

Welcome to
Back to the Basics:
Talking with Patients about COVID-19
Vaccines



Vaccinate ALL 58

Together we can end the pandemic.

May 5, 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>



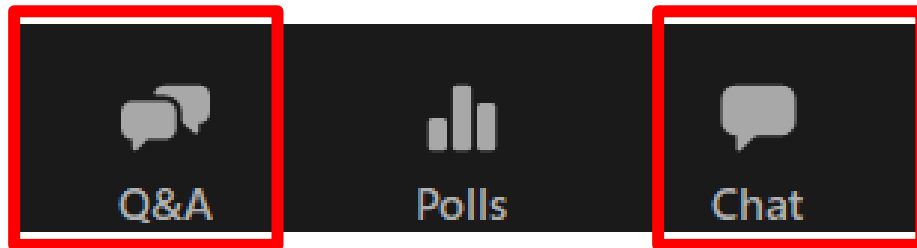
Please use “Q&A” to ask questions.



If you have technical difficulties, please contact 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

Provide attendees with:

- The latest updates on the COVID-19 Omicron variant and its subvariants
- Key messages addressing common patient concerns about COVID-19 vaccination
- An evidence-based methodology to communicate effectively with patients about COVID-19 and vaccination



Agenda: Thursday, May 5, 2022

No.	Item	Speaker(s)	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Talking with Patients about COVID-19 Vaccines	Sharon Goldfarb, DNP, RN, FNP-BC	12:05 – 12:40
Questions & Answers			12:40 – 12:55
3	Resources, Poll, and Wrap-Up	Rachel Jacobs (CDPH)	12:55 – 1:00

We appreciate your feedback

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

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

Talking with Patients about COVID-19 Vaccines

Sharon Goldfarb, DNP, RN, FNP-BC

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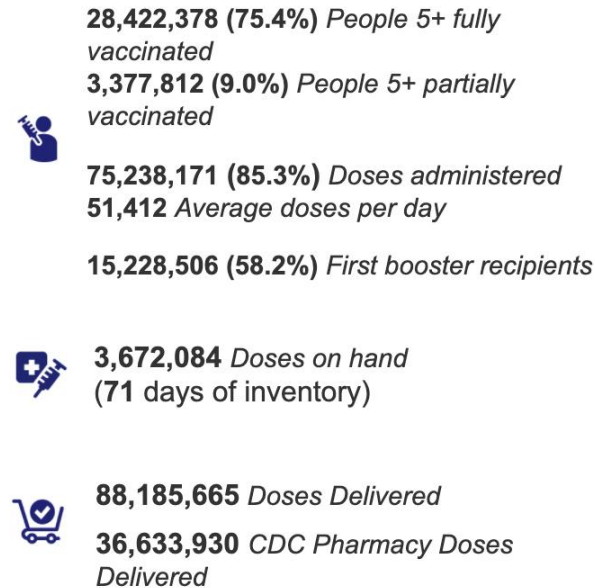


COVID-19 Vaccination Rates in California

As of May 3, 2022,

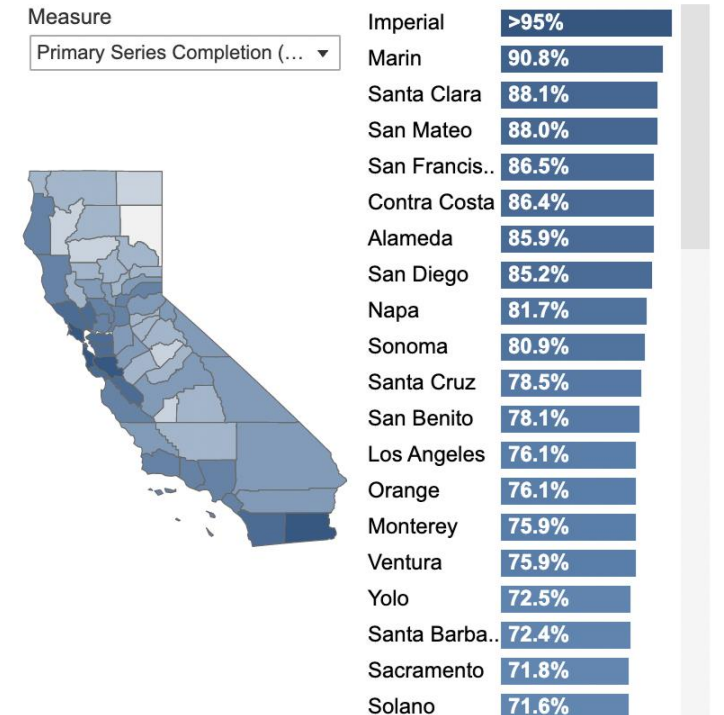
- 28,422,378 (**75.4%**) people 5+ fully vaccinated
- 3,377,812 (**9.0%**) people 5+ partially vaccinated
- 15,214,333 (**58.2%**) of booster-eligible population received booster dose

