

Welcome to
Talking with Parents about
COVID-19 Vaccines for Children



April 22, 2022
12:00PM-1:00PM



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 rachel.jacobs@cdph.ca.gov

Questions & Answers

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



Webinar Objectives

Provide attendees with:

- The latest updates on pediatric COVID-19 vaccination
- Key messages addressing common concerns amongst 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 communicate with parents about COVID-19 vaccines?

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

Agenda: Friday, April 22, 2022

| | Item | Speaker(s) | Time (PM) |
|---|---|----------------------|---------------|
| 1 | Welcome | Leslie Amani (CDPH) | 12:00 – 12:05 |
| 2 | Talking with Parents about COVID-19 Vaccines for Children | Eric Ball, MD, FAAFP | 12:05-12:40 |
| | Questions & Answers | | 12:40 – 12:55 |
| 3 | Resources, Polls, and Wrap-Up | Leslie Amani (CDPH) | 12:55– 1:00 |

Talking with Parents About COVID-19 Vaccines for Children

Eric Ball, MD, FAAFP

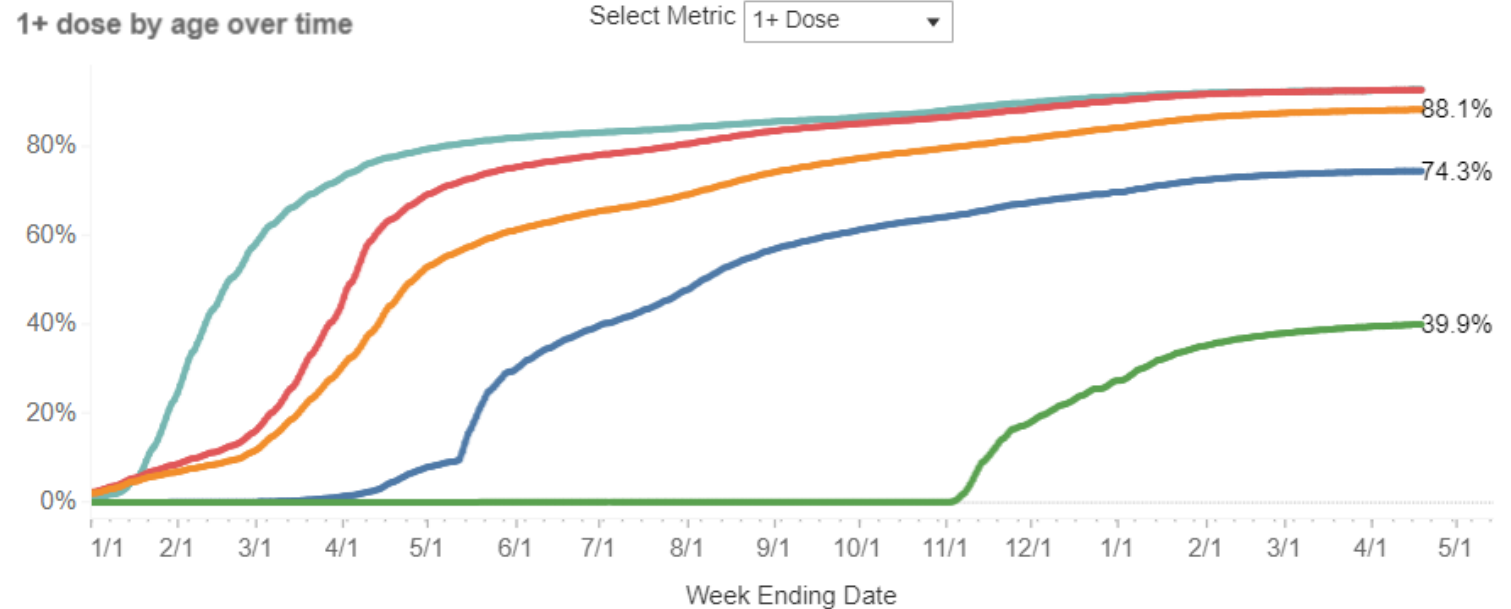
#ThisIsOurShot, American Academy of Pediatrics (AAP-CA), Children's Immunization Coalition (CIC)



Vaccination Rates by Age in California

as of April 18, 2022

- Children aged 5-to-11 have the lowest vaccination rates.
- **60% of children** aged 5-to-11 have yet to receive 1 COVID-19 dose.
- There is persistently declining demand/uptake in 5-to-11 age group among all equity quartiles.



