

Welcome to

Lessons from the Pandemic: Strategies for Nurses to Build Trust with Vaccine-Hesitant Patients

Wednesday, May 3, 2023
12:00PM-1:00PM



Vaccinate ALL 58
Together we can end the pandemic.





Continuing Medical Education Disclosure

Disclosure:

All planners, staff, and others involved with this activity have reported no relevant financial relationships with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

This activity has not received commercial support.

Housekeeping



This session is being recorded. Please access today's slides and recording through the following link: [EZIZ COVID Crucial Conversations](#)

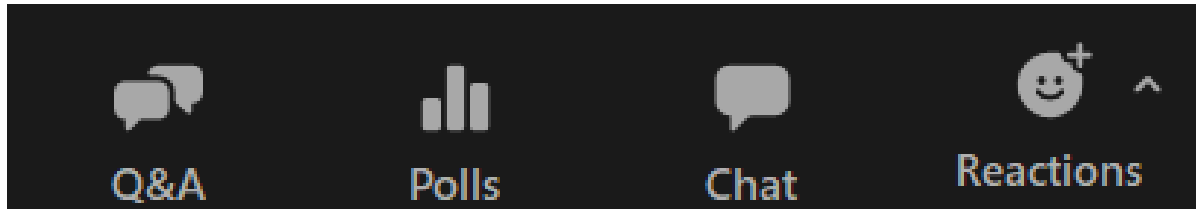


Please use the “Q&A” or “raise your hand” functions to ask questions.

For follow-up questions, please email sharonannegoldfarb@yahoo.com or rachel.jacobs@cdph.ca.gov.

Questions

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



Resource links will be dropped into, “Chat”

Webinar Objectives

Participants will learn:

- How marginalized communities face significant disparities in healthcare access and outcomes
- How nurses can help support vaccine-hesitant patients by building trust and addressing systemic barriers to healthcare access.
- 3-5-3 conversation methodology for patient conversations



Agenda: Wednesday, May 3, 2023

No.	Item	Speaker(s)	Time (PM)
1	Welcome and Poll	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Strategies for Nurses to Build Trust with Vaccine-Hesitant Patients	Sharon Goldfarb, DNP, RN, FNP-BC	12:05 – 12:40
Questions & Answers			12:40 – 12:55
3	Poll, Resources, and Wrap-Up	Rachel Jacobs (CDPH)	12:55 – 1:00

Poll: CDPH Appreciates Your Feedback!

How confident are you in your ability to talk with patients about vaccine hesitancy?

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident



Strategies for Nurses to Build Trust with Vaccine-Hesitant Patients

Sharon Goldfarb, DNP, RN, FNP-BC
#ThisIsOurShot



Happy Nurses Appreciation Month! You Make a Difference!



Nurses Appreciation Week: May 6 – May 12, 2023

Land Acknowledgement

It is important to understand the longstanding history that has brought you to reside on the land, and to seek to understand your place within that history. Land acknowledgements do not exist in a past tense, or historical context: colonialism is a current ongoing process, and we need to build our mindfulness of our present participation.”

– [Northwestern University](#)



