

Welcome to Talking with Patients About Staying Safe During the Holiday Season



November 16, 2022

12:00PM-1:00PM



Vaccinate ALL 58

Together we can end the pandemic.



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/crucialconversations>

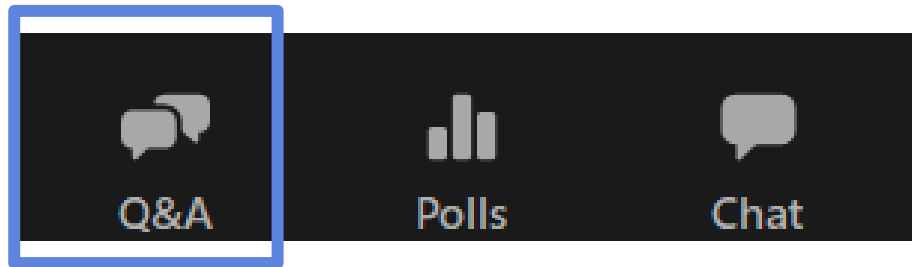


Please use “Q&A” to ask questions.

For post-webinar questions, contact rachel.jacobs@cdph.ca.gov

Questions & Answers

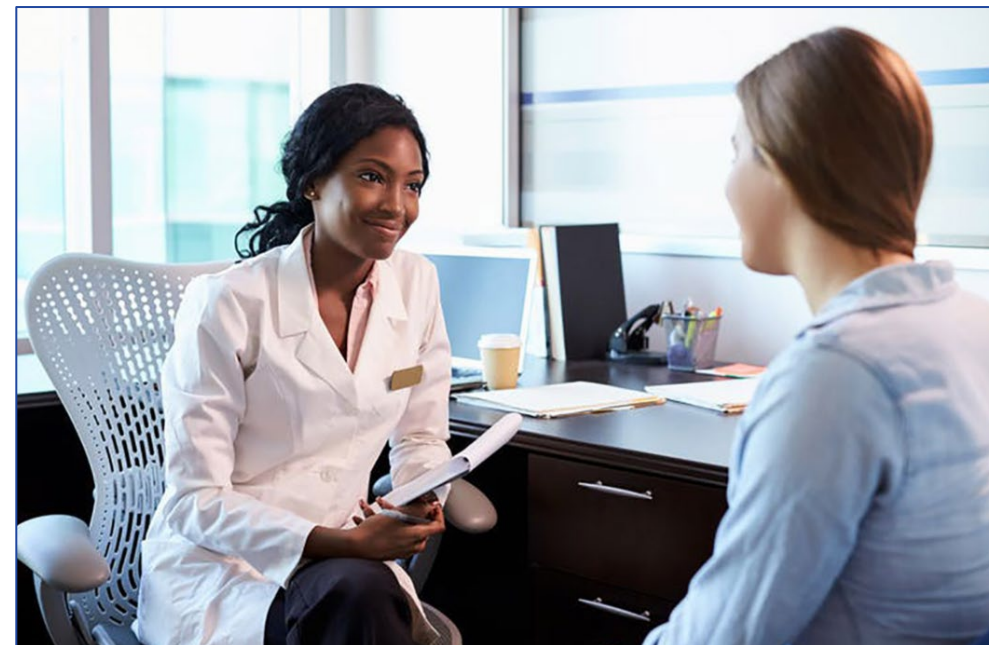
During today's session, please use the Q&A panel to ask your questions.



Webinar Objectives

Participants will learn:

- Recent data on COVID-19, flu, and respiratory syncytial virus (RSV)
- Strategies for increasing flu and COVID-19 vaccine administration
- How to effectively discuss staying safe during the holiday season with patients



Agenda: Wednesday, November 16, 2022

No.	Item	Speaker(s)	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Talking with Patients about Staying Safe During the Holiday Season	Asha Shajahan, M.D., MHSA	12:05 – 12:40
Questions & Answers			12:40 – 12:55
3	Poll and Resources	Rachel Jacobs (CDPH)	12:55 – 1:00



Poll: CDPH appreciates your feedback!

How confident are you in your ability to effectively discuss staying safe during the holiday season with your patients?

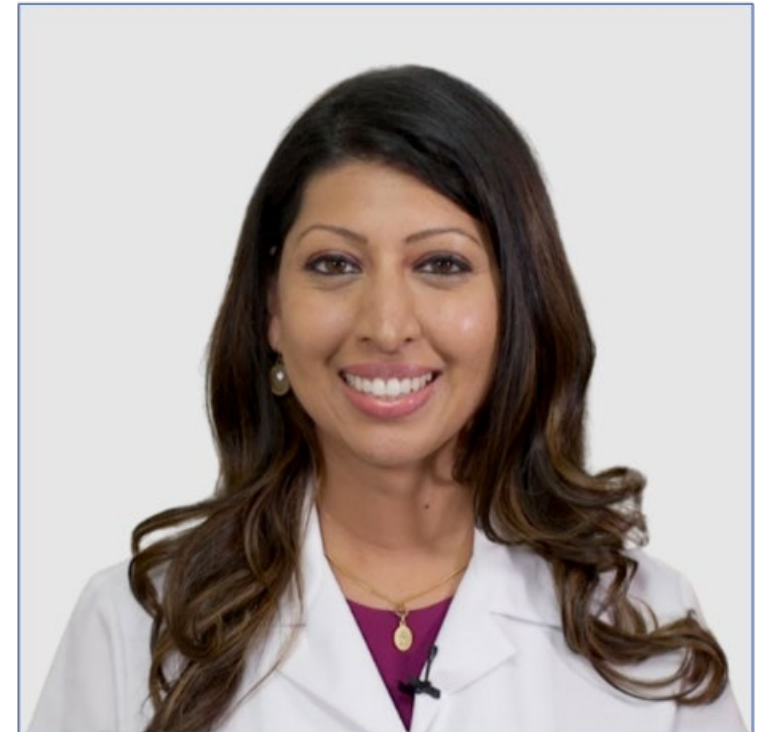
- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident