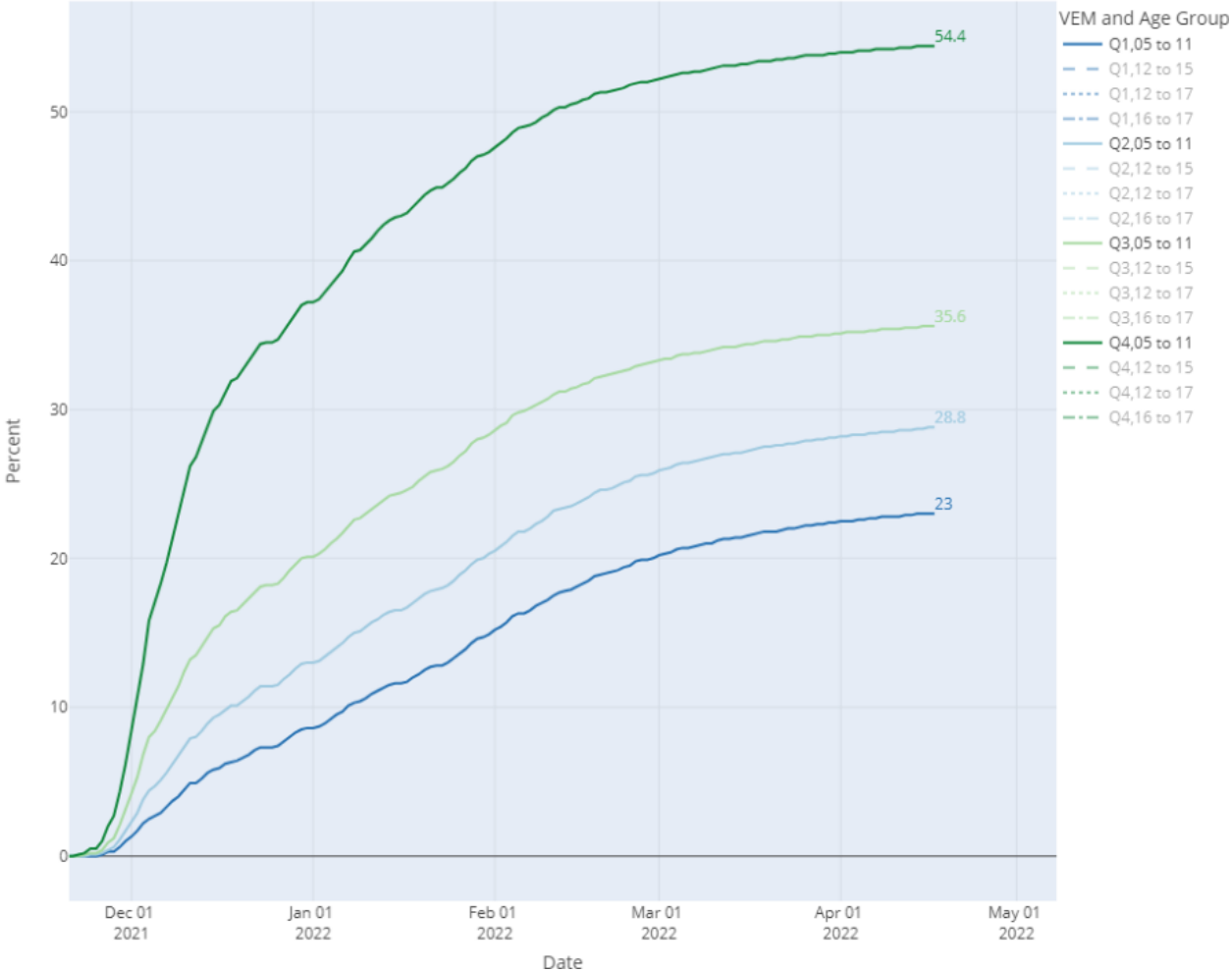
Note: Unknown age represents fewer than 0.01% of records and are therefore omitted. Where the county of residence was not reported, the county where vaccinated is used. Data is not shown where there are fewer than 11 records in a group.