Current COVID-19 Landscape

United States Data as of April 26, 2023

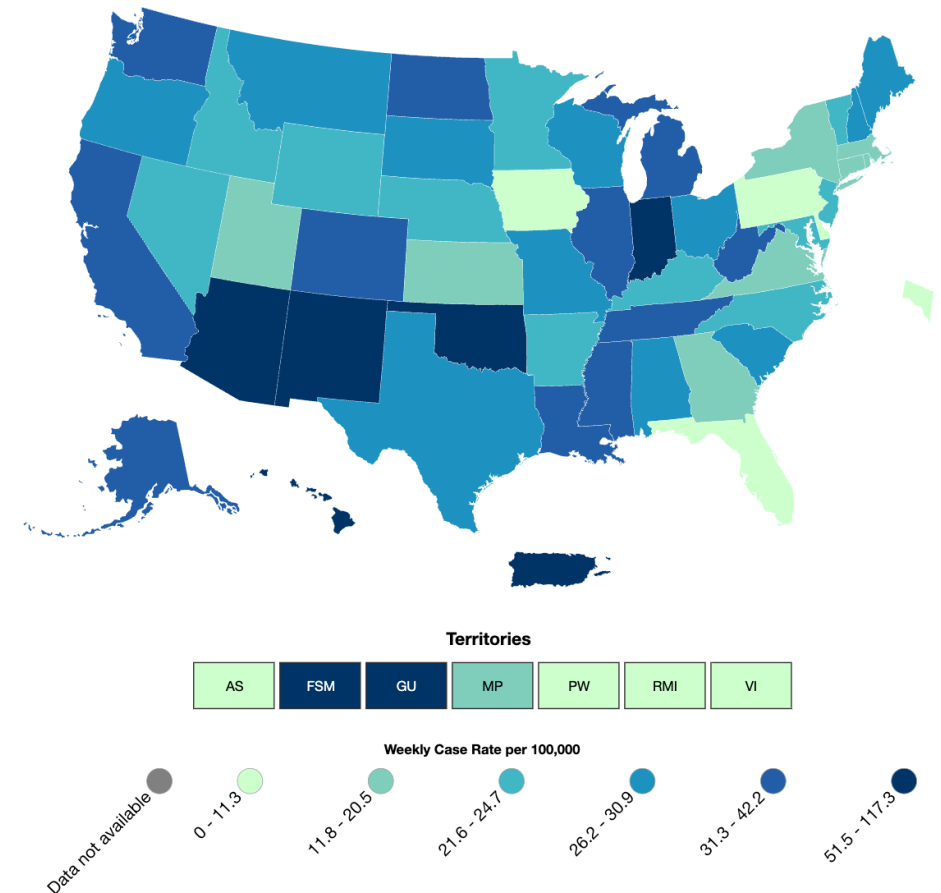
Cases

- New weekly case count as of **88,330**
- Total Cases **104,538,730**

Deaths

- New weekly COVID-19 deaths **1,052**
- Total deaths **1,130,662**

US COVID-19 Weekly Case Rate per 100,000, by State/Territory



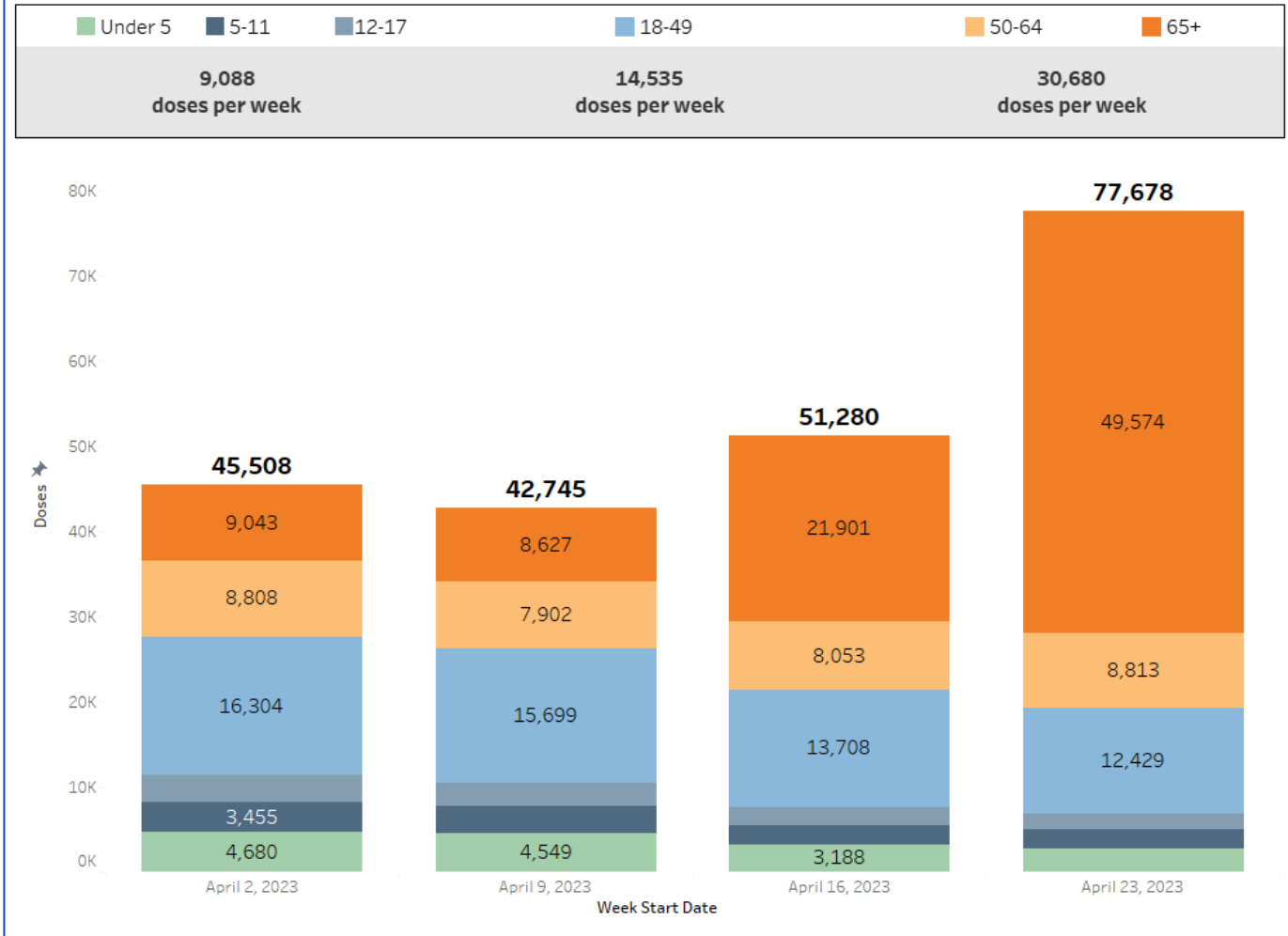
Trends in Vaccine Administration

California Data as of May 1, 2023

Most Recent Eligibility Groups

- 2nd Bivalent dose for 65+/Immunocompromised
- Bivalent booster for Infants/Toddlers
- Bivalent booster 5+

