

# Welcome to Communicating about COVID-19 Vaccines on Social Media



**Vaccinate ALL 58**

Together we can end the pandemic.

May 26, 2022  
12:00PM-1:00PM



# Continuing Medical Education (CME) Credits 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



**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>



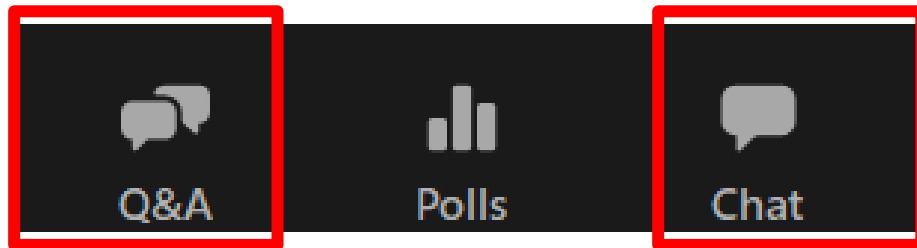
Please use “Q&A” to ask questions.



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.



Please use the **Chat** panel for discussion.

# Webinar Objectives

Participants will learn to:

- Engage effectively about COVID-19 vaccines on social media
- Disseminate simple, evidence-based messaging to build vaccine trust and combat misinformation
- Use sample COVID-19 social media posts for your platforms



# Agenda: Thursday, May 26, 2022

No.	Item	Speaker(s)	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Engaging Effectively on Social Media	Vicki Chan, MD	12:05 – 12:40
<b>Questions &amp; Answers</b>			12:40 – 12:55
3	Resources, Poll, and Wrap-Up	Rachel Jacobs (CDPH)	12:55 – 1:00

# Poll: Your feedback is appreciated

**How confident are you in your ability to effectively communicate about COVID-19 vaccines on social media?**

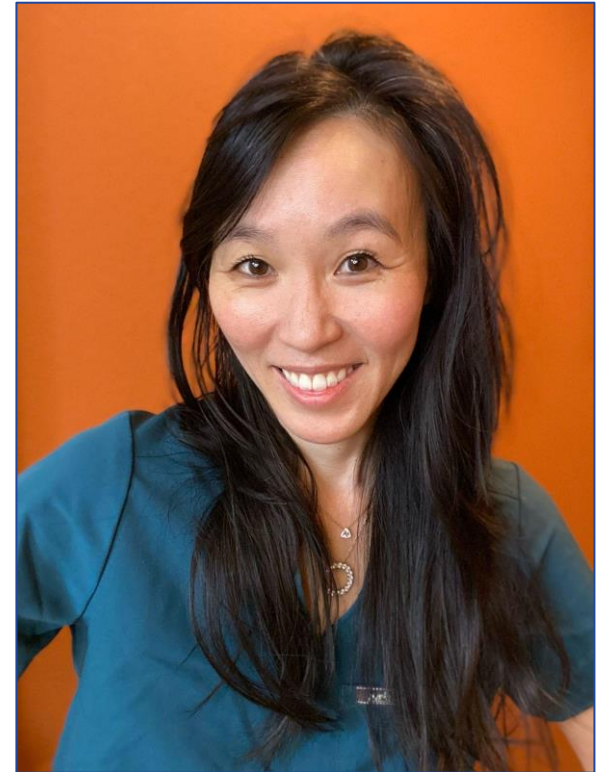
1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident



# Engaging Effectively on Social Media

Vicki Chan, MD

#ThisIsOurShot

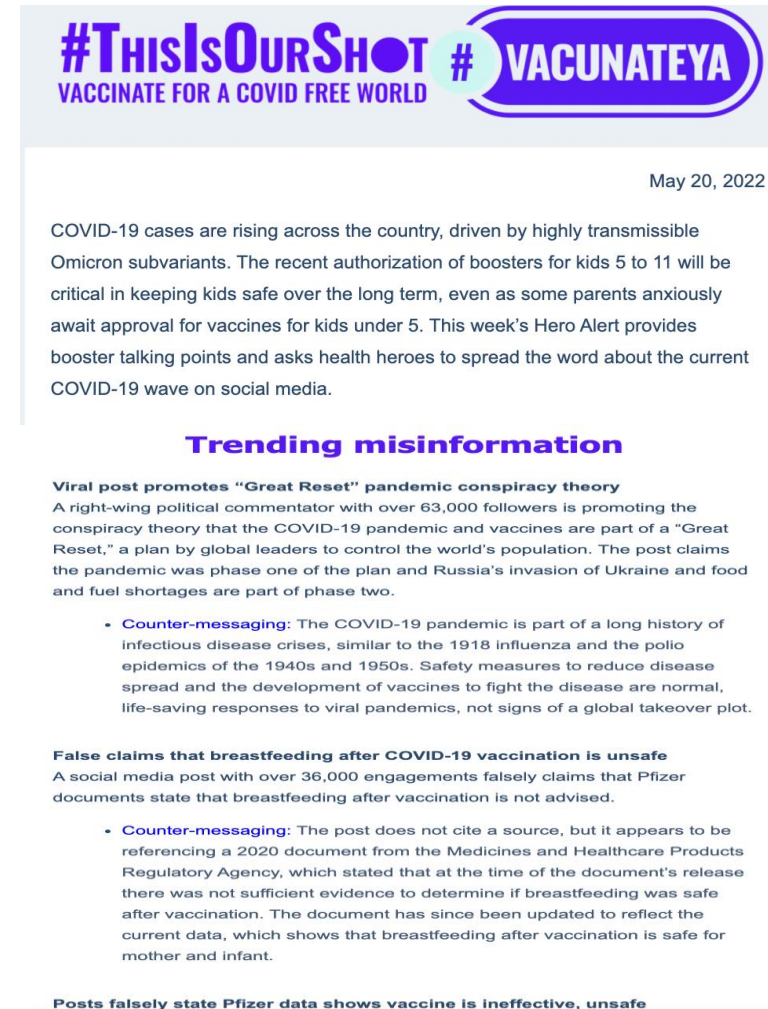




# Social Media Misinformation Trends

- Misinformation can be tracked on social media platforms such as Facebook, Instagram, and Twitter
  - Subscribe to hashtags on social media to receive notifications when there are new posts
- [Sign up](#) for the weekly TIOS-VY Hero Alert 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 20, 2022

COVID-19 cases are rising across the country, driven by highly transmissible Omicron subvariants. The recent authorization of boosters for kids 5 to 11 will be critical in keeping kids safe over the long term, even as some parents anxiously await approval for vaccines for kids under 5. This week's Hero Alert provides booster talking points and asks health heroes to spread the word about the current COVID-19 wave on social media.

### Trending misinformation

**Viral post promotes "Great Reset" pandemic conspiracy theory**  
A right-wing political commentator with over 63,000 followers is promoting the conspiracy theory that the COVID-19 pandemic and vaccines are part of a "Great Reset," a plan by global leaders to control the world's population. The post claims the pandemic was phase one of the plan and Russia's invasion of Ukraine and food and fuel shortages are part of phase two.

- **Counter-messaging:** The COVID-19 pandemic is part of a long history of infectious disease crises, similar to the 1918 influenza and the polio epidemics of the 1940s and 1950s. Safety measures to reduce disease spread and the development of vaccines to fight the disease are normal, life-saving responses to viral pandemics, not signs of a global takeover plot.

**False claims that breastfeeding after COVID-19 vaccination is unsafe**  
A social media post with over 36,000 engagements falsely claims that Pfizer documents state that breastfeeding after vaccination is not advised.

- **Counter-messaging:** The post does not cite a source, but it appears to be referencing a 2020 document from the Medicines and Healthcare Products Regulatory Agency, which stated that at the time of the document's release there was not sufficient evidence to determine if breastfeeding was safe after vaccination. The document has since been updated to reflect the current data, which shows that breastfeeding after vaccination is safe for mother and infant.

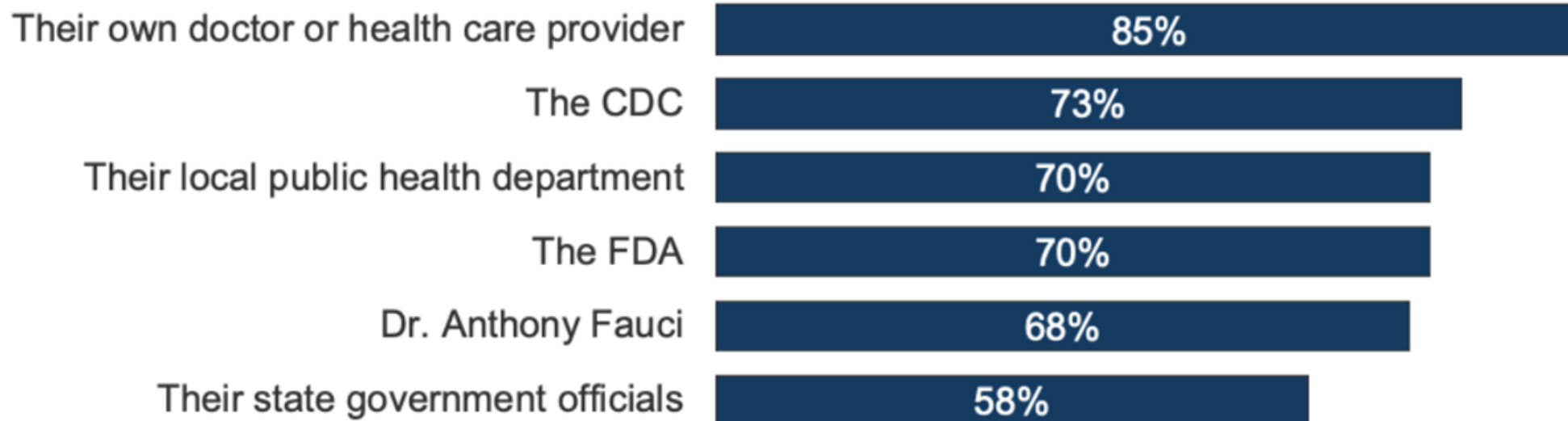
**Posts falsely state Pfizer data shows vaccine is ineffective, unsafe**



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:



# Engaging Digitally



## FACEBOOK

Participate in groups  
Engage in the comments  
Host live *Ask Me Anythings*



## INSTAGRAM

Check the comments  
Search for vaccine curious content (i.e. #COVID19, #Vaccine)  
Reply to Stories



## TWITTER

Search for vaccine curious content  
Combat misinformation  
Don't feed the trolls



## THINK OUTSIDE THE BOX

TikTok, Clubhouse, LinkedIn,  
WhatsApp, NextDoor, Yelp,  
ZocDoc, and Reddit.