5-11 12-17 18-49 50-64 65+

5-to-11 Vaccination Rates by HPI (Healthy Places Index) Quartile in California

as of April 18, 2022

54% of quartile 4 (most healthy community conditions) children aged 5-to-11 vs. **23%** of quartile 1 (least healthy community conditions) children aged 5-to-11 are fully vaccinated.



Confirmed Cases by Age in California

As of April 14, 2022:

- **273,642** confirmed cases among children aged 5 and younger
- **1,334,035** confirmed cases among children aged 5-17
- Cases and deaths vary by race/ethnicity
- COVID-19 related deaths have been the highest among the Latinx population

Vaccinating children will play a critical role in continuing to limit the spread of COVID-19.



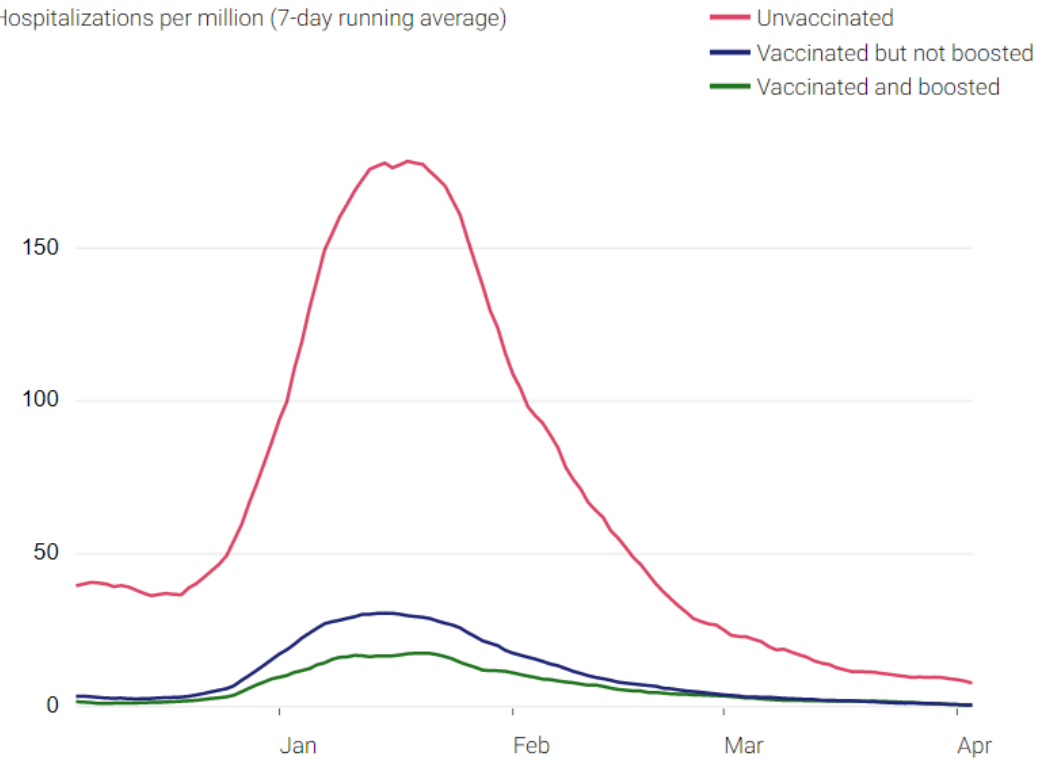
Unvaccinated vs. Vaccinated Data in California

From March 28 to April 3, 2022, unvaccinated people were:

- **5.5x** more likely to get COVID-19
- **12.5x** more likely to be hospitalized with COVID-19
- **8.8x** more likely to die from COVID-19