Statewide



See [Data Dictionary](#) for Details.

Vaccinated Persons by County of Residence



Data: 5/2/2022 11:59pm | Posted: 5/3/2022
 * Data not reported on weekends or state holidays.

COVID-19 Cases, Deaths, and Hospitalizations in California

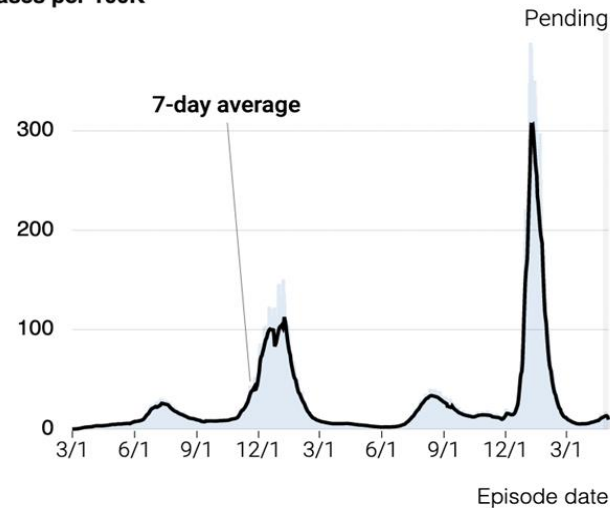
As of May 3, 2022:

- **8,631,633 confirmed cases**
- **89,694 deaths**
- **1,093 hospitalized patients**

Confirmed cases in California

8,631,663 total confirmed cases
26,000 new cases (0.3% increase)
12.4 cases per 100K (7-day average)

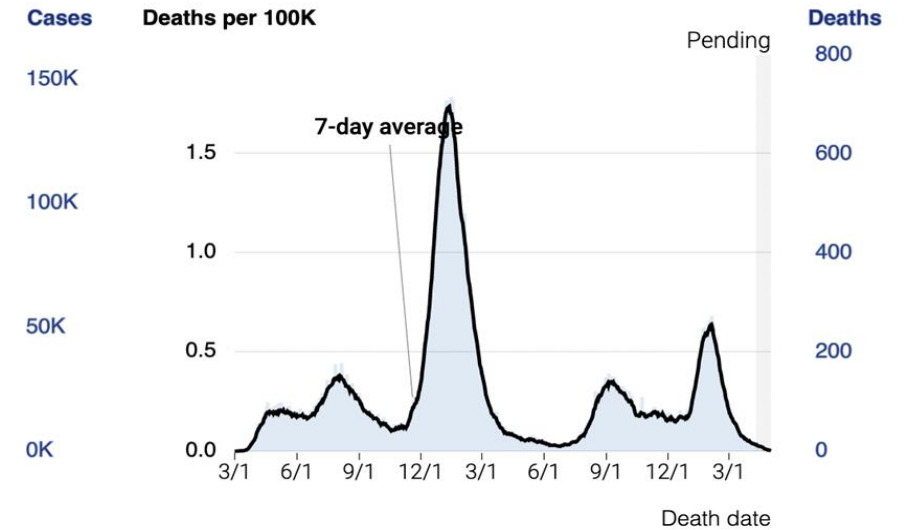
Cases per 100K



Confirmed deaths in California

89,694 total confirmed deaths
112 new deaths (0.1% increase)
0.03 deaths per 100K (7-day average)