Doses Administered by Age Group, Past 4 Weeks

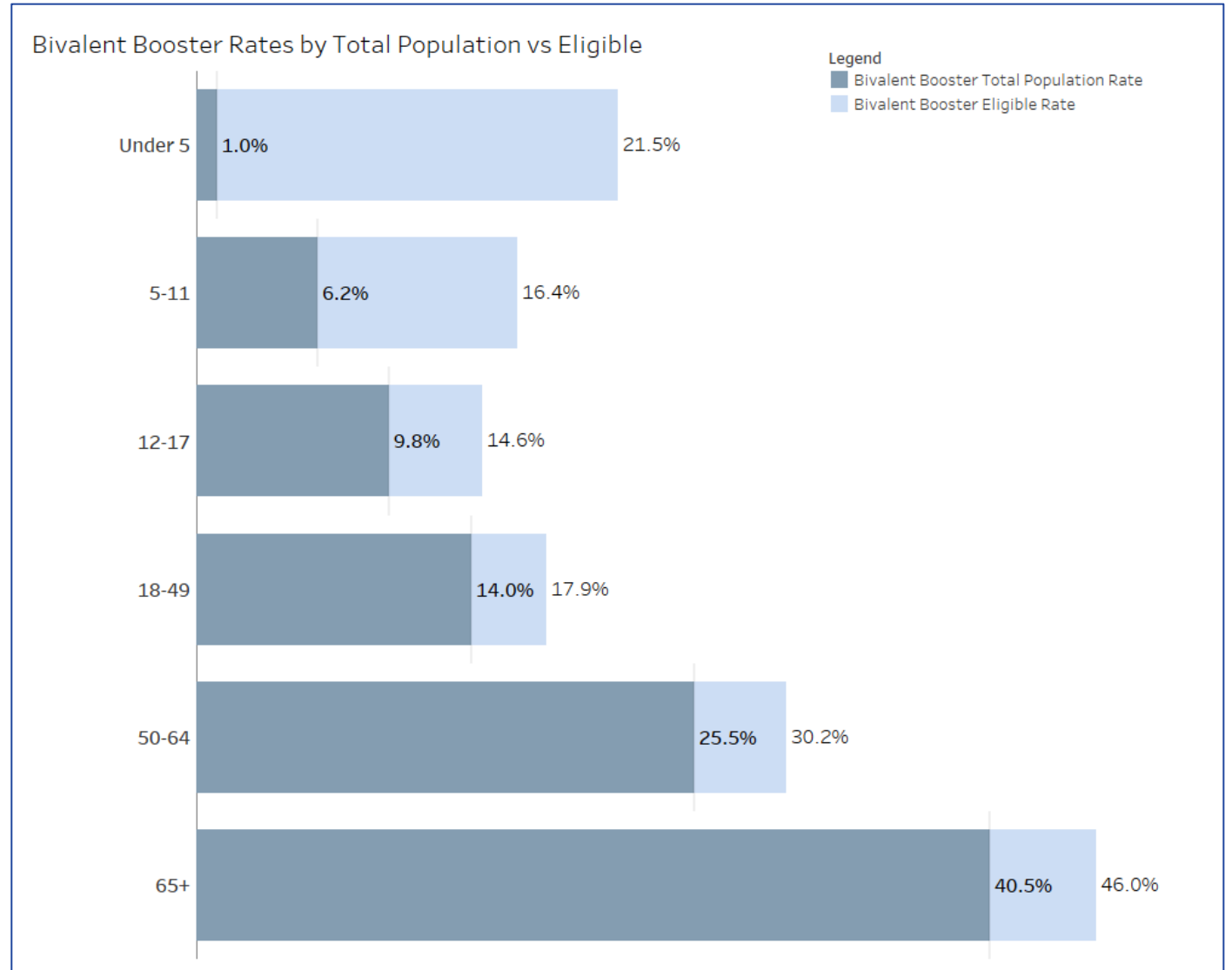


Bivalent Booster Uptake By Age

California Data as of May 1, 2023

Total Population & Eligible Population

- Statewide, **18.7%** of the **total population** has received a bivalent booster, **25.8%** of the **eligible population** has received a bivalent booster
- Greatest differences observed for Under 5 and 5 Years – 11 Years