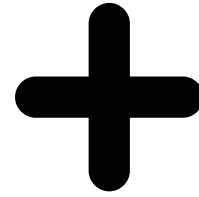


Talking with Patients about Staying Safe During the Holiday Season

Asha Shajahan, M.D., MHSA
#ThisIsOurShot

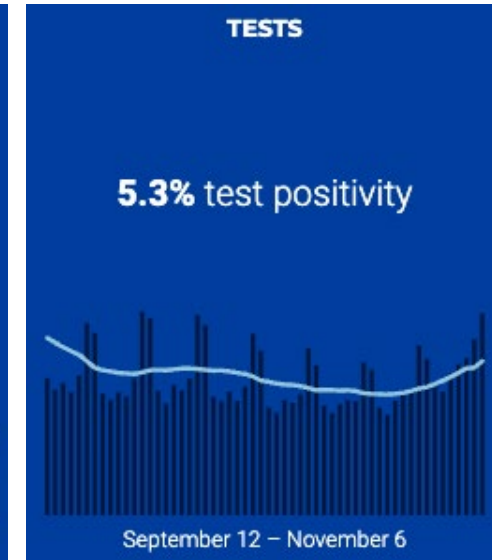
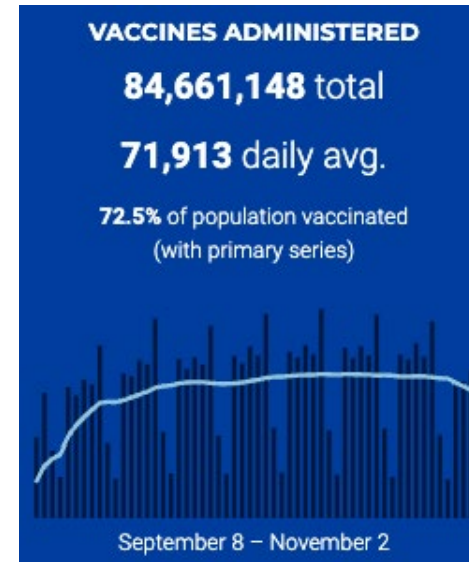
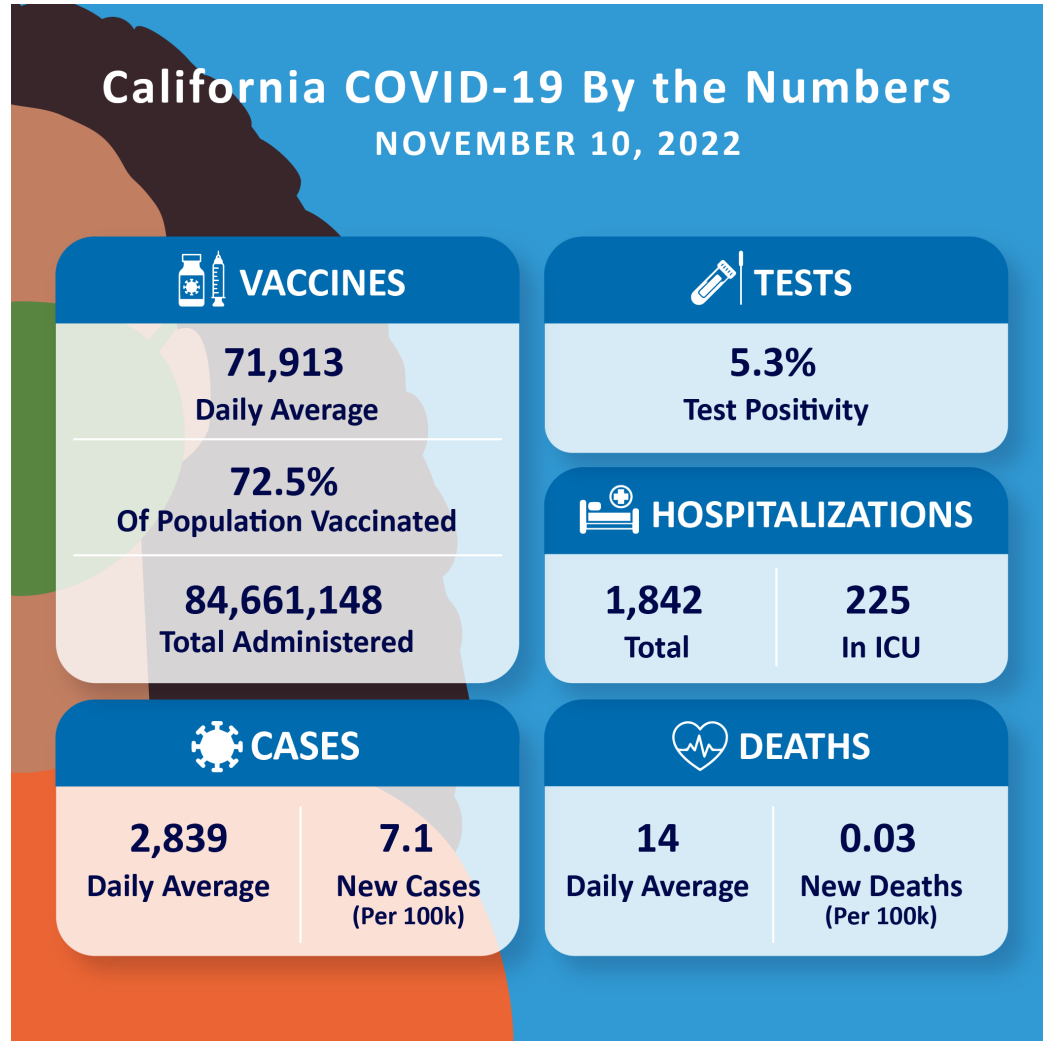


Potential Holiday “Tripledemic”



1. COVID-19
2. Influenza
3. Respiratory Syncytial Virus (RSV)

California COVID-19 Data (November 10)