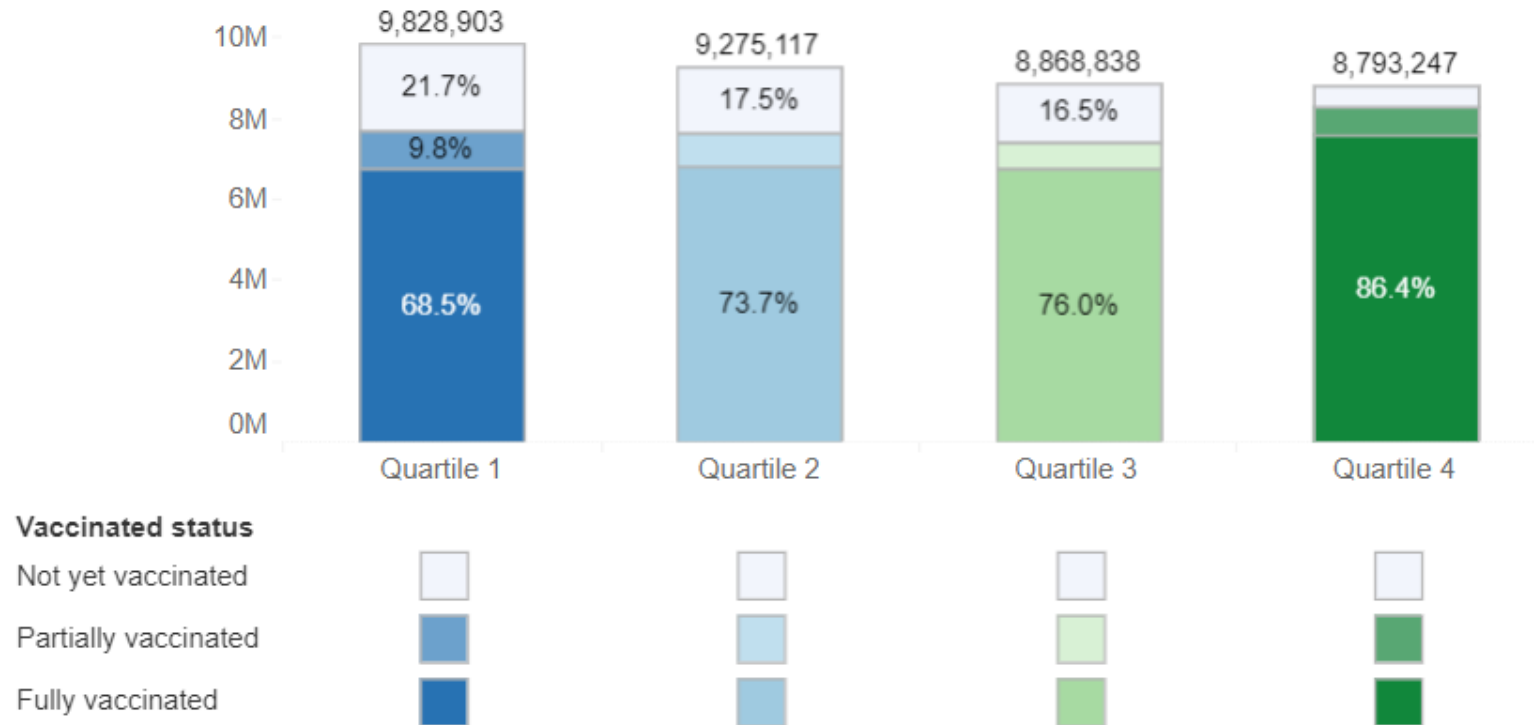
Deaths per 100K



COVID-19 Vaccination Rates by Quartile in California

Vaccination progress by quartile

← Less Healthy More Healthy →

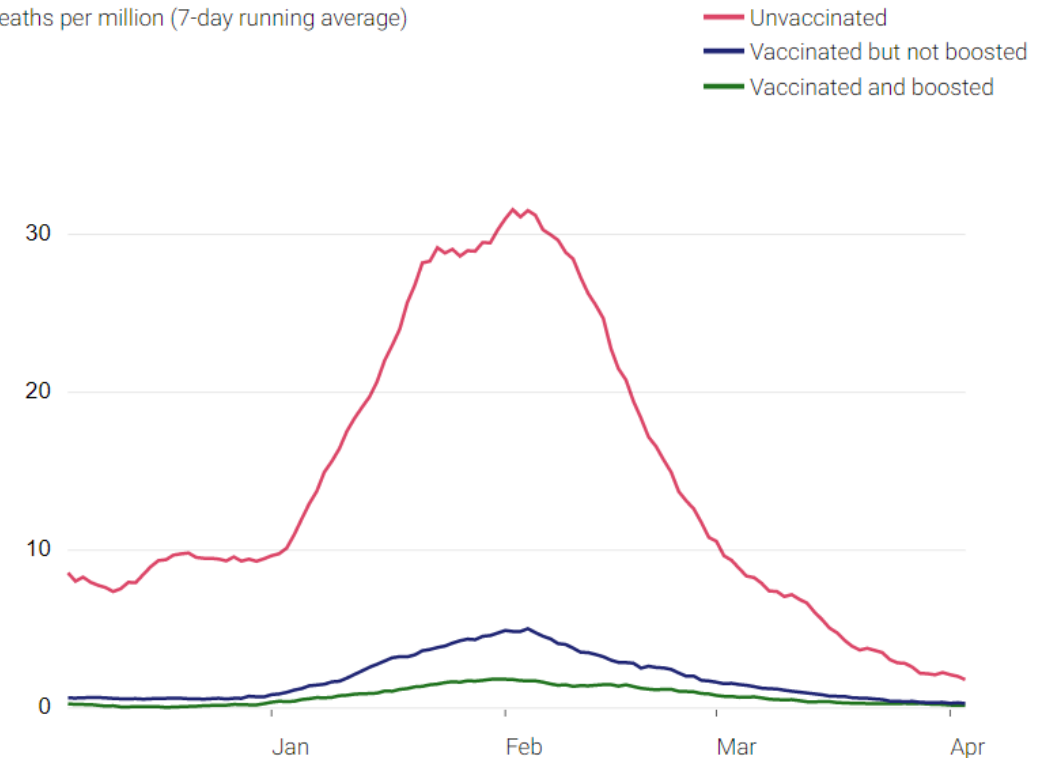


Unvaccinated vs. Vaccinated Data in California

