

# Talking with Patients in Latinx Communities about COVID-19 Vaccines

January 19, 2022



**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/30conversations>



Please use “Q&A” to ask questions.



If you have technical difficulties, please contact [hailey.ahmed@cdph.ca.gov](mailto:hailey.ahmed@cdph.ca.gov)

# Questions & Answers

**During today's session, please use the Q&A panel to ask your questions so our subject matter experts can respond directly.**



# Webinar Objectives

Provide attendees with:

- Evidence regarding safety & efficacy of COVID-19 vaccines
- Key messages addressing common COVID-19 vaccine concerns amongst members of Latinx communities
- Access to resources and considerations to make when communications with members of Latinx communities



# Agenda: Wednesday, January 19, 2022

Item	Speaker(s)	Time (PM)
Welcome	Leslie Amani (CDPH)	12:00 – 12:05
Barriers to COVID-19 Vaccination	Ilan Shapiro, MD, MBA, FAAP, FACHE	12:05 – 12:15
COVID-19 Conversation Tips & Key Messages	Ilan Shapiro, MD, MBA, FAAP, FACHE	12:15 – 12:40
<b>Questions &amp; Answers</b>		12:40 – 12:55
Resources, Polls, and Wrap-Up	Leslie Amani (CDPH)	12:55 – 1:00

# We appreciate your feedback

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

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

# Barriers to COVID-19 Vaccination, Conversation Tips, and Key Messages

Ilan Shapiro, MD, MBA, FAAP, FACHE

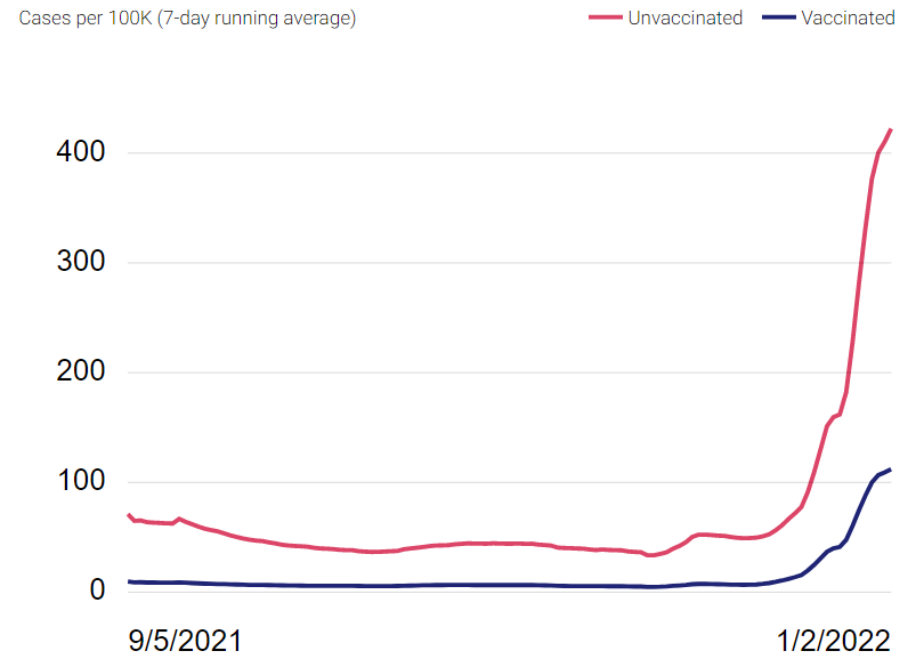
Medical Director of Health Education and Wellness  
AltaMed, Southern California



# Vaccinated vs. Unvaccinated Cases in California

From December 27 to January 2, 2021:  
Unvaccinated people were **3.8 times more likely** to get COVID-19 than fully-vaccinated people.

## Cases





# Access to Healthcare

Latinx people are...

**2.8x** more likely to be hospitalized with COVID-19

**2.3x** more likely to die COVID-19

than non-Hispanic whites

Latinx people are still less likely to have been vaccinated than whites (in most states).

Latinx people have the lowest rates of health insurance coverage among all ethnic groups in the U.S., sometimes discouraging them from seeking health services.



# Access to Healthcare

- Some Latinx people have faced cultural or linguistic barriers when accessing healthcare, making them reluctant to receive a COVID-19 vaccine.
- Distrust in healthcare and other U.S. institutions existed before the pandemic.