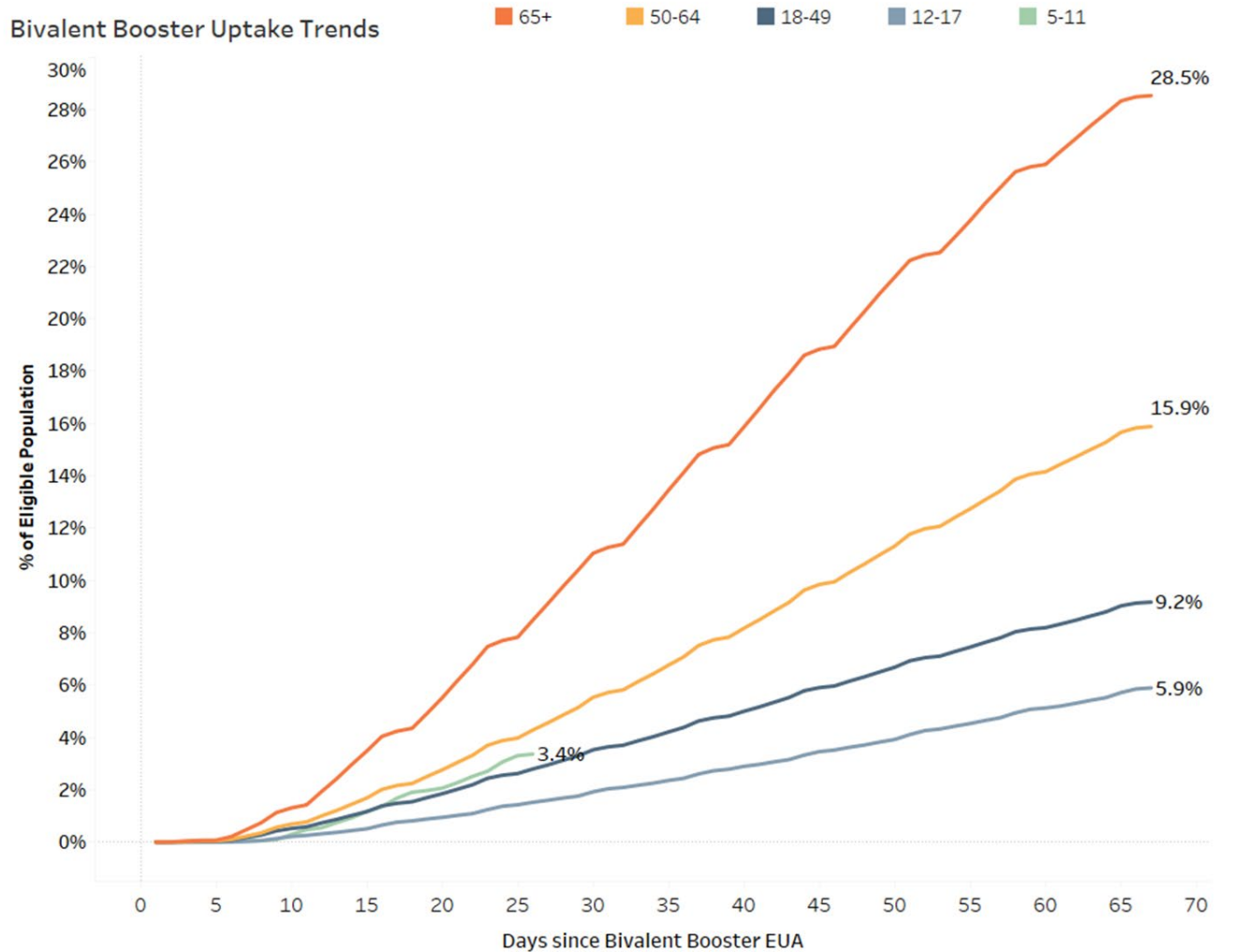


Vaccine Uptake: Updated Booster

as of November 7, 2022

- **13.3%** (3,837,102) of Californians have received an updated booster dose
- Higher uptake of updated booster among eligible 65+ population compared to other age groups
- Of all updated COVID-19 booster doses, 65% have gone to 50+ population

Bivalent Booster Uptake Trends



California Influenza Weekly Report (October 30th-November 5th)



▲ **14.1%**
Laboratory
flu positivity



▲ **4.5%**
Outpatient
ILI activity



▲ **0.4%**
Hospital
flu admissions



13
Deaths
since 10/2/2022



2
Outbreaks
since 10/2/2022

Influenza Activity Levels⁺



Geographic Area	Activity Level
California Statewide	Moderate
Northern Region	Low
Bay Area Region	Low
Central Region	Low
Upper Southern Region	Low
Lower Southern Region	High

COVID-19 and Flu Coadministration

- **Providers should offer flu and COVID-19 vaccines to eligible patients at the same visit.**
- Studies looking at coadministration have shown that immunogenicity is similar between those who received co-administered COVID-19 vaccine and seasonal influenza vaccine (SIV) and those who received these vaccines separately

COVID-19 Vaccine Coadministration Tips



Routine and flu vaccines may be administered on the same day as COVID-19 vaccines.

Considerations—What are the risks of:

- Missing recommended vaccines and catching COVID-19 or other vaccine-preventable diseases before the next appointment?
- Reactions from each vaccine?

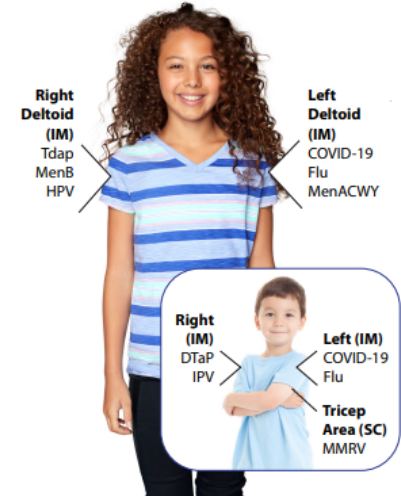
Organize syringes:

- Label each syringe with vaccine name, dosage, lot number, initials of the preparer, and the exact beyond-use time.
- Place syringes on a clean tray, grouping vaccines by administration site.

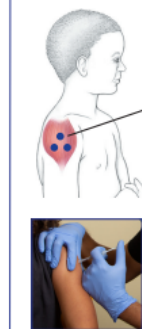
Patient Care:

- When possible, administer the COVID-19 vaccine in a different arm from vaccines more likely to cause a local reaction (e.g., tetanus-toxoid-containing vaccines).
- Give the most painful injections last (e.g., MMR, HPV).
- If patient is anxious, try using these tips to ease anxiety during vaccination.
- After administration, observe patient for 15 minutes (30 minutes if at increased risk for anaphylaxis). Report any adverse events to VAERS.

Examples for preteens and kids:



Separate injection sites by 1 inch or more, if possible.

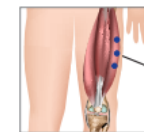


Administer COVID-19 vaccines by intramuscular (IM) injection.

Age: 3 years and older

- **Site:** Deltoid muscle, above the level of the armpit
- **Needle:** 1 inch, 22-25 gauge (1 1/2 inches for larger patients)
- Bunch up the muscle and insert entire needle at a 90° angle

Refer to CDC product info for administration steps by product.