From April 4, 2022, to April 10, 2022, unvaccinated people were:

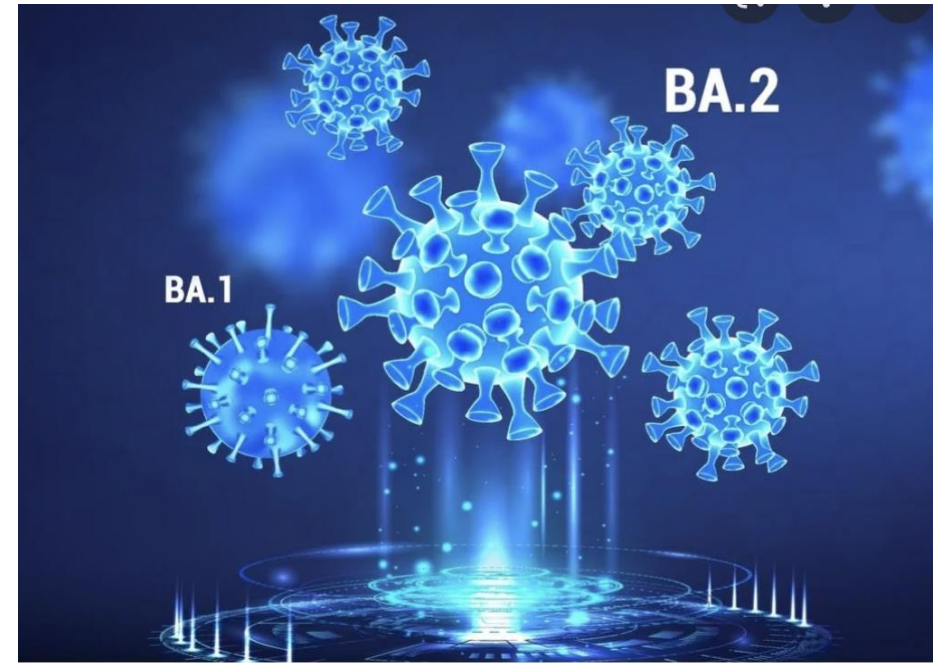
- **5.7x** more likely to get COVID-19
- **8.6x** more likely to be hospitalized with COVID-19
- **10.9x** more likely to die from COVID-19 than people who received their booster dose.