# Understanding the Social Media Algorithm

## Consistency is key.

Posting frequently with consistent messaging will increase your organic reach, placing your content in front of more of your followers.

## Visuals. Visuals. Visuals.

All platforms will prioritize content that includes media. Photos and videos are preferred.

## Make it personal.

Share your stories of those within your close circle who were hesitant. Share your “why.”

## Avoid spamming.

Too many tags, sharing posts from only one source, and excessive posting can push your content to the bottom of friends’ news feeds.

## Be timely. Provoke emotion.

Content that moves and impacts is effective. Be authentic.

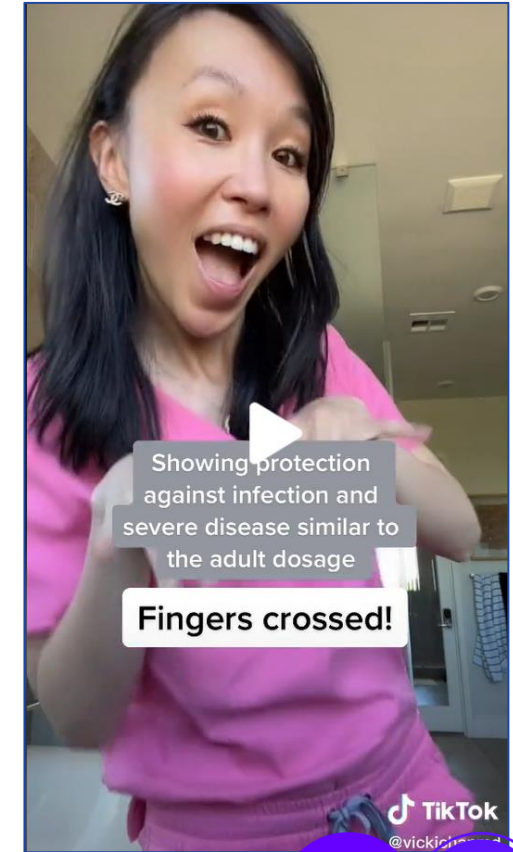
## Re-define community.

Where people work, play, and pray. What communities are you part of?



# Tips for COVID-19 Social Media Posts

- Keep it short: ~30 seconds
- Simple caption
- Background music: A “trending” song
- Engage with comments



# Tips for COVID-19 Social Media Posts

- Translate medical jargon to simple language
- Empathize
- Use personal experience



vickichanmd As a doctor, I know that science often takes time and that, especially for our youngest children, it is *\*so\** important to get this right.

But also as a mom, 🤔.

The data for <5 year olds just wasn't ready. Initially, it was thought 2 doses would have enough of a benefit to authorize this month. But it has become more apparent that 3 doses will be needed, and that data may not be ready until March or April.

While many want to believe that COVID is "over" - for many of us with littles (or elderly, vulnerable, immunocompromised, etc) it definitely isn't.

#doctormom #doctorlife #howlongisthisgoingtotake #realmomlife #realmoms #realmomsofinstagram