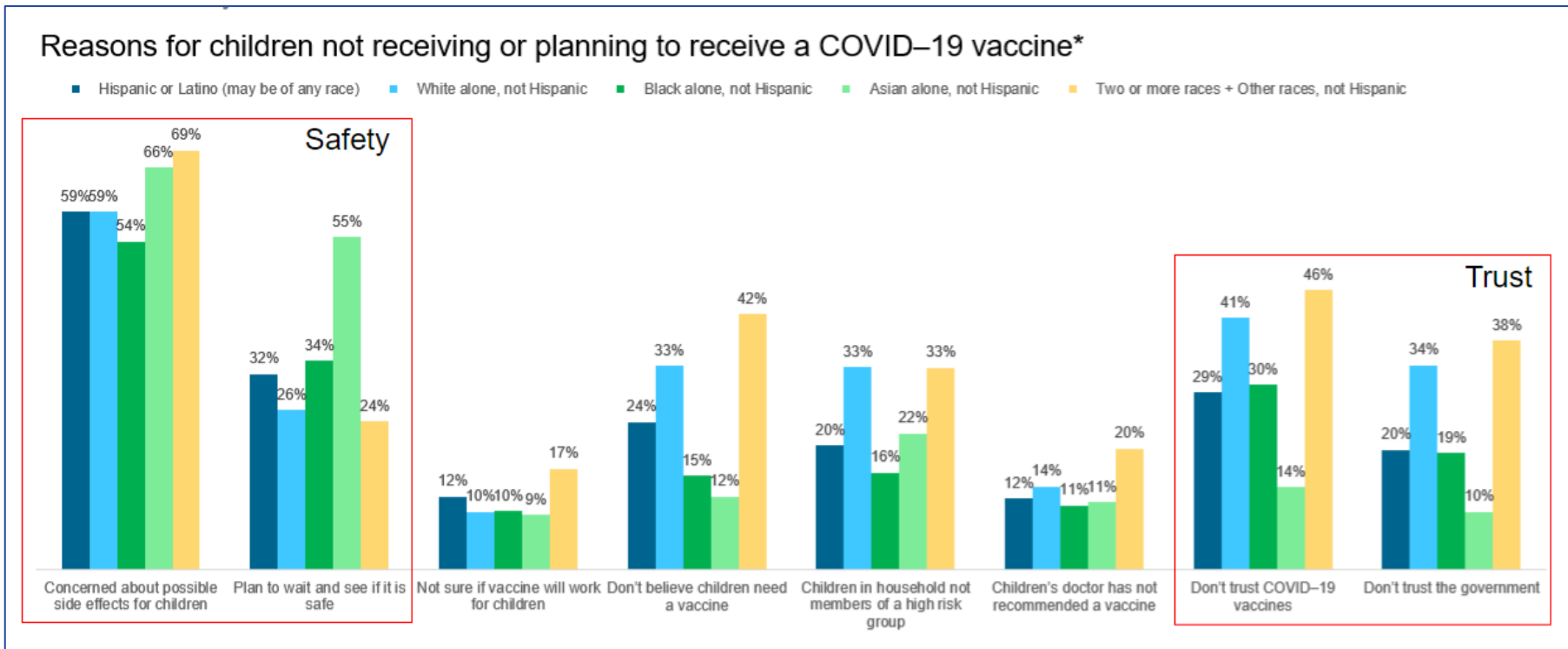
Under 3 years

- **Site:** Vastus lateralis muscle, in the anterolateral thigh (outside of the leg in the mid- to upper-thigh)
- **Needle:** 1 inch, 22-25 gauge
- Bunch up the muscle and insert entire needle at a 90° angle



Discussing COVID-19 Vaccines during Flu Vaccinations: Raising Awareness and Urgency

- Parents may be unaware that their infants/toddlers are eligible for COVID-19 vaccines.
- Parents may not think their children need the COVID-19 vaccine.
- Vaccine safety is **top concern** among parents



Strategies for Increasing Flu and COVID-19 Immunization

- **Provider/care team**
 - Offer a strong, presumptive recommendation.
 - Bundle recommendation for influenza vaccine with recommendations for other needed vaccines.
 - Use consistent messaging across care team members.
- **Practice/health system**
 - Identify patients who need to be vaccinated for influenza, routine childhood immunizations, and COVID-19.
 - Vaccinate at all visit types and in all healthcare settings.
 - Send influenza vaccine reminder/recall messages.
 - Utilize standing orders for influenza vaccine.
 - Implement influenza vaccine provider prompts/clinical decision support.
 - Integrate electronic health records (EHR) with regional or state immunization systems.

Key Talking Points for Conversations About COVID-19 Treatment



- **Act quickly - if you have symptoms, get tested and seek treatment ASAP.** Treatments must be taken **within 5-7 days of when symptoms begin** to work. Seek treatment while symptoms are still mild, **do not wait for the illness to get worse.**



- **Safe and effective** for preventing severe COVID illness, hospitalization, and death. Can reduce the risk of death or hospitalization from COVID-19 by up to 88%

Key Talking Points for Conversations About COVID-19 Treatment



- **The majority of adults are eligible.** People 12 years or older experiencing conditions like obesity, smoking, asthma, physical inactivity, mental health conditions like depression, and many more are eligible. Health care providers will determine if treatment is right for you and which type.



- **Free**, regardless of insurance or citizenship status.



- Talk to your **health care provider**, call the **California COVID-19 Hotline at 833.422.4255**, or go to covid19.ca.gov/treatment to find free treatment

Treatment Side Effects?

Most patients have no side effects.

When experienced, **the most common side effects are mild** – these include dysgeusia (altered or impaired sense of taste), diarrhea, hypertension, and myalgia (muscle aches).

How to Get Treatment?

A. Call your health care provider

If you have insurance, you can call the number on your insurance card to get help with making an appointment

How to Get Treatment?

B. Find a Test-to-Treat location near you.

- **To find a site**, *call the statewide COVID-19 hotline at 833-422-4255, OR*
- *Use the COVID-19 Test to Treat Locator, OR*
- If you don't have insurance, go to nearest Optum Serve site for free care

How to Get Treatment?

C. If you don't have insurance or the previous options above don't work, you can:

- Make a phone or video appointment through **California's free telehealth provider**. Call 833-686-5051 or go to sesamecare.com/covidca, OR
- **Visit an Optum Serve location**, which can offer both a free test and a free telehealth provider visit. You can also pick up medication at the Optum Serve location.