Deaths per million (7-day running average)



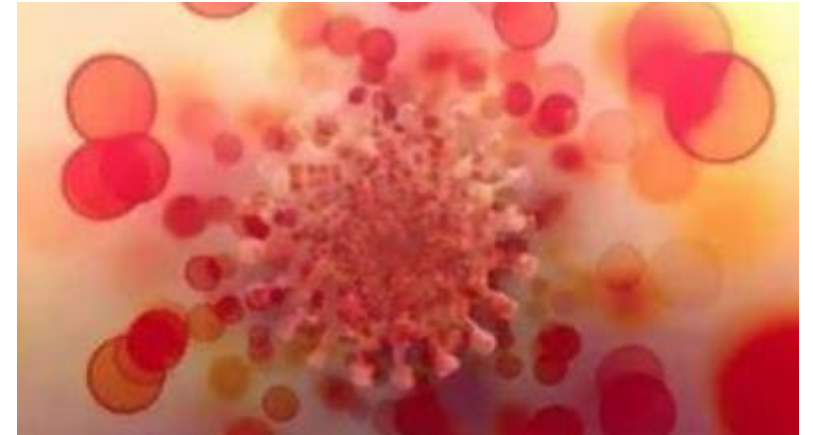
Dominant Omicron Strains (BA.2/BA.2.12.1 Subvariants)

- BA.2 Omicron variant
 - 61.9% of U.S. COVID-19 cases (from 4/24/22 – 4/30/22)
 - More transmissible than its predecessor
 - Dominant global strain
- BA.2.12.1 Omicron variant
 - 36.5% of U.S. COVID-19 cases (from 4/24/22 – 4/30/22)
 - Starting to spread quickly in the U.S.
 - Highly transmissible



BA.4 and BA.5 Subvariants

- New subvariants - BA.4 and BA.5 declared *variants of concern* by the World Health Organization (WHO)
- Subvariants identified in over 14 U.S. states
- Study shows that new variants may have the ability to evade Omicron antibodies



Getting vaccinated and boosted is still the best protection against Omicron, its variants, and severe illness

COVID-19 Mortality Risk Factors

- Age
- Race/ethnicity
- Mental health
 - Schizophrenia (3x more likely to die than the general population)
- Poverty and crowding
- Certain occupations
- Chronic/underlying conditions

