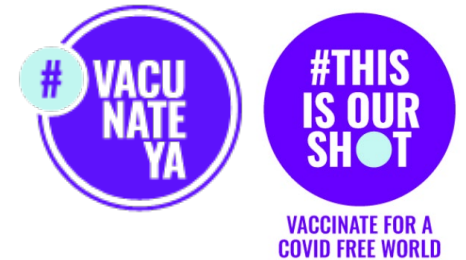


# How to Have Effective Conversations about COVID-19 Vaccines in Rural Communities

September 27, 2021



# Housekeeping



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



**For Attendees:** Please access today's slides by following the [link in the chat](#):



Please use "Questions" pane or raise your hand to ask a question.

# Questions & Answers

Submit questions via  
GoToWebinar "Questions" pane.



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

# Webinar Objectives

Provide attendees with:

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



# We appreciate your feedback

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

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

# Agenda: September 27, 2021

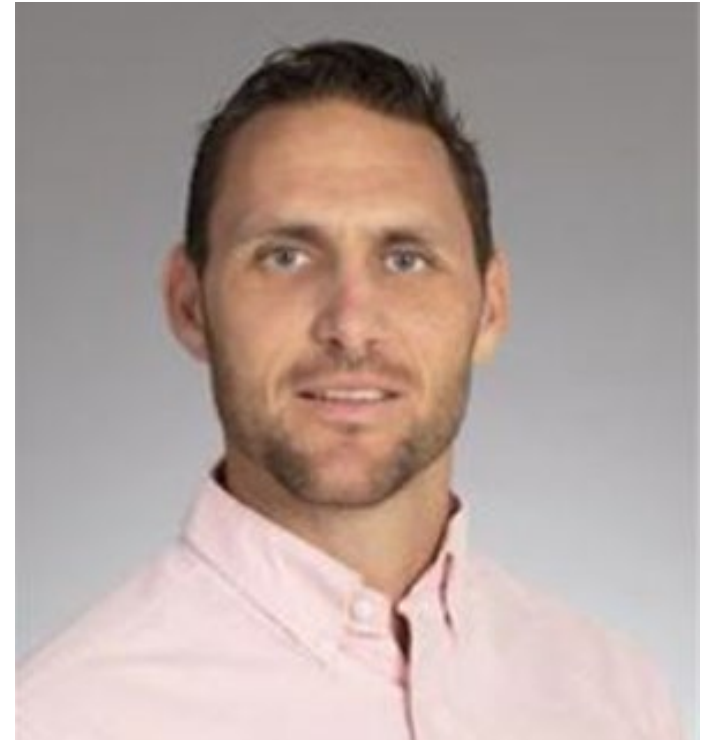
Topic	Speaker	Approximate Duration
Welcome	Leslie Amani, Moderator, CDPH	2 minutes
Rural Vaccination Data Overview	Skye Heston, M.D.	8 minutes
Tips & Tricks for Effective Conversations	Jasmeet Bains, M.D.	20 minutes
Resources, Polls, and Q&A	Leslie Amani, Moderator, CDPH	15 minutes



**Vaccinate ALL 58**  
Together we can end the pandemic.

# COVID-19 Vaccination Data in Rural Communities

Skye Heston, M.D.



# Defining Rural Communities

**Rural Communities:** Areas that have

- low ratio of primary care providers to population; and/or
- geographical barriers to health care access.



# COVID-19 Vaccines Administered, Cases, and Deaths in California

- **48,813,863** vaccines administered
- **69.6 %** fully vaccinated
- **8.2%** partially vaccinated
- **70,344** doses per day