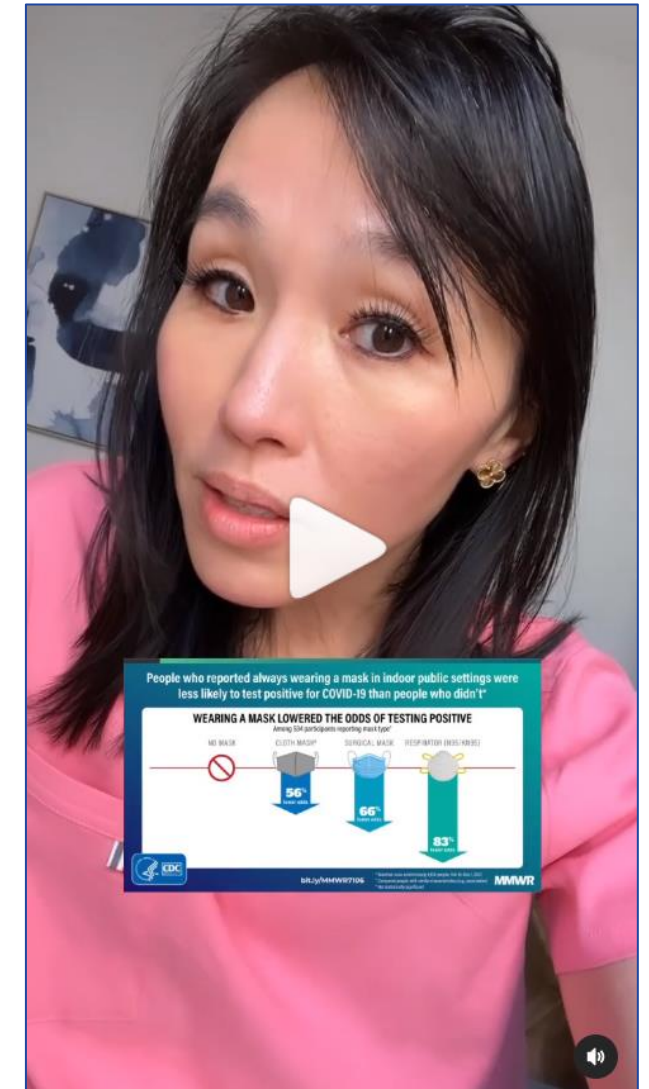
# Tips for Social Media COVID-19 Posts

- Reference a trusted source like the CDC; summarize in caption
- Use graphics
- Make it fun!



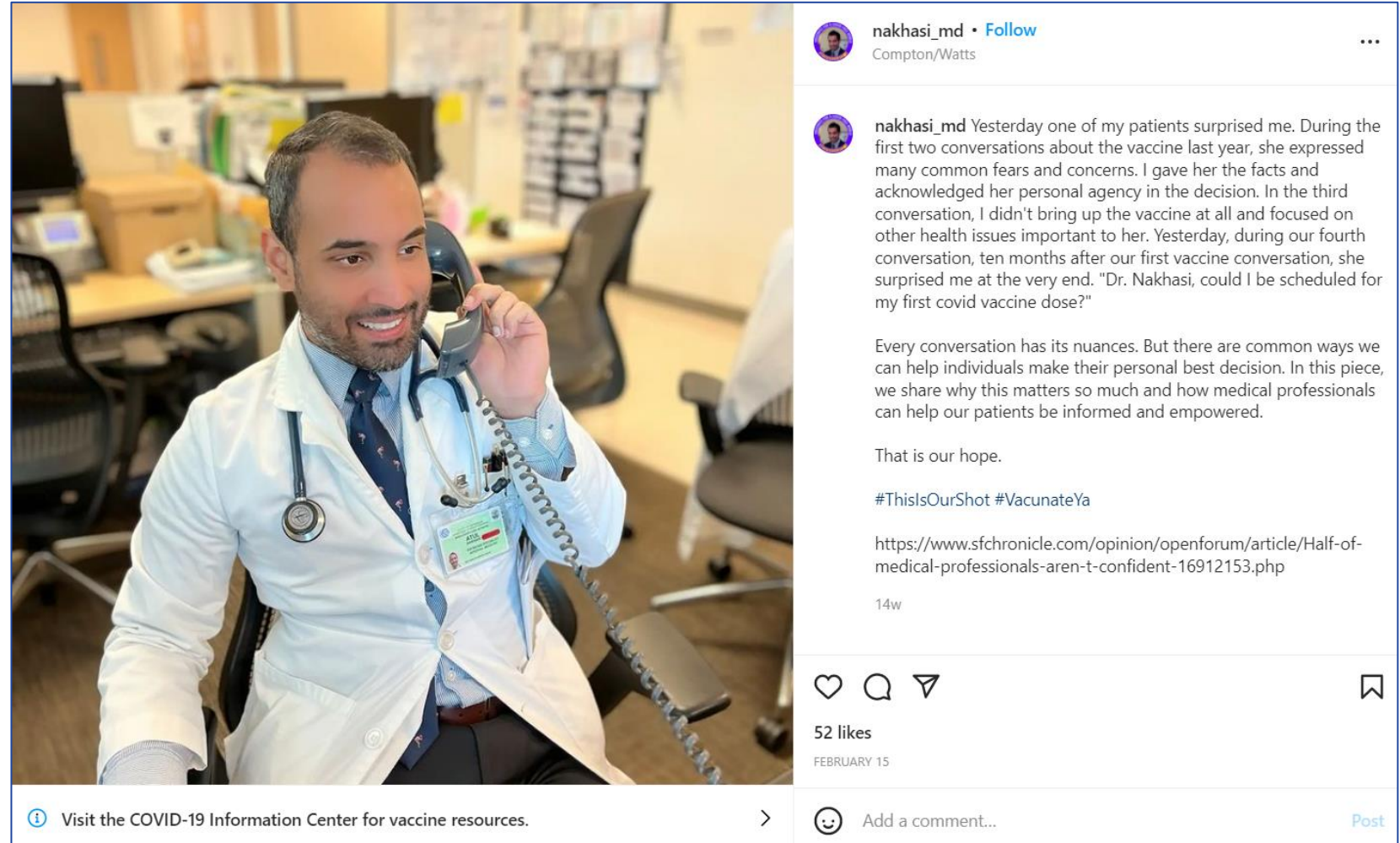
vickichanmd Whether it's correlation or truly causation 🤔, these findings are **100%** not shocking to those of us in healthcare.

Surgical masks offer better protection as they tend to fit more snugly on the face and have multiple layers (while still being more breathable than cloth). Well fitting N95s are the gold standard (this is what I wear at work), but other good, more comfortable options are KN95s and KF94s for everyday, crowded situations.