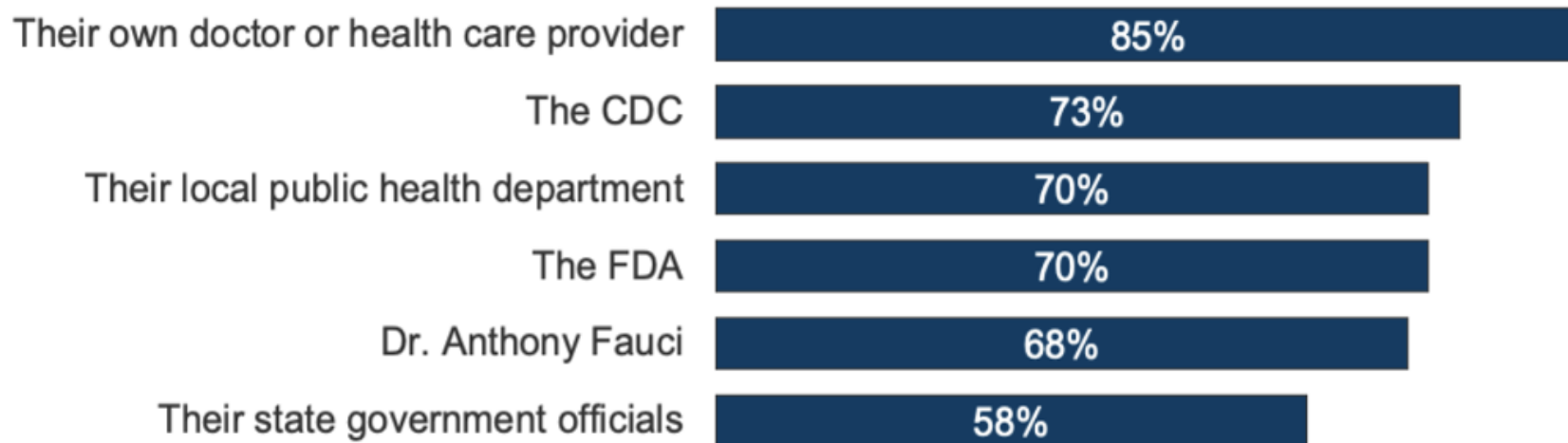


You are the Most Trusted Source of Information About COVID-19 Vaccines

Figure 15

Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

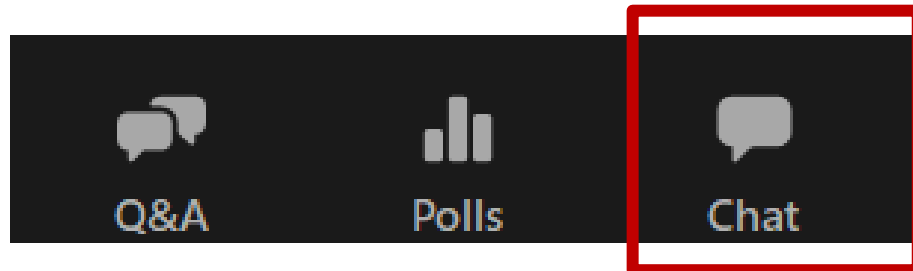
Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about a COVID-19 vaccine:



Discussion Question

What communication techniques do you use when talking with patients about COVID-19 vaccines?

Please place your answers in the “Chat”.



COVID-19 Vaccine Language Tips

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.



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 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 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

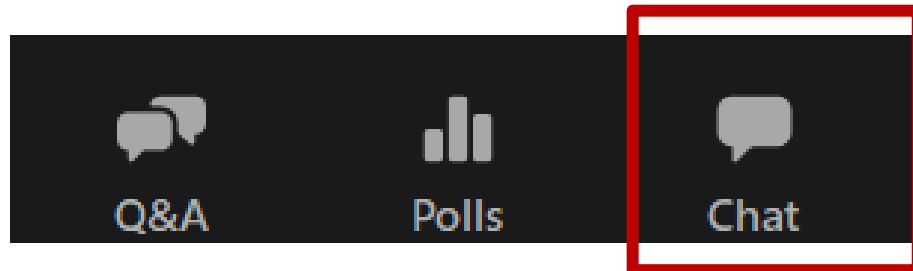
- Offer myturn.ca.gov or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.



Discussion Question

What are common concerns you hear from patients about COVID-19 vaccines?

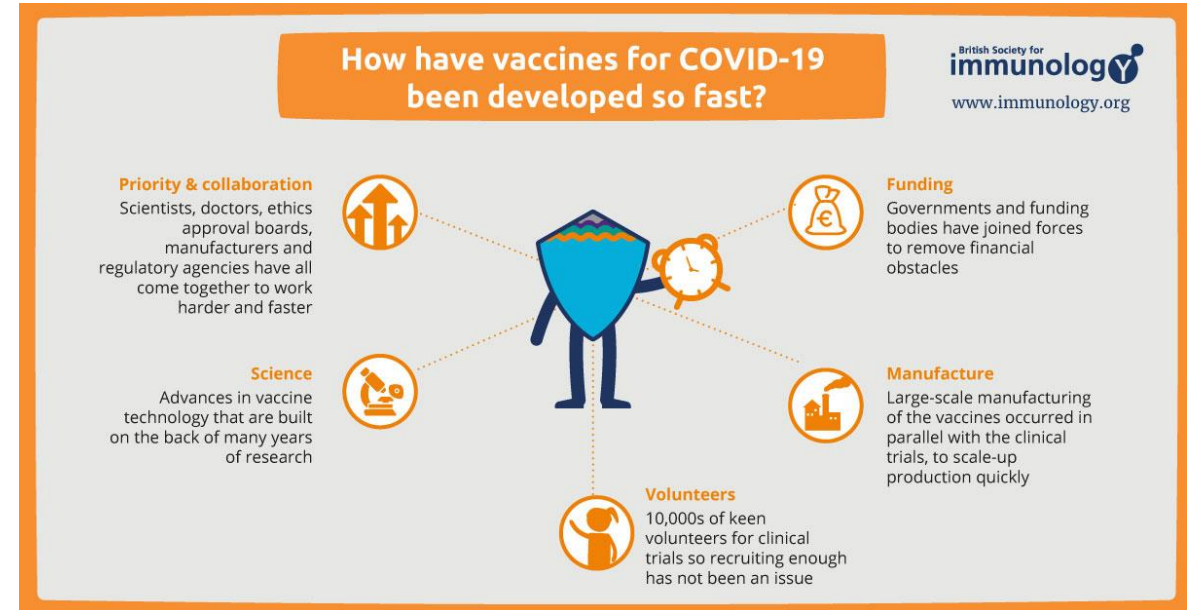
Please place your answers in the “Chat”.