Bivalent Booster Uptake by HPI

California Data as of May 1, 2023

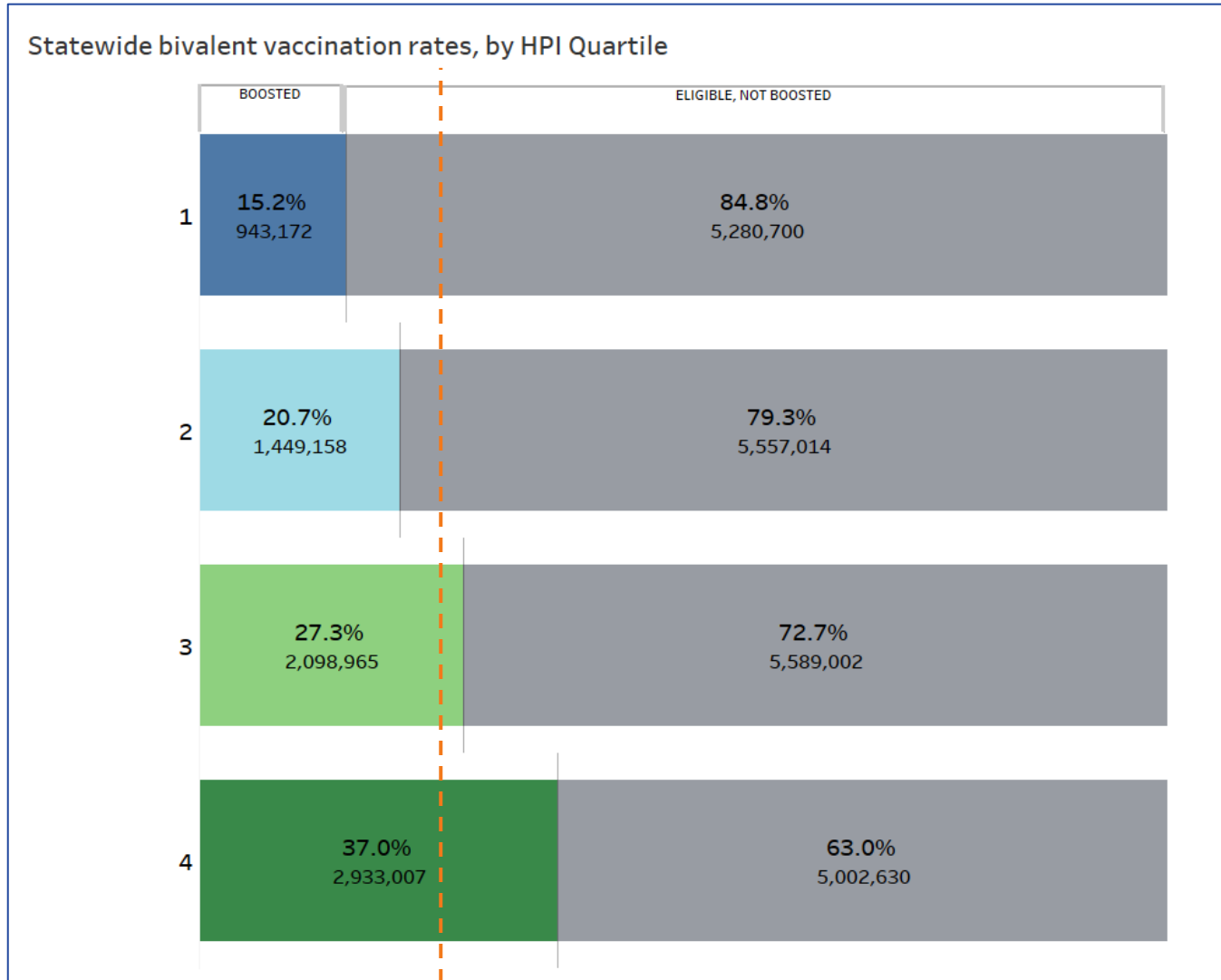
State Avg

26%

Uptake of Bivalent Boosters

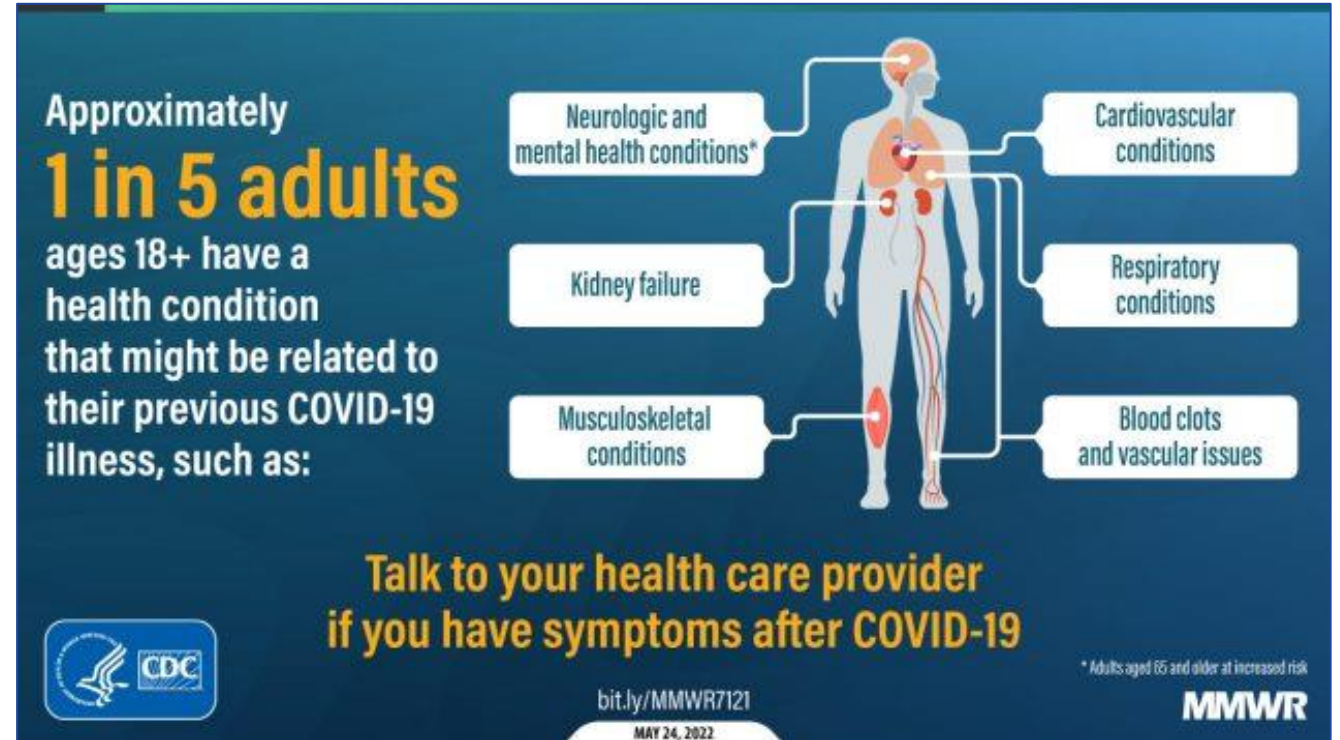
- There are **21.5 million** people across all equity quartiles that are still eligible for bivalent booster
- Higher uptake among communities living in the most-healthy places, equity quartiles 3 & 4

This chart uses the [Healthy Places Index 3.0 \(HPI\)](#), developed by the Public Health Alliance of Southern California. The HPI uses a range of data sources and indicators to calculate a measure of community conditions ranging from the most to the least healthy based on economic, housing, and environmental measures. Scores range from **less healthy community conditions in Quartile 1** to **more healthy community conditions in Quartile 4**.