CDC HAN Health Advisory: November 4, 2022

- **Influenza:** Early and increased flu activity, most identified virus so far has been A(H3N2)
- **COVID-19:** Associated hospitalizations decreased since August, but expected to increase in the winter
- Recommend prompt vaccination against influenza and COVID-19 to all eligible people aged 6 months and older who are not up-to-date

Kids get infected from other kids AND adults

Vaccination is Key



Early Seasonal Surge in Respiratory Syncytial Virus (RSV)

Figure 13. Percentage of RSV Detections at Clinical Sentinel Laboratories, 2017–2023 Season to Date

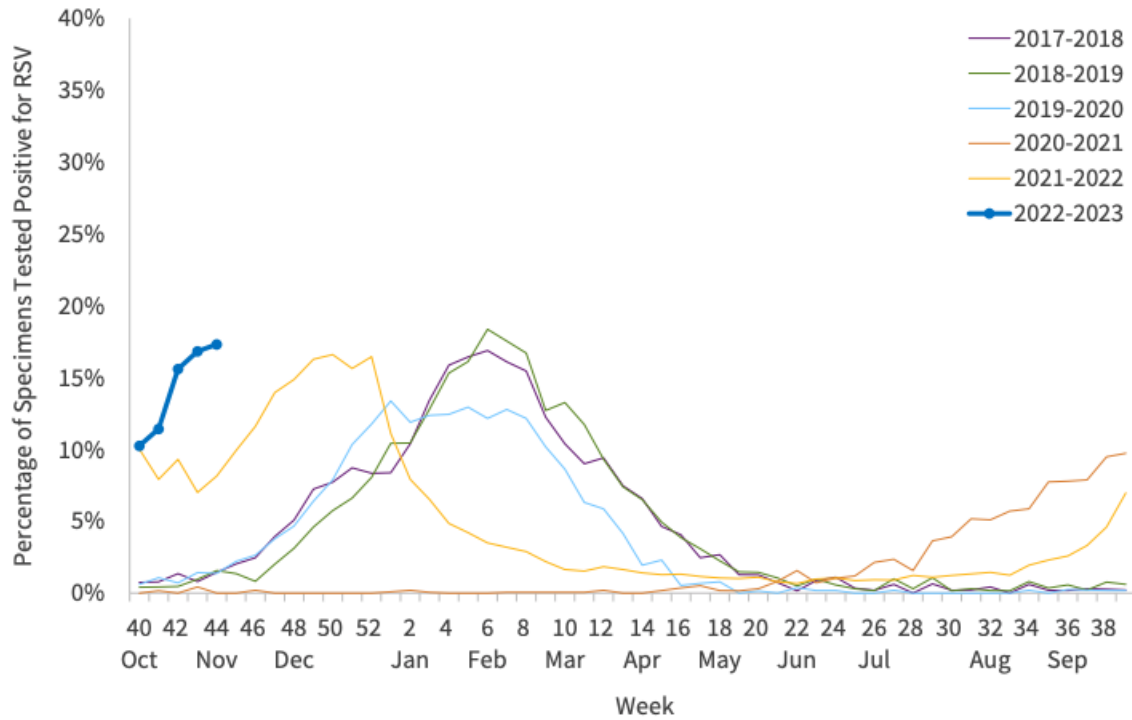
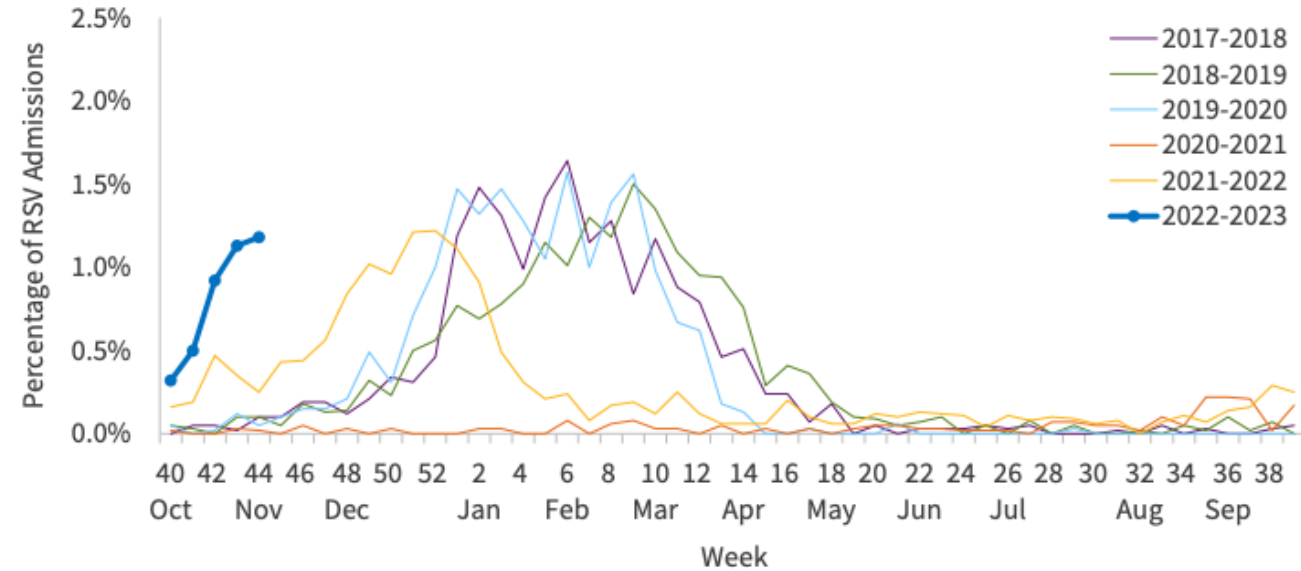


Figure 14. Percentage of RSV Admissions in Kaiser Permanente Northern California Facilities, 2017–2023 Season to Date



Respiratory Syncytial Virus (RSV) Update

- Common respiratory virus that usually causes mild, cold-like symptoms, but can also cause severe disease in infants, young children and older adults.
- An early wave of RSV activity and circulation of other respiratory viruses has led to increased hospitalizations among children and has contributed to stresses in the pediatric healthcare delivery system in California and across the US.
- Most people recover in a week or two, but RSV can be serious, resulting in emergency department (ED) visits, hospitalizations and even death, especially for infants and older adults.
- Except for RSV-associated death in children under 5 years of age, RSV is **not a reportable condition** in California; therefore, individual cases of RSV are not reported to public health agencies.

RSV Treatment and Prevention

- Currently no vaccines available, although some are under development.
- There are no specific treatments indicated for most patients.
- Palivizumab (Synagis) is a monoclonal antibody given monthly to certtain high-risk children for immunoprophylaxis during RSV season.
- For most people, the best ways to protect against RSV: frequent hand washing, staying home when sick, covering coughs and wearing a mask in crowded indoor gatherings.
- CDPH released a health advisory on November 12, 2022, alerting health care providers to the increase in RSV activity.