Common COVID-19 Vaccine Concerns

“The COVID-19 vaccine is not safe and was developed too quickly.”

- All of the vaccines were rigorously tested using the FDA's standards for quality and safety.
- **Studies** show that COVID-19 vaccines decrease the chance of serious illness, hospitalization, and death from COVID-19.
- The vaccines are based on decades of scientific research.
- Thousands of volunteers participated in clinical trials in order to ensure that the vaccines are safe and effective.



Common COVID-19 Vaccine Concerns

“The COVID-19 vaccine affects pregnancy and fertility.”

- COVID-19 vaccines are safe for people who are pregnant, breastfeeding, or trying to get pregnant now or in the future.
- Over [200,000 pregnant women](#) have received COVID-19 vaccines without any safety concerns.
- Pregnant women who contract COVID-19 are at a higher risk for pregnancy complications such as high blood pressure, bleeding disorders, death, and stillbirth.



The Centers for Disease Control and Prevention (CDC), the American College of Obstetricians and Gynecologists, and the American Academy of Pediatrics all recommend that pregnant people get vaccinated against COVID-19.



Common COVID-19 Vaccine Concerns

“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.



Questions & Answers and Discussion

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

Resources & Polls

Rachel Jacobs, CDPH

We appreciate your feedback

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

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

Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit Crucial COVID-19 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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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!
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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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

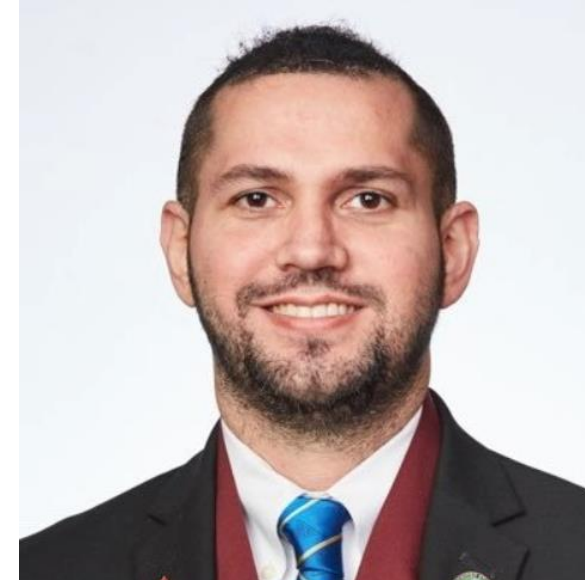
Next Crucial COVID-19 Conversations Webinar

COVID-19 Vaccine Myths and Facts

Speaker: Ricardo Correa, MD, EdD

When: Thursday, May 12 from 12:00PM – 1:00 PM

Register [here](#)



For California COVID-19 Vaccine Providers



Every Monday:

My Turn and myCAvax Office Hours

Next session: Monday, May 10, 12PM

Every Friday:

Provider Office Hours

Next session: Friday, May 6, 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:

Sharon Goldfarb, DNP, RN, FNP-BC

Webinar Planning & Support:

Rachel Jacobs, Cheri Banks, Cecilia LaVu, Blanca Corona, and Michael Fortunka



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



And for joining today's webinar!