# Tips for COVID-19 Social Media Posts

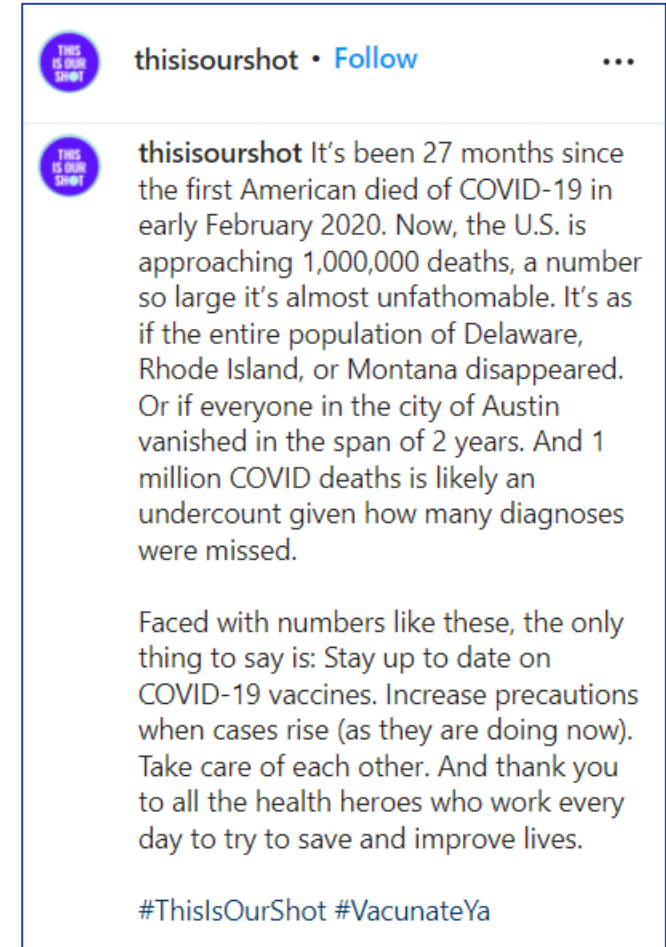
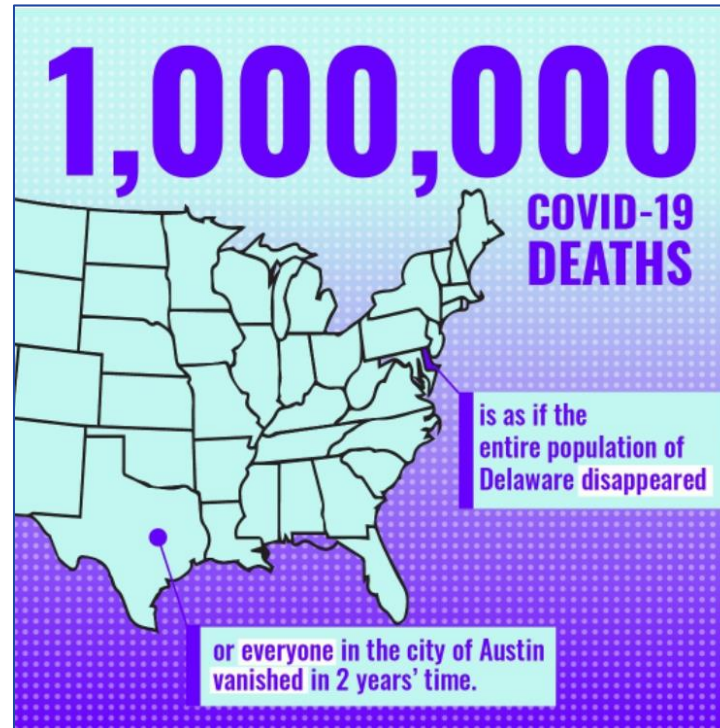
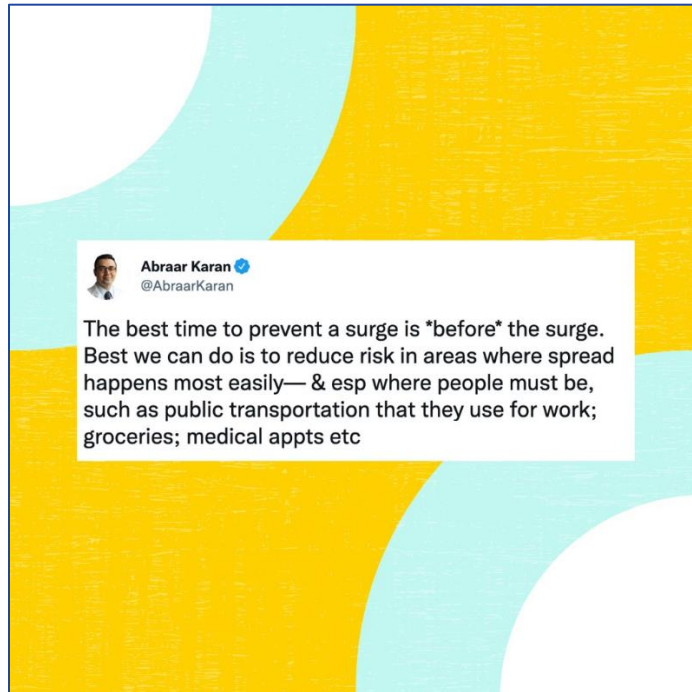
Tell a personal story about a conversation you had with a patient about getting vaccinated.