Long COVID

According to the World Health Organization, anywhere from **10-20% of people infected with SARS-CoV-2 go on to develop symptoms of long COVID.** Long COVID can be debilitating, and vaccines help prevent long COVID.





COVID-19 Vaccine Timing Guide – Updated Routine Schedule

[English version](#)

[Spanish version](#)

Age*	Vaccine	If unvaccinated:	If had monovalent doses give bivalent (B) doses:
6 months–4 years	Pfizer–Infant/Toddler Bivalent	1st Dose → 3-8 weeks** → 2nd Dose → ≥8 weeks → 3rd Dose	<p>If 2-3 prior doses, then: ≥8 weeks → B</p> <p>If 1 prior dose, then: 3-8** weeks → B ≥8 weeks → B</p>
6 months–5 years	Moderna–Bivalent	1st Dose → 4-8 weeks** → 2nd Dose Use blue cap vial, 0.25mL	<p>If 2 prior doses then^: ≥2 months → B Pink cap, 0.2mL</p> <p>If 1 prior dose, then^: 4-8** weeks → B Blue cap, 0.25mL</p>
6+ years ^B	Moderna–Bivalent	1 Dose → ≥4 months → Ages 65+ optional 2nd bivalent dose (Moderna/Pfizer) Use blue cap vial, 6-11 years: 0.25mL, 12+ years: 0.5mL	
5–11 years	Pfizer–Pediatric Bivalent	1 Dose	
12+ years	Pfizer/Adol/Adult Bivalent	1 Dose → ≥4 months → Ages 65+ optional 2nd bivalent dose (Moderna/Pfizer)	<p>If 1 or more prior doses (of any of the 4 brands), then^: ≥2 months → Bivalent (Moderna/Pfizer)</p> <p>(Ages 65+ may receive 1 additional bivalent dose ≥4 months after 1st)</p>
12+ years	Novavax [†] Monovalent	1st Dose → 3-8 weeks** → 2nd Dose →	
18+ years	Janssen (J&J) [§] Monovalent	1st Dose →	

Lessons from the COVID-19 Pandemic

- ***Social Determinants of Health*** and ***Structural Racism*** were serious comorbidities.
- Nurses were treated as if we were expendable.
- Nurses need to be at the table and help myriad public health endeavors.