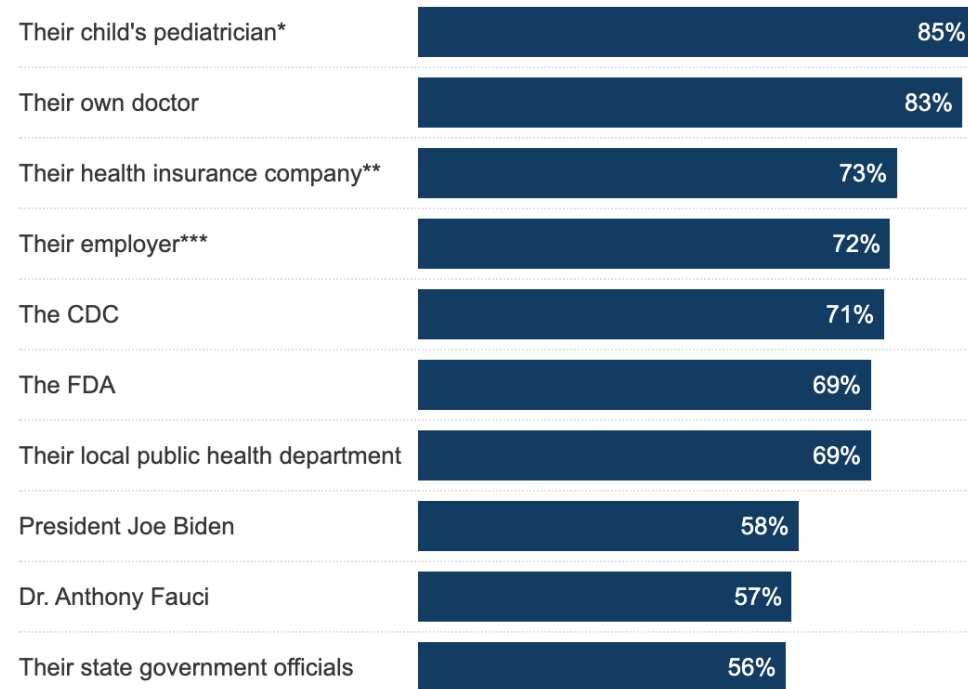
than people who received their booster dose.

Hospitalizations per million (7-day running average)



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](#)



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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.



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?



Conversation Methodology

3



5



3

Steps to
Start the
Conversation

Key
Messages

Post
Conversation
Steps



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 216 million Americans have been safely vaccinated and are now protected.



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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



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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.”

- In the United States,
 - Over 12 million children have become ill with COVID-19.
 - Over 119,000 children have been hospitalized with COVID-19.
 - Over 1,400 children have died from COVID-19.
- In California, there have been over 920 cases of multisystem inflammatory syndrome (MIS-C) after COVID-19 infection.
 - The COVID-19 vaccine is 91% effective against MIS-C.



Common Concerns Among Parents

“The COVID-19 vaccine is not effective.”

- The vaccine does not protect against all COVID-19 infection, but [studies](#) have shown it is effective in preventing severe illness and hospitalization, including [against the Omicron variant](#).
- The vaccine can shorten time away from childcare and work. Vaccinated children [spent less time sick](#) in bed than unvaccinated children with Omicron.
- The vaccine can help protect others at home. Vaccinated people with COVID-19 were one third less [likely to transmit](#) to others in their household during the Omicron period.
 - Over 140,000 children have lost a caregiver to COVID-19.



Common Concerns Among Parents

“The COVID-19 vaccine is not safe.”

- Over 200 million people, including over 20 million children, have received the COVID-19 vaccine in the United States and are now protected against serious COVID-19 infection.
- Getting vaccinated is much, much safer than the risks of getting sick with COVID-19.



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Common Concerns Among Parents

"The COVID-19 vaccine causes myocarditis."

- Myocarditis, or inflammation of the heart, is a rare side effect of some COVID-19 vaccines, but in school-aged children, myocarditis has been very rare.
- For all ages, the risk from the vaccine is 1 in 200,000.
- The risk of myocarditis is higher from COVID-19 infection than it is from the vaccine, and myocarditis is usually much more serious after COVID-19 infection than after immunization.



Common Concerns Among Parents

"The COVID-19 vaccine was rushed."

- 11.5 BILLION doses of COVID-19 vaccines have been given worldwide; almost 65% of the world's population has been vaccinated.
- COVID-19 vaccines have been widely given now for almost two years.
- Over 4,000 children participated in the trial for 5–to-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 COVID-19 vaccine causes infertility."

- The vaccine has not been shown to affect fertility.
 - Many recent studies have shown no differences in pregnancy success rates in people who are vaccinated versus people who have not received the vaccine.
- The vaccine has been safely given to over 200,000 pregnant women.



Common Concerns Among Parents

“It is better to get immunity from the COVID-19 disease.”

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



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Common Concerns Among Parents

“I am worried about the 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.