# Tips for Social Media Posts

Repost from [#ThisIsOurShot](#) and [#VacunateYa](#)



# Don't Feed the Trolls

It's the internet - some trolling is inevitable.

Ignore it, block it, report it. Don't egg it on.



# Language to Use on Social Media

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



# More Social Media Tips

- Speak in the first person
- Respect copyright, HIPPA, and privacy laws
- Be professional
  - Be responsible, accurate, and use good judgement
- Add value!
- Know your follows/users
- Have fun and learn



# Conversation Methodology for Social Media

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**To address patients concerns on social media, use the 3-5-3 method.**



# 3 Steps to Initiating Conversations on Social Media

## 1. Ask and write a factual answer in response

- “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. We should always do what’s safe.”
- “I want everyone to do what is safest for them.”

## 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.



# 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 happy to provide you with additional resources or point you in the direction of pages you can view with lots of credible information.”

## 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. Let them know that they can contact you at any point on social media for additional information.

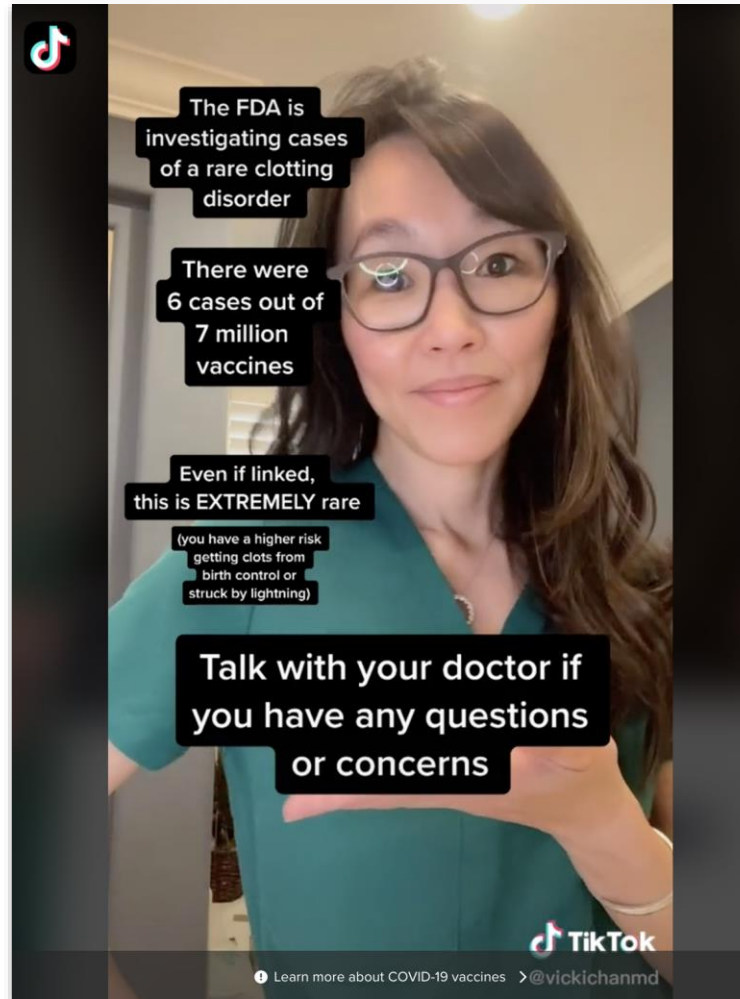
## 3. Offer to find a vaccine

- 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.



# Our Advocates at Work!

- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**  
 This morning the @US\_FDA & @CDCgov released a joint statement recommend pausing administration of Johnson & Johnson COVID-19 vaccine due to 6 cases of rare blood clots out of 6.8 million vaccines given. First, DO NOT PANIC...  
 What you need to know... 1/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**  
 1 there were 6 cases cerebral venous sinus thrombosis (a blood clot in the brain) all women between the ages of 18-48 which occurred 6-13 days AFTER vaccination out of 6.8 million doses given. 2/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**  
 2 The blood clot occurred with thrombocytopenia (low platelets) which makes treating this clot more challenging 3/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**  
 3 There is no need to panic b/c we don't know yet if the J&J vaccine caused the blood clots. Based on the number of events and doses given <1/million people. 4/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**  
 4 This type of blood clot is rare, but it does affect about 5 people per million each year 5/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**  
 5 The ACIP (Advisory Committee on Immunization Practices) will meet Wednesday to review these cases and assess significance. 6/?



**Dr. Nicole Baldwin**  
 Yesterday at 9:09 AM

This morning the FDA and CDC released a joint statement that they were recommending a pause in the administration of the Johnson & Johnson/Janssen COVID-19 vaccine due to 6 cases of rare but severe blood clots.