RSV Resources

- [CDPH RSV CAHAN 10/3/22](#)
- [CDC Respiratory Virus HAN 11/4/22](#)
- [CDC RSV Information & Resources](#)
- [AAP Guidance on Use of Palivizumab](#)

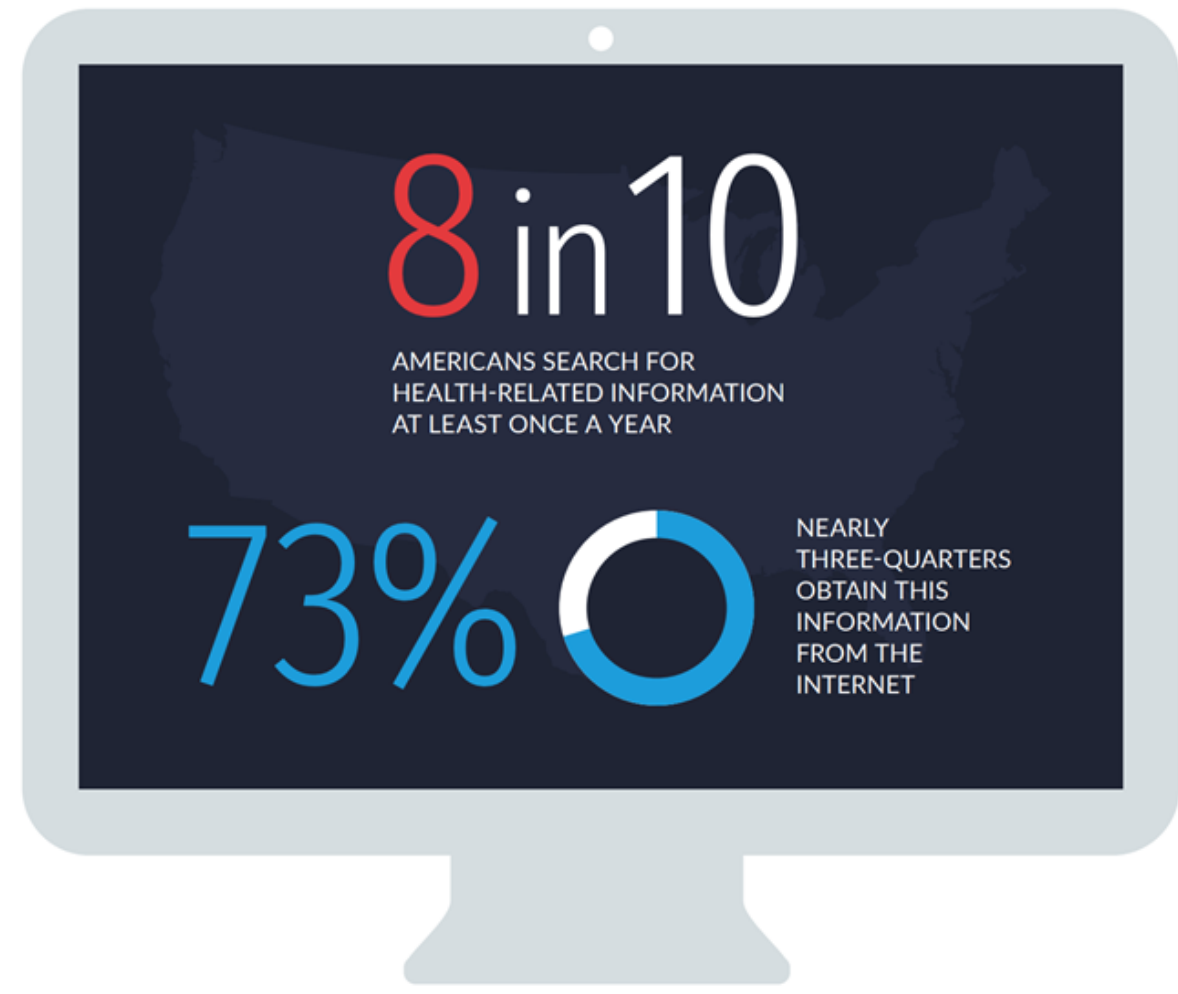
Tips for Staying Safe this Holiday Season

1. Get vaccinated, boosted and treated
2. Stay home if you're sick
3. Wear a mask
4. Wash your hands
5. Cover your sneeze or cough



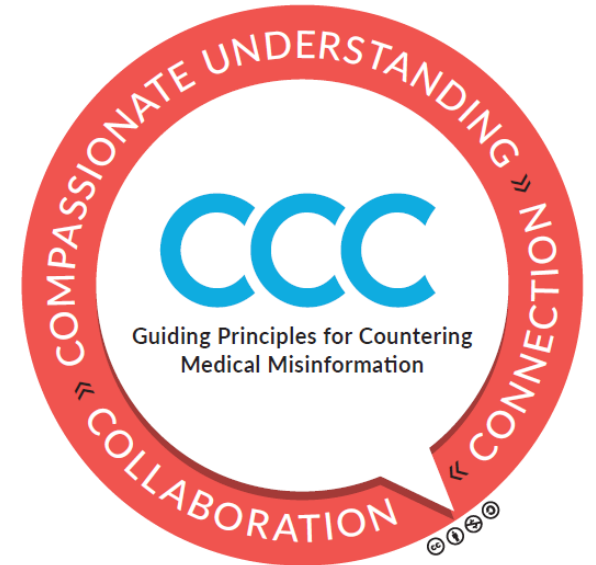
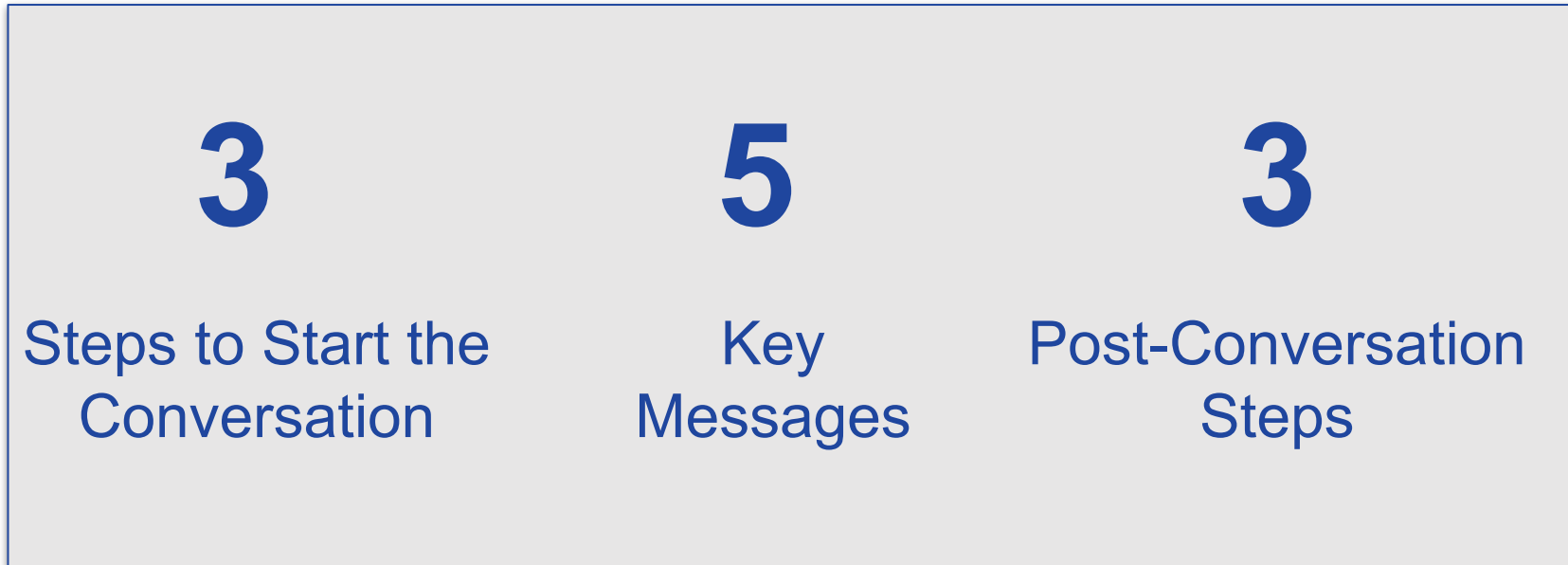
Medical Misinformation