# COVID-19 Misinformation in Latinx Communities

- Latinx people are 57% more likely to use social media as a primary source of information about COVID-19 vaccines than other groups.
  - Stems from social-media feeds, WhatsApp messages, and virtual church halls
- National poll by Voto Latino: Slightly more than half of all unvaccinated Latinx people believed the vaccine was unsafe.
  - Increased to 67% among those who primarily spoke Spanish



# 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?



# 3-5-3 Methodology

## 3 Steps to Start the Conversation

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

## 5 Key Messages

- The vaccine will keep you safe
- Minor side effects are common (severe side effects are rare)
- Vaccines are very effective
- The vaccine is built on 20 years of research
- Have questions? Ask

## 3 Post Conversations Steps

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



# Validate Experiences

## **Listen and understand individual concerns for not getting the vaccine.**

- Be empathetic and have open conversations that will help them voice these barriers and begin to look for solutions.
- Recognize that Latinx communities encompass diverse experiences and cannot be addressed through a one-size-fits-all approach.
- Failure to acknowledge these diverse experiences risks marginalizing those who are already bearing the brunt of mis- and disinformation.



# Validate Experiences

Reasons may vary for not getting the vaccine. Examples include (but are not limited to):

- Distrust in the healthcare system
- Fear of missing work
- Lack of childcare
- Unaware of where to get the vaccine
- Lack of access to the vaccine within their area
- Lack of transportation



# Benefits of Getting Vaccinated

**Share the benefits of getting vaccinated with them and include your own experience.**

- Center the discussion around what may be important to them as a reason to get vaccinated:
  - Seeing family members again
  - Keeping the kids in school
  - Remaining healthy as an essential worker
- 50% of Latinx parents said they had at least 1 child fall behind academically during the pandemic.
  - Getting vaccinated will allow children to have a better learning experience.





# Benefits of Getting Vaccinated

**Share the benefits of getting vaccinated with them and include your own experience.**

- 63% of Latinx parents said the pandemic has affected their mental health.
  - Getting vaccinated can alleviate stress and anxiety that stem from the virus and its effects on family life.
- Don't forget to share your own experience about why you chose to get vaccinated.
  - 30% of unvaccinated adults change their mind because of friends and family.
- Contracting COVID-19 puts patients at risk of missing multiple workdays.



# COVID-19 Vaccines and Boosters are the Best Protection

**Emphasize that vaccination is still the best option to protect yourself and your family.**

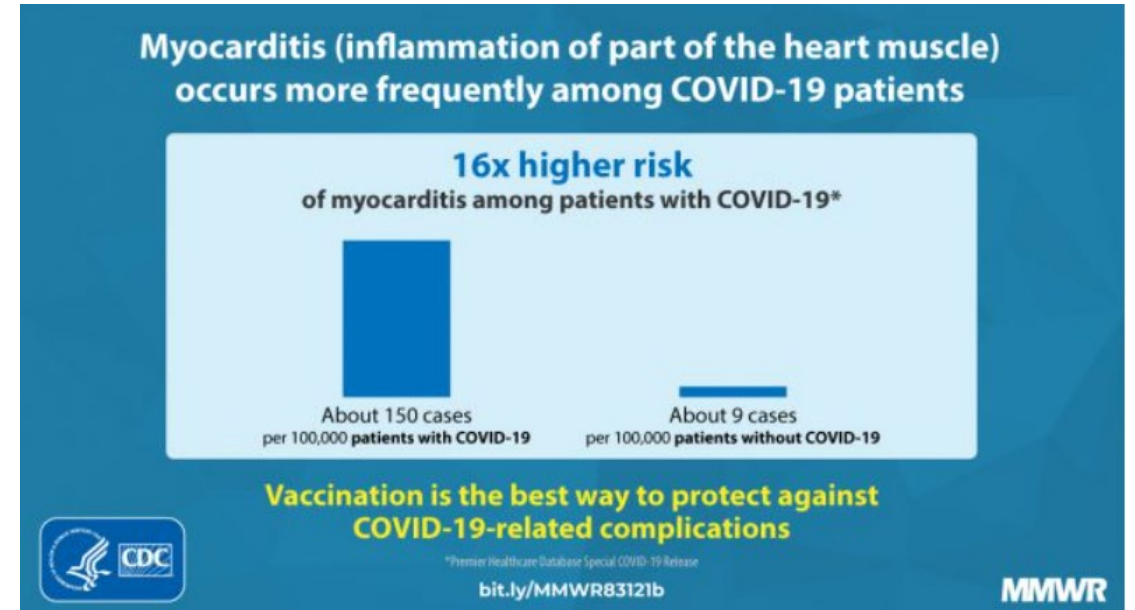
- mRNA vaccines and boosters are still the best protection you can have against COVID-19 and its variants.
- The vaccines have been rigorously tested for safety and continue to be monitored for side effects. We now have a year's worth of data, including data from tens of thousands of participants in clinical trials, on vaccine safety.
  - The data shows that the vaccine is safe and effective at preventing serious disease or death due to COVID-19.
- There is no evidence that the COVID-19 vaccine causes infertility.