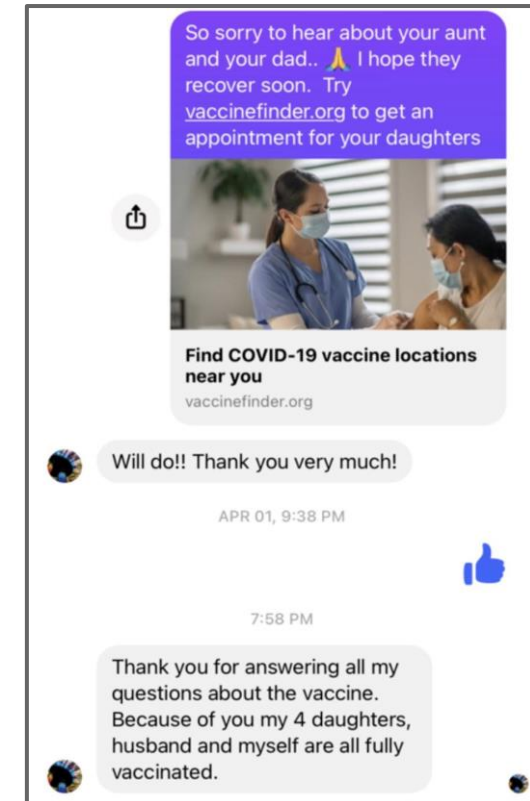
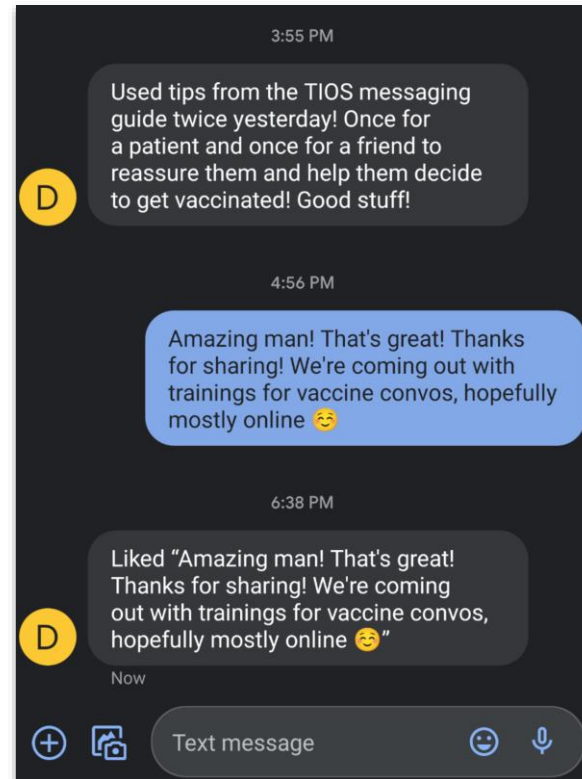
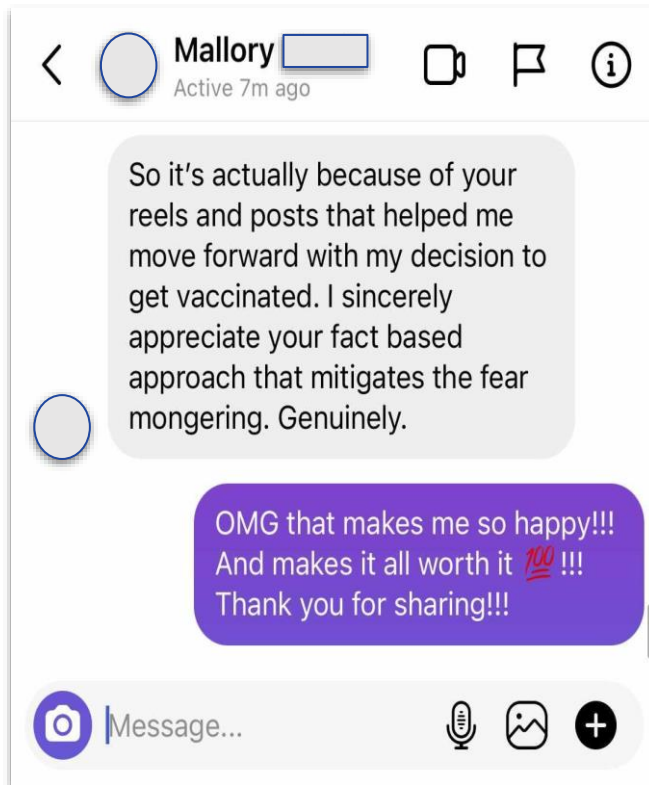
- What you need to know:  
 Cases occurred in 6 women between the ages of 18-48 with symptoms starting 6-13 days AFTER vaccination
- The type of clot is a cerebral venous sinus thrombosis (CVST) in combination with thrombocytopenia (low platelets) which makes treating this clot problematic as common treatments (such as blood thinners) can worsen the situation
- Why you don't need to panic:  
 We don't yet know if there is a causal relationship between the vaccine and CVST  
 To date over 6.8 million doses of the J&J vaccine have been administered in the US which means that cases of CVST have occurred in LESS THAN 1 in 1 million doses  
 While CVST is a rare form of stroke, it does affect about 5 people per million each year
- What happens next?  
 The ACIP (Advisory Committee on Immunization Practices) will meet Wednesday to review these cases and assess significance.
- If you or a loved one received the J&J vaccine and experience severe headache, abdominal pain, leg pain or shortness of breath within 3 weeks of vaccination, contact your healthcare provider immediately.