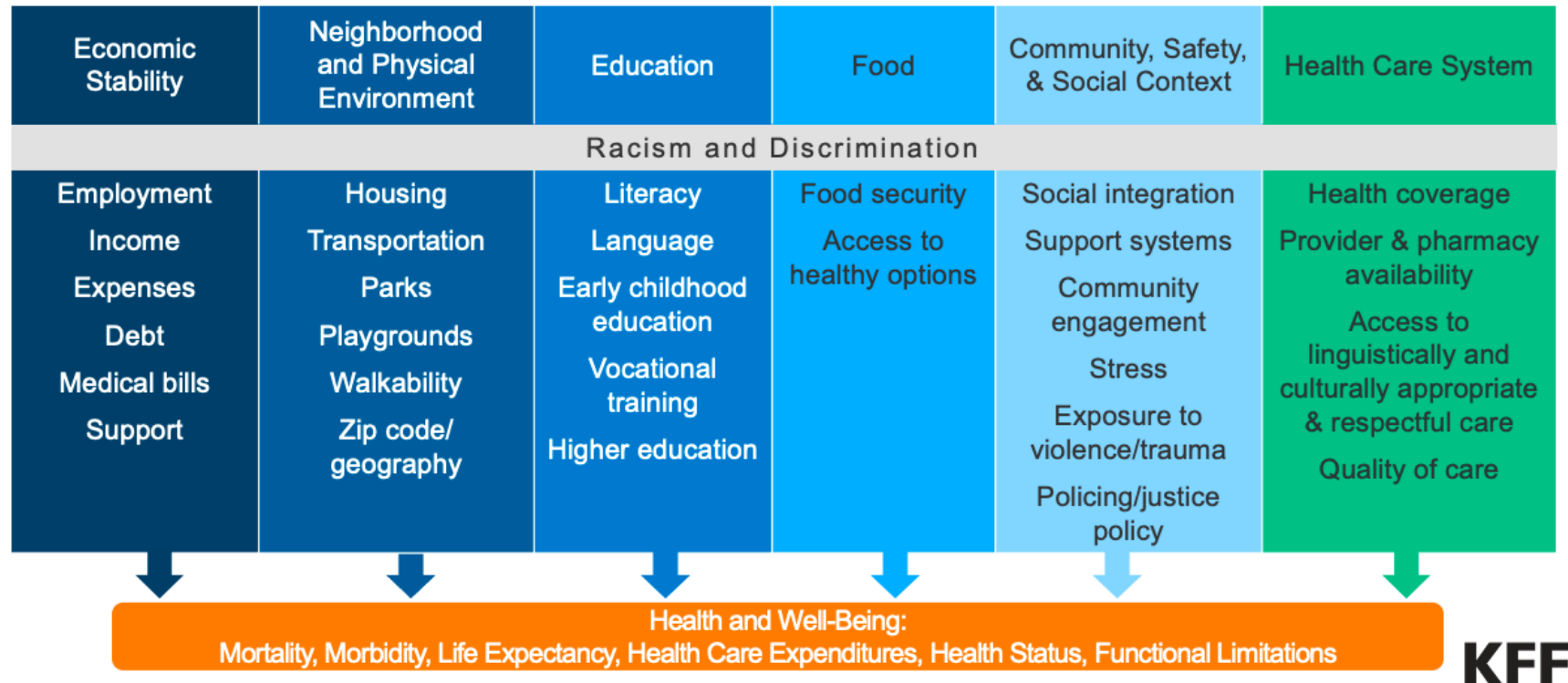


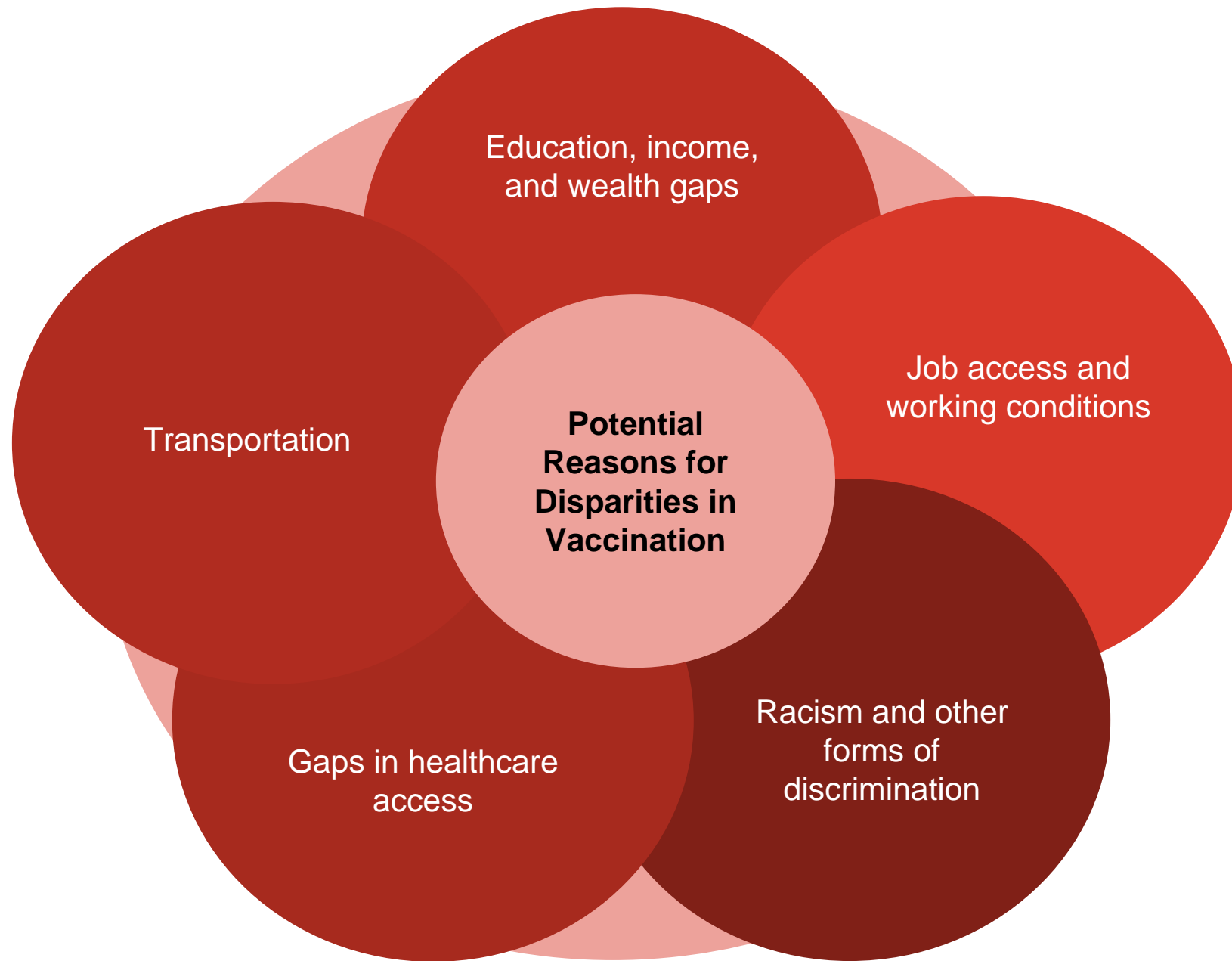
Nurses reported skin damage and bruises after wearing personal protective equipment during long shifts

Potential Reasons for Disparities in Vaccination

Figure 1

Health Disparities are Driven by Social and Economic Inequities





It's not Tuskegee. Current medical racism fuels Black Americans' vaccine hesitancy

“Toler said the Black people she knows who don't want the vaccine have very modern reasons for not wanting it. They talk about religious beliefs, safety concerns or a distrust of former President Trump and his contentious relationship with science. Only a handful mention Tuskegee, she said, and when they do, they're fuzzy on the details of what happened during the 40-year study.”