(The Great American Search, 2018)



Conversation Methodology

aka Answering Tough Questions/Having Tough Conversations with Compassion, Connection, and Collaboration

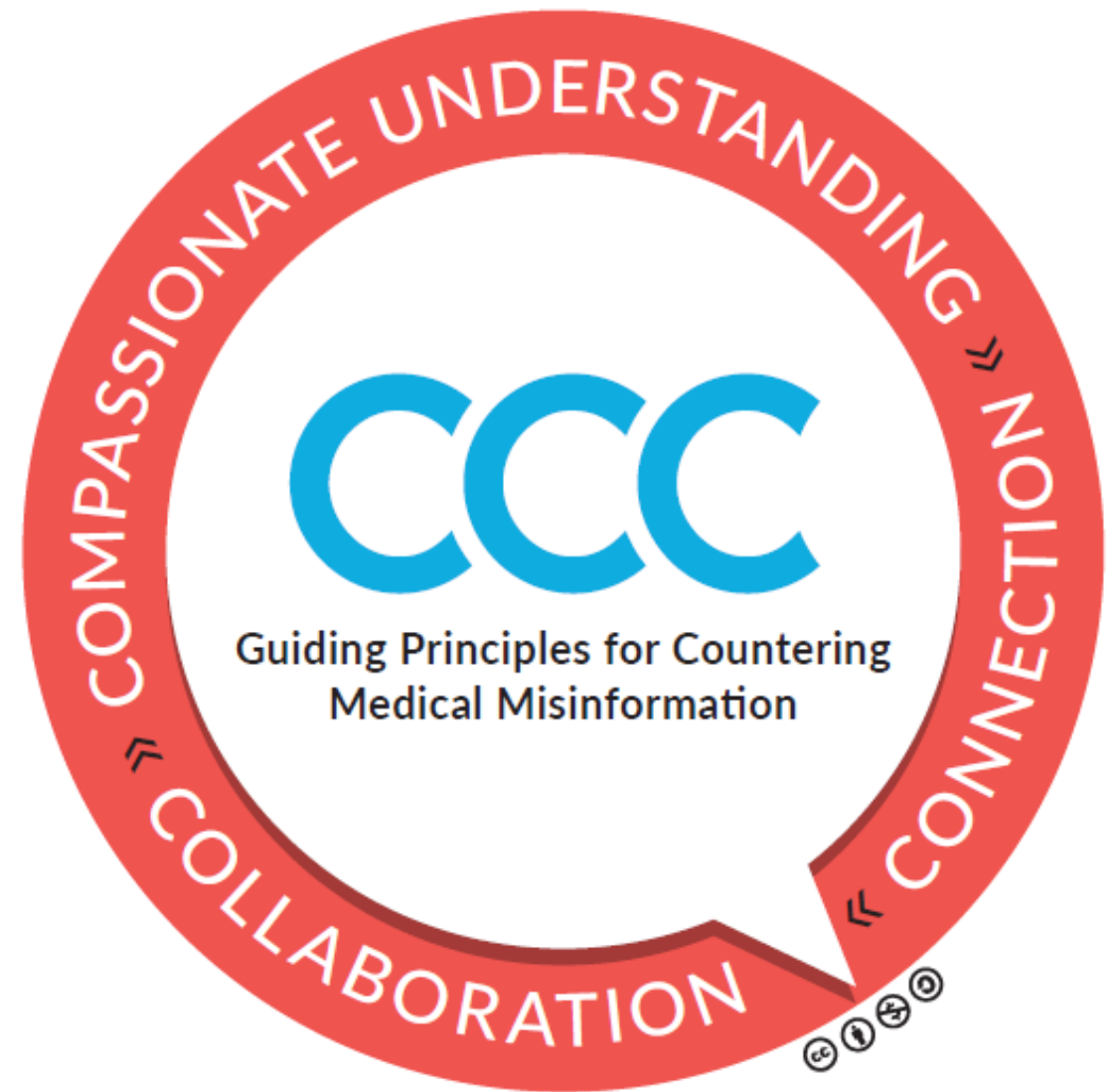


To address patients concerns related to COVID-19 myths and misinformation, use the 3-5-3 method and 3C approach.



The 3C Model for Healthcare Providers

1. Compassionate Understanding
2. Connection
3. Collaboration



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.



Apply Compassionate Understanding

Tip 1: Initiate Bi-Directional Conversation

“Why do you feel that way?”

“Can you tell me more?”

“What do you know about that treatment?”

“What concerns you about that treatment?”

Tip 2: Allow for Patient Self-Expression

Providers should actively listen, employ an open posture, and offer non-verbal cues that demonstrate that they are actively trying to understand the patient. Patients may share cultural beliefs, fears, hesitations, or areas of concern that they wished they knew more about.

Tip 3: Identify what matters to the patient

“Can you share with me what matters most to you in this decision?”

“Can you teach me more about your needs?”

“Why does [e.g. this alternative medicine] appeal to you?”