Source: <https://www.fda.gov/.../joint-cdc-and-fda-statement...>

**The New York Times**

## U.S. Calls for Pause on Johnson & Johnson Vaccine After Clotting Cases

# It Works!



# What You Can Do Today

***Make a vaccine post about a missed moment you can now enjoy because of vaccination and encourage your friends to find their free vaccine at [vaccines.gov](https://www.vaccines.gov) to get back to things they love.***

***Tags: #crucialcovidconversations  
@ThisIsOurShot #ThisIsOurShot  
@vacunate\_ya #VacunateYa***



# Recap

- Your voice is trusted and matters.
- Engage on the platform that makes sense for you.
- Use social media and language best practices to maximize your impact.



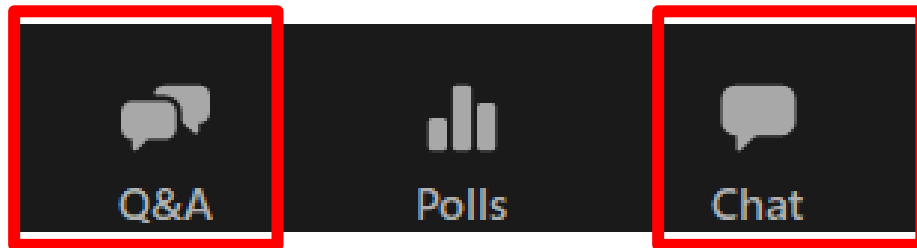


# Resources & Polls

Rachel Jacobs, CDPH

# Questions & Answers and Discussion

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



Please use the **Chat** panel for discussion.

# Poll: Your feedback is appreciated

**Following this webinar, how confident are you in your ability to effectively communicate about COVID-19 vaccines on social media?**

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



# Social Media Alerts

CDPH will send weekly emails with sample social media posts for you to adapt for your platforms.

Please use the hashtags **#CrucialCovidConversations** and **#ThisIsOurShot**

## #CrucialCOVIDConversations Social Media Alert

We need your help on social media to guide the public, answer questions, and fight back against the latest misinformation.

We are encouraging all healthcare providers to post at least one message on the social media platform of your choice this week using the hashtag **#CrucialCOVIDConversations**.

**Key Social Media Message of the Week** (tailor for your platform and voice):

In February 2022, unvaccinated Californians were 17.1 times more likely to die and 8.9 times more likely to be hospitalized from COVID-19 than Californians who received their booster dose. If breakthrough cases are worrying you, remember that COVID-19 vaccines are still doing their job. Vaccines are the difference between mild and severe illness.  
**#crucialCOVIDconversations #thisisourshot #vacunateya**

Source: [California Vaccination Data](#)

### Sample Social Media Post #2:

Vaccines help protect our children from preventable diseases. Here are some tips on making that process easier: Be honest about the process, explain how vaccines keep kids healthy, give advanced warning, use a distraction, and ready a reward.  
**#crucialCOVIDconversations #thisisourshot #vacunateya**



# 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!

A promotional graphic for the VA58 WhatsApp chatbot. The background is a teal-to-blue gradient with faint speech bubble icons. At the top, the word "ANNOUNCEMENT:" is written in large, bold, yellow-outlined letters. Below this, the text "Get your COVID-19 facts through WhatsApp!" is displayed in white. To the right is a stylized smartphone with a yellow screen showing the text "Text HOLA to 833.422.1090". At the bottom center is an orange button with the text "Let's Chat!". In the bottom left corner is the WhatsApp logo and the word "WhatsApp". In the bottom right corner is the "Vaccinate ALL 58" logo, which includes a small map of the United States.

# 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.

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#THIS IS OUR SHOT
VACU NATE YA

### LANGUAGE DO'S & DON'TS

<p><b>Do Say</b></p> <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 Authorization<sup>1</sup></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>	<p><b>Don't Say</b></p> <p>Injection or shot</p> <p>A vaccine developed quickly</p> <p>Approved by FDA, Operation Warp Speed, Emergency Use Authorization<sup>1</sup></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.

**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

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

## 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 COVID-19 Crucial Conversations Webinar

Please join Emma Olivera, MD for “Talking with Spanish-Speaking Patients about COVID-19 Vaccines and Booster Doses”

This webinar will be in Spanish.

Únase a la Dra. Emma Olivera para "Hablar con Pacientes de Habla Español Sobre las Vacunas Contra el COVID-19 y Dosis de Refuerzo”

Este seminario web será en español.

**Cuando:** 10 de junio de 2022, 12:00-1:00PM

**[¡Regístrate aquí!](#)**



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, June 6 at 12PM

**Every Friday:**

**Provider Office Hours**

Next session: Friday, May 27 at 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)

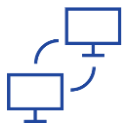


### myCAvax Help Desk

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/>

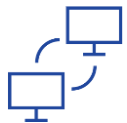


### My Turn Clinic Help Desk

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 Presenter:

Vicki Chan, MD

## Webinar Planning & Support:

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



And for joining today's webinar!