Maxine Toler of Los Angeles says she and most of the other Black seniors she talks with want the vaccine but are having trouble getting it. (Heidi de Marco)

“And trust is critical to health.”

“Beyond Tuskegee — Vaccine Distrust and Everyday Racism”

Simar Singh Bajaj, and Fatima Cody Stanford, MD, MPH, MPA



Nurses Are the Most Trusted Profession

Gallup Poll 20 years and Counting





Build on Our Trust



Communication Techniques



The illustration shows a man with orange hair on the left and a woman with dark hair on the right, both in profile, facing each other as if in conversation. Between them is a white rectangular box with a pink header that reads "Top Communication Skills". Below the header is a list of ten skills. The background is light blue with abstract geometric shapes. The "indeed" logo is visible in the bottom right corner of the illustration.

Top Communication Skills

- Active listening
- Communication method
- Friendliness
- Confidence
- Sharing feedback
- Volume and clarity
- Empathy
- Respect
- Responsiveness

indeed

Check Your Implicit Biases

Implicit bias can impact how we judge people based on:

- Race
- Ability
- Gender
- Culture
- Language

Implicit Bias is...



Attitudes, Stereotypes, & Beliefs
that can affect how we treat others.

Implicit bias is not intentional, but it can still impact how we judge others based on factors, such as:



Race



Ability



Gender



Culture



Language

In early childhood settings, implicit biases can affect how providers perceive and respond to children, which can lead to unfair differences in the use of exclusionary discipline practices, such as suspension and expulsion.

Go to our Guide to learn about recommended policies and strategies for promoting all children's success and preventing suspensions and expulsions in early childhood settings! preventexpulsion.org

SRI Education
A DIVISION OF SRI INTERNATIONAL

Motivational Interviewing

OARS

Key Skills in Motivational Interviewing

O **OPEN QUESTIONS**
to explore concerns, promote collaboration, and understand the client's perspective.

A **AFFIRMATIONS**
to support strengths, convey respect.

R **REFLECTIVE LISTENING**
to explore deeper, convey understanding, deflect discord, elicit change talk.

S **SUMMARIZE**
to organize discussion, clarify motivation, provide contrast, focus the session and highlight change talk.

ACADEMY OF
NEUROLOGIC
PHYSICAL THERAPY
www.neuropt.org

MOTIVATIONAL INTERVIEWING

R

RESIST telling them what to do:
Avoid telling, directing, or convincing your friend about the right path to good health.

U

UNDERSTAND their motivation:
Seek to understand their values, needs, abilities, motivations and potential barriers to changing behaviors.

L

LISTEN with empathy:
Seek to understand their values, needs, abilities, motivations and potential barriers to changing behaviors.

E

EMPOWER them:
Work with your friends to set achievable goals and to identify techniques to overcome barriers.

Empathic Inquiry

Feeling Empathy:

The ability to infer and sense other people's emotions

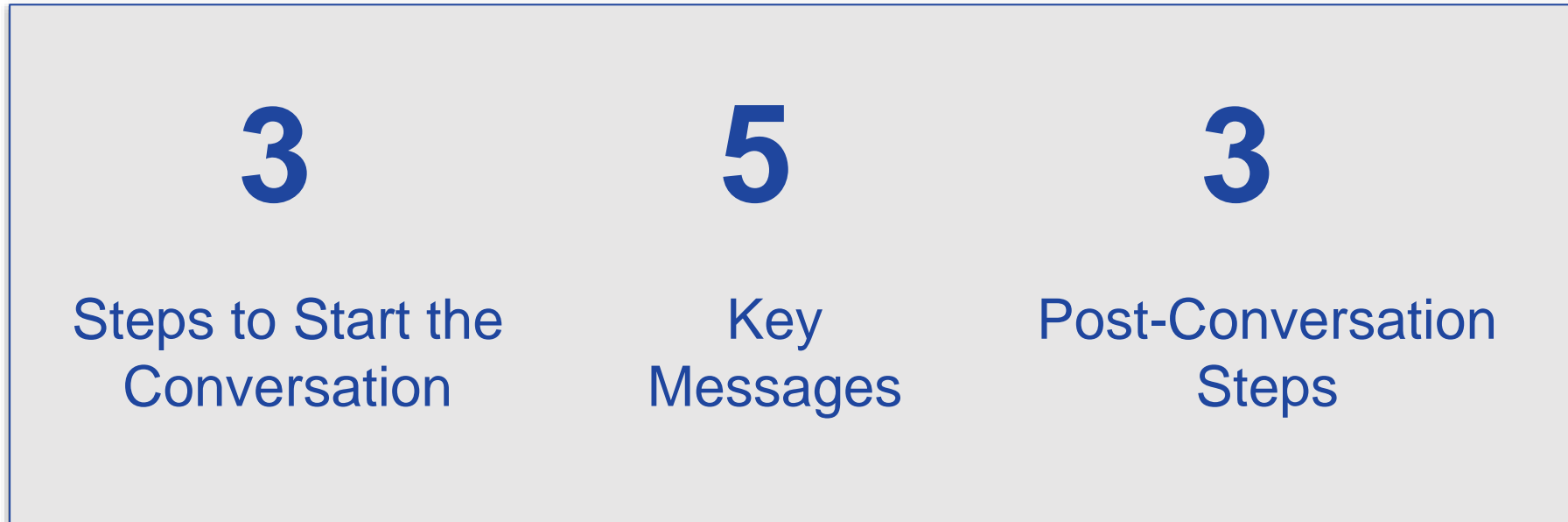


Overcoming Mis- and Disinformation



Conversation Methodology

aka Answering Tough Questions/Having Tough Conversations



To address patients concerns related to myths and misinformation, use the 3-5-3 method.