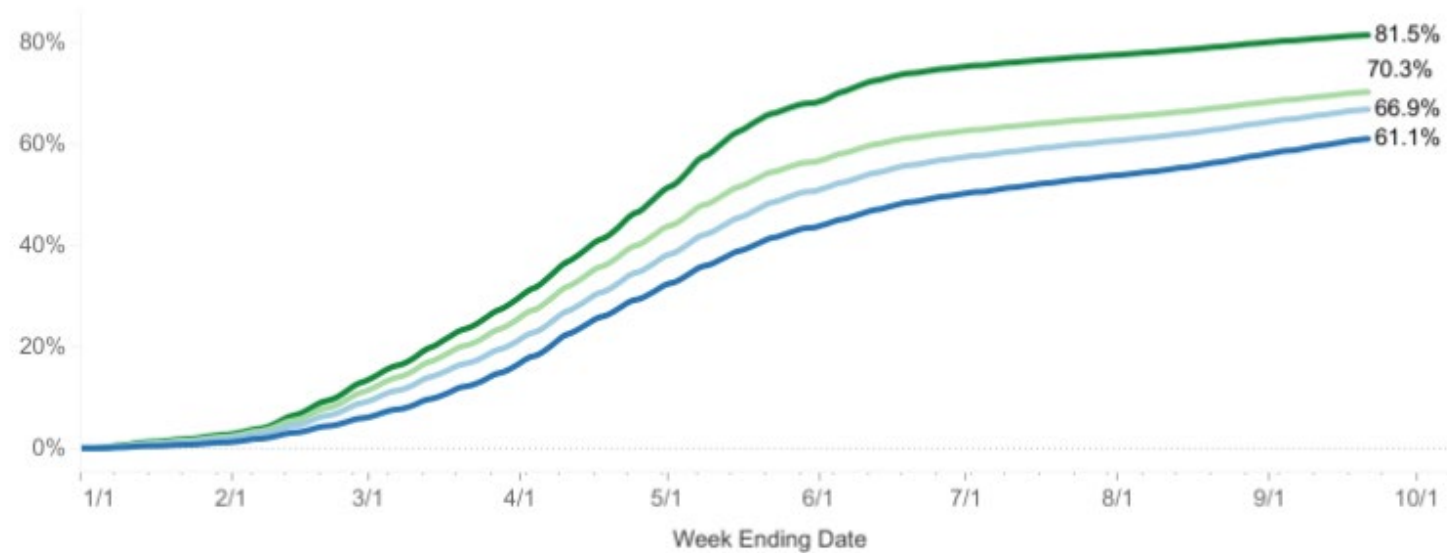
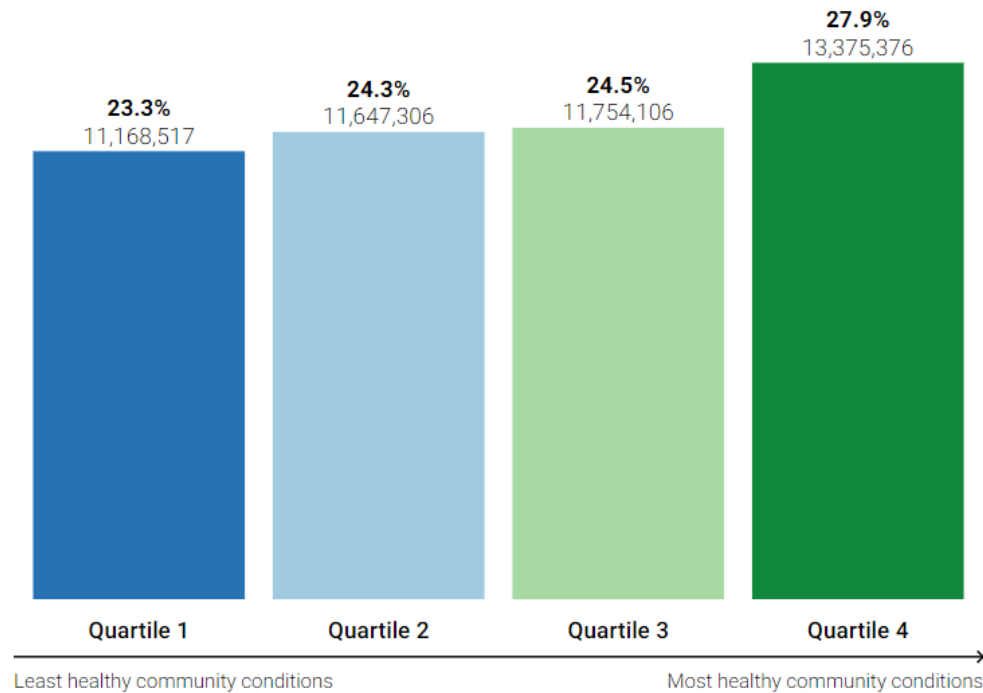


A. Gutierrez receives a COVID-19 vaccination from registered nurse J. Portillo at the Pico Union Project in Los Angeles.

(Al Seib / Los Angeles Times)