# COVID-19 Vaccines and Boosters are the Best Protection

**Emphasize that vaccination is still the best option to protect yourself and your family.**

- Myocarditis can occur in children post-vaccination but is **extremely rare**.
- Myocarditis is more likely to occur in the presence of a COVID-19 infection.



# COVID-19 Vaccines and Boosters are the Best Protection

Emphasize that COVID-19 vaccines are available for everyone ages 5 years and older at no cost, **regardless of insurance or immigration status.**



# Social Media Messaging

- Social media messaging is one of the most effective ways trusted medical professionals spread the message.
- [Master folder](#) with #ThisIsOurShot/#VacunateYa logos, zoom backgrounds, social media add-ons, FAQs, templates, and more
- [Branding manual](#)
- [Templates on CANVA](#)



# Questions & Answers

**During today's session, please use the Q&A panel to ask your questions so our subject matter experts can respond directly.**



# Resources & Poll

Leslie Amani, CDPH

# We appreciate your feedback

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

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



# Patient Referrals

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



# Resources

- [Latinx Community Patient Resources](#)
- [La Conversación](#)
- [Latino Coalition against COVID-19](#)
- [Tips to Ease Anxiety During Vaccination](#)
- [Immunization Strategies for Healthcare Practices and Providers](#)



# Toolkits, Fliers, Conversation Guides, and Videos

## #ThisIsOurShot Toolkit 30 Conversations Campaign



### 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 .....	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 <sup>1</sup>
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"

### Don't Say

<sup>1</sup> 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.

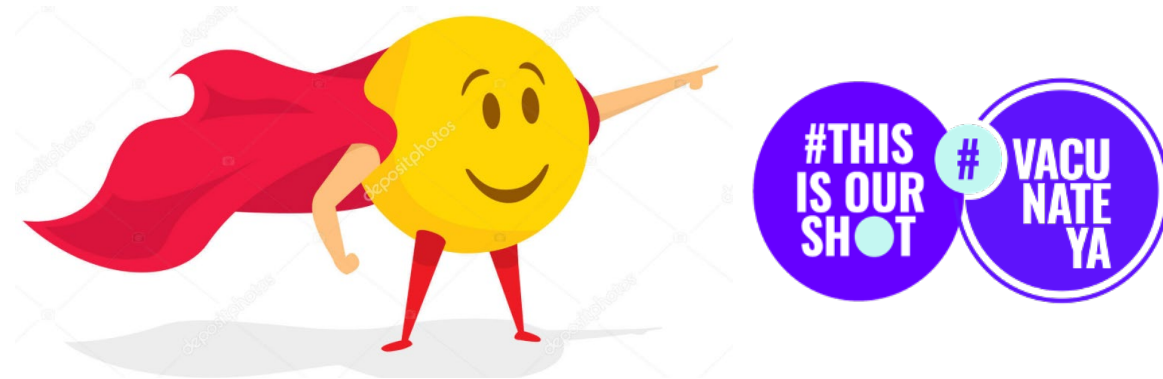
Get your children back to school safely. Get them vaccinated against COVID-19 today! Learn more at [VaccinateALL58.com](https://www.vaccinateall58.com).

VaccinateALL58.com

# #TIOS/#VacunateYa Hero Alerts

I would like to sign up for #ThisIsOurShot/#VacunateYa weekly “Hero Alerts” to stay informed about current misinformation trends and connect with other health care heroes.

1. Yes
2. No



# Where can I go for additional help?

## Type of Support

## Description

Updated 11.19.21



### 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.

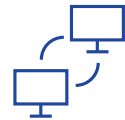
- Email: [covidcallcenter@cdph.ca.gov](mailto:covidcallcenter@cdph.ca.gov)
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



### 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 and demo and training opportunities: Flu: <https://eziz.org/covid/myturn/flu/> COVID: <https://eziz.org/covid/myturn/>



### CalVaxGrant Program Support

For questions and support around [CalVaxGrant](#), contact the program's administrator, Physicians for a Healthy California.

- Email: [calvaxgrant@phcdocs.org](mailto:calvaxgrant@phcdocs.org)
- Phone: (916) 551-2565

# Special Thanks to

## Today's Presenter:

Ilan Shapiro, MD, MBA, FAAP, FACHE

## Webinar Planning & Support:

Leslie Amani, Michael Conrique, Hailey Ahmed,  
Polly Dong, Alex McDonald, Rachel Jacobs





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



And for joining today's webinar!