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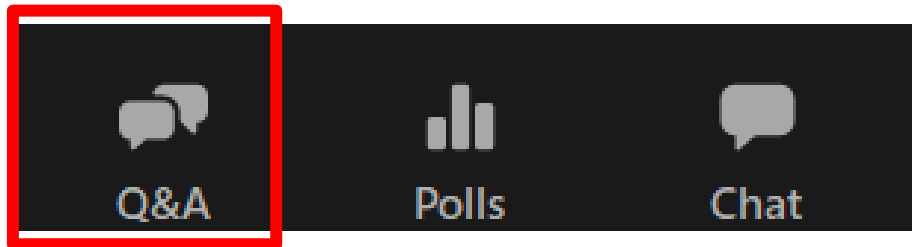
COVID-19 and Masking

- Vaccination rates are much lower for children than adults, so it's important that children continue to wear masks in certain settings.
- Mask mandates have been rolled back and children are spending most of their time in school.
- Masks remain one of the best mitigation factors for COVID-19 for children, especially those considered “high risk” even if they are vaccinated.
- Talk to children about “mask bullying.”



Questions & Answers

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



Resources & Poll

Leslie Amani, CDPH

We appreciate your feedback

Following this training, how confident are you in your ability to effectively communicate with parents about COVID-19 vaccines?

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

Clinical Talking Points for Providers of Pediatric Services

A guide to having effective conversations with families about COVID-19 vaccines:

- Start the conversation now
- Validate parental concerns
- Provide accurate information

Recommending COVID-19 Vaccination: Clinical Talking Points for Providers of Pediatric Services



This resource is designed to help you and your staff have effective conversations with families about COVID-19 vaccines, as you are the most trusted source of medical information for families.

Begin to discuss COVID-19 vaccination now.

Start by asking, "What are your thoughts on your child receiving the vaccine?", then listen closely to their answers. Remember that the goals of these conversations are to have a cordial discussion, answer questions, understand and acknowledge any fears they express, and convey accurate information. This sets the stage for return visits, as families may need many conversations before they are ready to have their young children immunized.



Validate parental concerns and answer questions without judgement.

As their child's provider, your guidance is influential to parents. Hearing your opinion that immunization is safe and effective can be reassuring. When parents express hesitation, ask about their concerns and acknowledge their views. For example, "If I read those things on Facebook, I would be scared, too. Let's talk about your concerns." Let parents know that you share their goal of keeping their children safe.

Give parents accurate information.

Here are common questions and talking points to help parents. Praise parents who ask questions for wanting to know more. Wrap up the conversation by making a recommendation while acknowledging their authority in deciding for their children. For example, "I think getting vaccinated is best for your child, and ultimately, it's your choice. I'm here to guide you and answer your questions."

Why should my child get the COVID-19 vaccine?

- **It's effective.** The vaccine does not protect against all COVID-19 infection, but [studies](#) have shown it is effective in preventing severe illness and hospitalization, including [against the Omicron variant](#).
- [Children with pre-existing conditions](#) are at higher risk for severe COVID-19 outcomes. Vaccination is especially recommended to keep children with chronic conditions and disabilities safe and healthy.
- "Healthy" children with no pre-existing conditions can have severe COVID-19, too. During Omicron, [63% of children](#) under 5 years hospitalized with COVID-19 did not have any underlying conditions.

Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit

30 Conversations Campaign

Interactive COVID-19 Vaccine Conversations Module for Healthcare Professionals

#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 Authorization¹
- 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 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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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](https://www.vaccinateall58.com)

Next Crucial COVID-19 Conversations Webinar

Talking with Patients in Rural Communities about COVID-19 Vaccines

Speaker: Sharon Goldfarb, DNP

When: Thursday, April 28 from 12:00PM – 1:00 PM

[Register here](#)



For California COVID-19 Vaccine Providers



Every Monday:

My Turn myCAvax Office Hours

Next session: Monday, April 25, 12PM

Every Friday:

Provider Office Hours

Next session: Friday, April 29, 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
- 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@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

For **technical support** with My Turn Clinic for COVID-19 and flu vaccines: 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:
Eric Ball, MD, FAAFP
Webinar Planning & Support:**

Leslie Amani, Rachel Jacobs, Cheri Banks, Blanca Corona, and Hailey Ahmed



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



And for joining today's webinar!