# 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

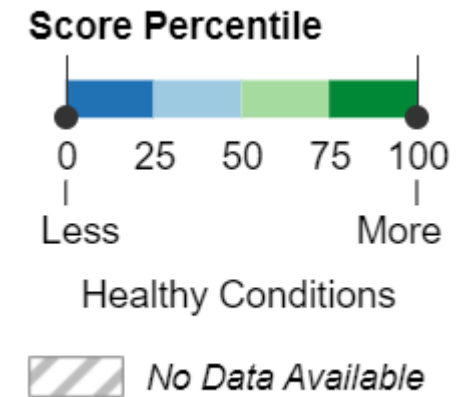
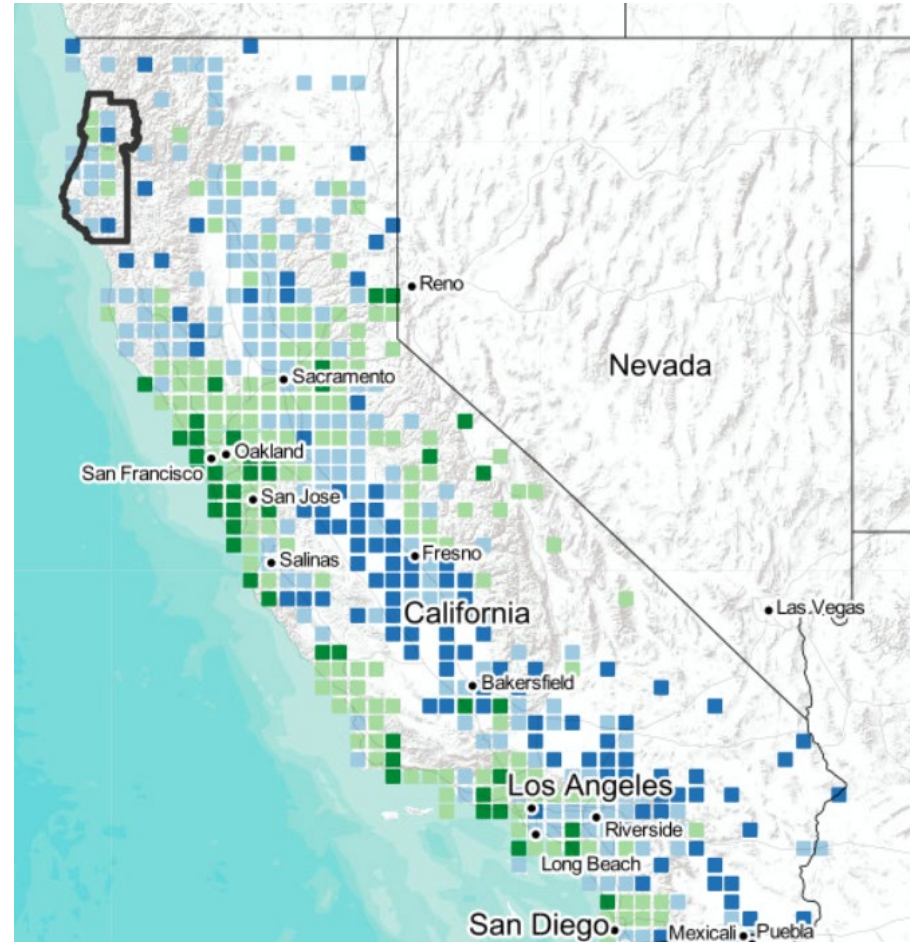


Updated September 22, 2021 with data from September 21, 2021.