3 Steps to Initiating/Continuing 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 to be able to safely be with our loved ones again.”

“What reasons would motivate you to get vaccinated?”

Find their personally motivating reason.

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.



Key Messages

2

Mild side effects are common.

Side effects are a sign that your body is protecting you.

For a few days after vaccination, many people temporarily feel:

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



Key Messages

3

Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants.



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.



Key Messages

5

Have questions? Please ask.

I am glad you want to know more. Ultimately, the choice is yours. Today or when you're ready, go to myturn.ca.gov or text your zip code to GETVAX or VACUNA to get your vaccine.



3 Steps to End the 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.

Public Good News Report on Misinformation

Summary:

- The majority of the world's online vaccine opposition comes from the United States, and increasingly from government.
- Vaccine misinformation has increased over time, despite domestic and global efforts.
- The top 20 social media accounts spreading vaccine misinformation disproportionately include health care professionals and journalists.





Contact Information

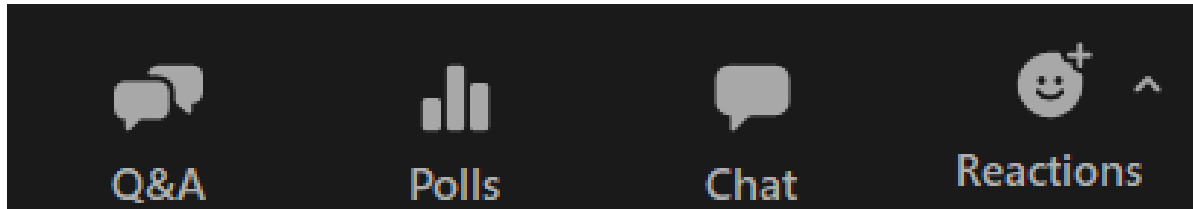
Sharon Goldfarb, DNP, RN, FNP-BC

- sharonannegoldfarb@yahoo.com



Questions

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



Resource links will be dropped into, “Chat”

Poll and Resources

Rachel Jacobs, CDPH

Poll: CPDH Appreciates Your Feedback

Following this webinar, how confident are you in your ability to talk with patients about vaccine hesitancy?

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident



Resources



- Join **#ThisIsOurShot / #VacunateYa** for newsletters about COVID-19 and vaccine-related talking points, and social media tips for physicians:

<https://thisisourshot.info/> / <https://vacunateya.com/>



- Join **Shots Heard Round the World** to connect with a network of health professionals dedicated to combating online harassment of HCPs: <https://shotsheard.org/>

Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit COVID-19 Crucial 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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#THIS IS OUR SHOT
VACU NATE YA

LANGUAGE DO'S & DON'TS

<h3>Do Say</h3> <p>Vaccination Injection or shot</p> <p>A safe and effective vaccine A vaccine developed quickly</p> <p>Authorized by FDA based on clinical testing Approved by FDA, Operation Warp Speed, Emergency Use Authorization¹</p> <p>Get the latest information There are things we still don't know</p> <p>Keep your family safe; keep those most vulnerable safe Keep your country safe</p> <p>Public Health Government</p> <p>Health / medical experts and doctors Scientists</p> <p>People who have questions People who are hesitant, skeptical, resistant, or 'anti-vaxxers'</p>	<h3>Don't Say</h3> <p>Injection or shot</p> <p>A vaccine developed quickly</p> <p>Approved by FDA, Operation Warp Speed, Emergency Use Authorization¹</p> <p>There are things we still don't know</p> <p>Keep your country safe</p> <p>Government</p> <p>Scientists</p> <p>People who are hesitant, skeptical, resistant, or 'anti-vaxxers'</p>
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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.

<h3>Messaging Elements That Resonate</h3> <p>Validate Concerns & Answer Questions Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.</p> <p>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.</p> <p>Protection Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").</p> <p>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.</p>	<h3>Messaging Elements That DON'T Resonate</h3> <p>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.</p> <p>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.</p> <p>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."</p> <p>"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.</p>
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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

COVID-19 Vaccine Support

Type of Support

Description

Updated 11.15.22



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
- 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



myCAvax Help Desk

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

- Email: myCAvax.HD@cdph.ca.gov
- Phone: (833)-502-1245, option 3, Monday through Friday 8AM–6PM

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

For **technical support** with My Turn Clinic for COVID-19 and flu vaccines: mail to: MyTurn.Clinic.HD@cdph.ca.gov

or (833) 502-1245, option 4: Monday through Friday 8AM–6PM

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](#)

Upcoming Opportunities



Monday

My Turn and myCAvax Office Hours

Next session: Monday, May 15, 12PM-1PM

Friday

Provider Consolidated Webinar

Next session: Friday, May 5, 9AM-10:30AM

Note: Session to include
COVID-19 Vaccine and Therapeutics Updates



Special Thanks to

Today's Presenter:

Sharon Goldfarb, RN, DNP, FNP-BC

Webinar Planning & Support:

Charles Roberts, Blanca Corona, Billie Dawn Greenblatt, Leslie Amani, Tyler Janzen, Laura Lagunez-Ndereba, Rachel Jacobs

