the vaccine”

- Historically, adverse effects of all vaccines almost always happen within 6 weeks of receiving a vaccine dose.
- Billions of people have received COVID 19 vaccines with no “long term” side effects noted (after almost a year and more than a year for trial participants).
- “Long haul COVID” has been described extensively in adults and children but studies of prevalence in children are ongoing.
- If families are worried about long term effects, the vaccine is far safer than the effects of COVID disease.



Language to Use with Parents

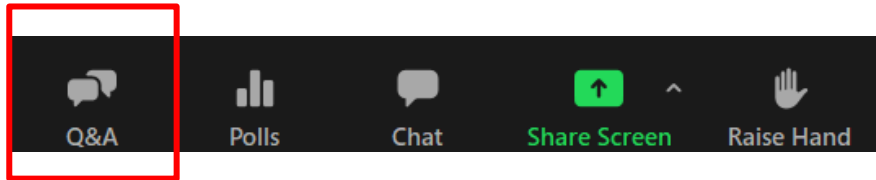
Do Say	Don't Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA; Operation Warp Speed; Emergency Use Authorization*
Get the latest information	There are things we still don't know
Keep your family safe; 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



Questions and Answers

Please use the Q&A panel to ask a question



Resources & Polls

Leslie Amani, 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

Patient Referrals

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



Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit 30 Conversations Campaign

#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.

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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-vaxers"

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 Beaman 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 look 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 those 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" 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 done lists 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 "gamma pigs" for new COVID-19 vaccines.

Overpromising

Avoid claims that are unproven. Being overly cozy 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.

Vaccinate ALL 58

Next 30 Conversations in 30 Days Webinar

How to Have Effective Conversations about COVID-19 Vaccination and Fertility & Pregnancy

Speakers: Dr. LaTanya Hines and Dr. Michael Policar, OB-GYNs

When: Thursday, November 18 from 12:30PM – 1:30 PM

Register [here](#)



We appreciate your feedback

I will commit to talking to 30 patients or clients 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.

Special Thanks to Today's Presenter:

Eric Ball, MD, FAAP

Webinar Planning & Support:

Leslie Amani, Michael Conrique, Edgar Ednacot,
Rachel Jacobs, Sam Kerr



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



And for joining today's webinar!