As of 9/22/2021

# Case Study: Humboldt County

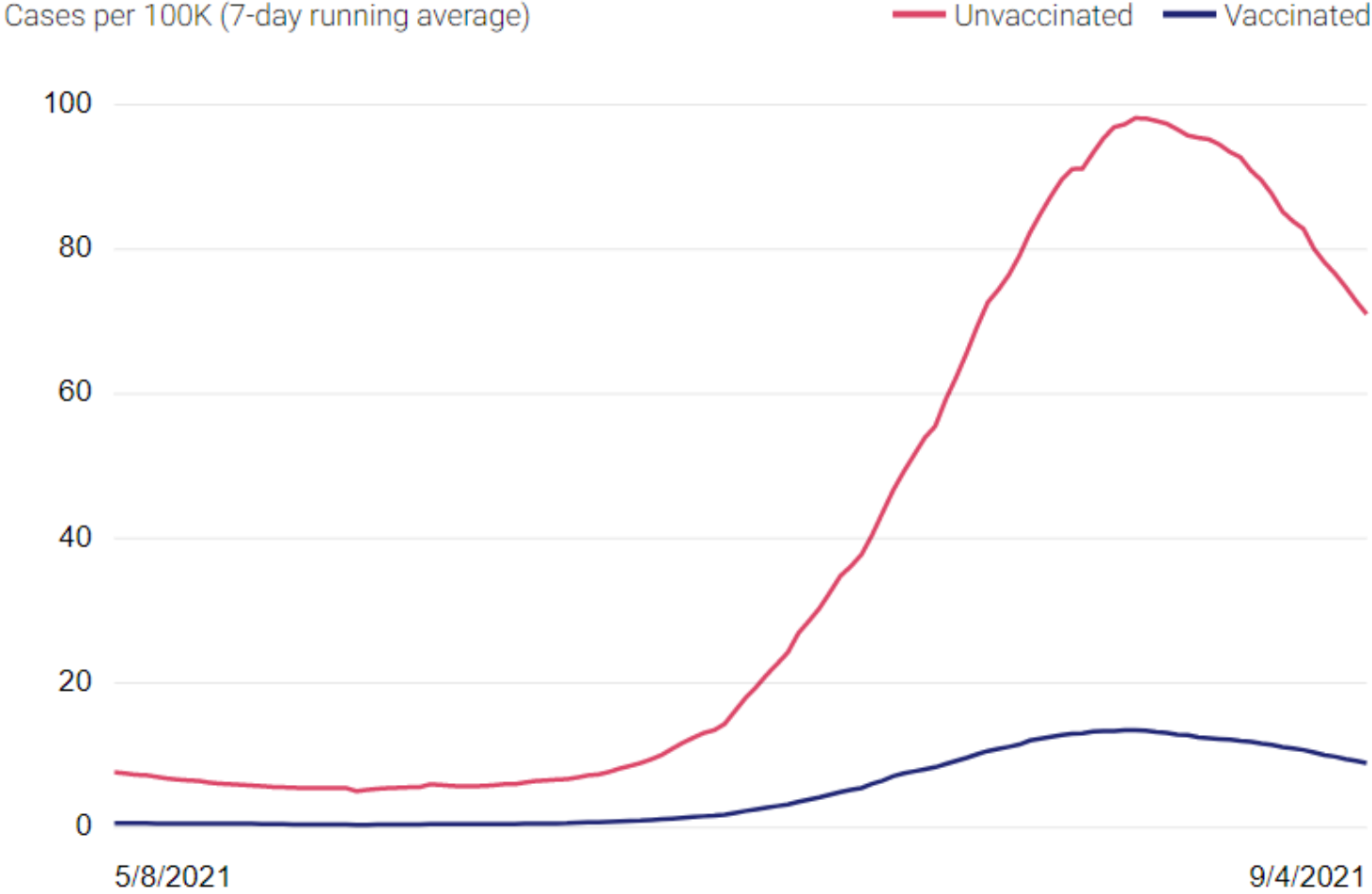
In Humboldt County, 55.8% of the population is fully vaccinated compared to 70% statewide.



As of 9/24/2021

# Unvaccinated and Vaccinated Cases in California

From August 29, 2021, to September 4, 2021, unvaccinated people were **8 times more likely** to get COVID-19 than fully vaccinated people





VACCINATE FOR A  
COVID FREE WORLD



# How to Effectively Communicate about COVID-19 Vaccines

Jasmeet Bains, M.D.

#ThisIsOurShot



# Messaging Elements that Resonate in Rural Communities

- **Acknowledge concerns:** Acknowledge people's hesitancy rather than challenging it.
- **Appeal with facts:** Give people transparent, substantiated answers that address safety concerns and elevate benefits of vaccination.
- **Emphasize protection:** Emphasis on protecting myself, loved ones, and those most vulnerable
- **Recognize personal decision:** Acknowledge that the decision is theirs to make.
- **Be positive:** People want to hear the benefits of getting a vaccine rather than the consequences of not getting it.
- **Listen without judgement**

# Messaging Elements to Avoid in Rural Communities

- **Negativity & fear:** Avoid reminders of how difficult the year has been.
- **The right thing to do:** References to "do your part" and "step up" can come off as accusatory.
- **Over-promising**
- **"Back to normal:"** For many people, post-pandemic life will never be the way it was. For others, life is very much back to normal.

# 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





# 3-5-3 Methodology

## 3 Steps to Start the Conversation

- Ask the questions and listen
- Create an alignment of safety
- Find common goals

## 5 Key Messages

- The vaccine will keep you safe
- Side effects are common
- Vaccines are very effective
- The vaccine is built on 20 years of research
- Have questions? Ask.

## 3 Post-Conversation Steps

- Acknowledge agency and personal choice
- Keep communication open
- Offer to find a vaccine

# Resources & Poll

Leslie Amani, CDPH

# We appreciate your feedback

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

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

# Resources

Unvaccinated Californians can go to [myturn.ca.gov](https://myturn.ca.gov), call 833.422.4255, or text their zip code to GETVAX or VACUNA to schedule their appointment.



# 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.

# Questions & Answers

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# Special Thanks to

## Today's Presenters:

Jasmeet Bains, M.D.

Skye Heston, M.D.

## Content Support:

Alex McDonald, M.D., Atul Nakhasi, M.D. and  
Hussain Lalani, M.D., #ThisIsOurShot

## Webinar Planning & Support:

Alecia Sanchez, California Medical Association

Leslie Amani, Mike Cappelluti, Michael Conrique, Edgar  
Ednacot, Rachel Jacobs, Michelle Yoon



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



And for joining today's webinar!