Understand patient motivations to help frame your response

Motivation	Response Framing	What to Say
Collective Interests & Social Motivations	Appeal to in-group (members of the patients community) norms & highlight social group approval	<i>“Almost half the girls your age have received the HPV vaccine”</i>
Political Affiliations	Highlight an overarching identify or highlight bi-partisan support	<i>“A lot of Republican Congress Members were at first suspicious of the vaccine but after consulting their expert advisors about the evidence of its safety, most of them have received both doses of the vaccine”</i>
Align with Individual Interests & Values	Focus on how their decision could be beneficial to others	<i>“Getting vaccinated for the flu is an important way we can protect the people we love, like our grandparents, who are more susceptible”</i>



Strengthen Connection

Tip 4: Meet with Compassion

“Thank you for sharing so openly with me about your concerns and goals for your health.”

“I’m so happy you are looking into your health.”

“I applaud your commitment to your child’s health.”

Tip 5: Confirm what is true and what is false

“Would you like for me to share with you my understanding of the latest research around [treatment]?”

“I am curious to know what questions you have based upon the information that I just shared.”

“How are you feeling right now, especially after receiving that new information?”



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 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

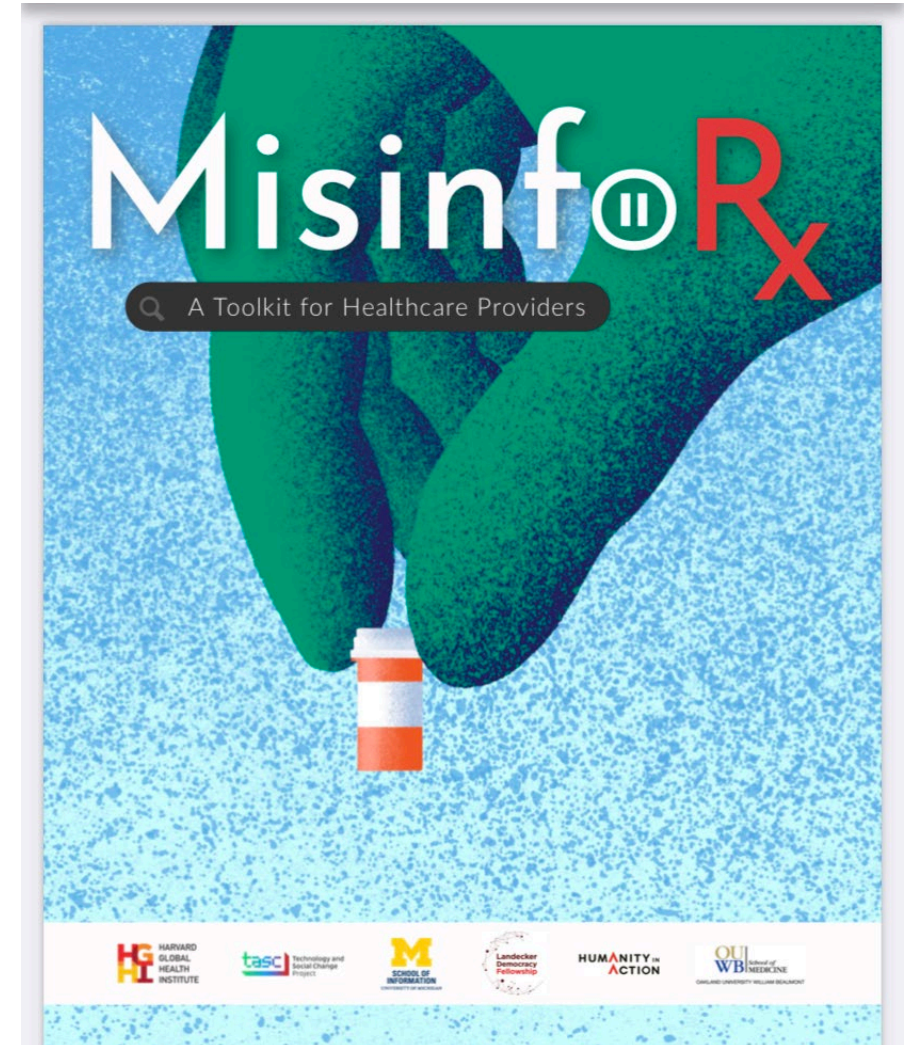
Offer myturn.ca.gov or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.

Download the toolkit!

misinforx.com/download

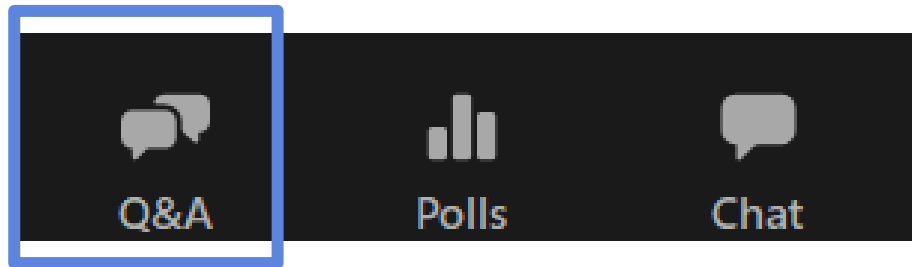
Questions?

Asha Shajahan: msshajahan@gmail.com



Questions & Answers

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



Poll & Resources

Rachel Jacobs, CDPH



Poll: CDPH appreciates your feedback!

Following this webinar, how confident are you in your ability to effectively discuss staying safe during the holiday season with your patients?

- 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](#)

COVID-19 Crucial Conversations Campaign

To support all California health care providers in motivating patients to receive the COVID-19 vaccine, the California Department of Public Health (CDPH) has partnered with #ThisIsOurShot to offer the following resources to have "COVID-19 Crucial Conversations."

The goal of the campaign is to equip trusted medical providers, including doctors, nurses, dentists, chiropractors, healing arts practitioners and other health care providers, with tools and techniques to proactively talk with their patients about the merits of the COVID-19 vaccine and help them make a vaccine appointment.

#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.

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

#THIS IS OUR SHOT #VACU NATE YA **LANGUAGE DO'S & DON'TS**

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 ¹
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"

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

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Upcoming Opportunities



Monday

My Turn and myCAvax Office Hours

Next session: Monday, November 28, 12PM

Friday

Provider Consolidated Webinar

Next session: Friday, November 18, 9AM

Note: New session length of 90-minutes to include COVID-19 Vaccine, COVID-19 Therapeutics, MPX Vaccine, and MPX Therapeutics



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

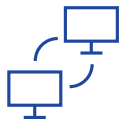


myCAVax Help Desk

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/>



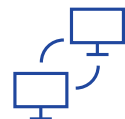
My Turn Clinic Help Desk

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](#)



Special Thanks to Today's Presenter:

Asha Shajahan, M.D., MHSA

Webinar Planning & Support:

Priyanka Saxena, M.D, Caterina Liu, M.D.,

Rachel Jacobs, Tyler Janzen, Michael Fortunka

