

# Talking with Vaccine-Hesitant Colleagues about COVID-19 Vaccination



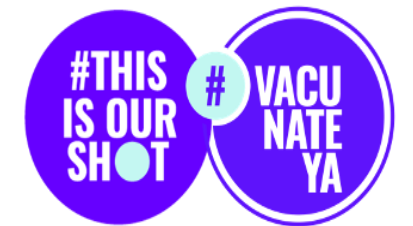
Photo Courtesy of The Washington Post

April 15, 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>



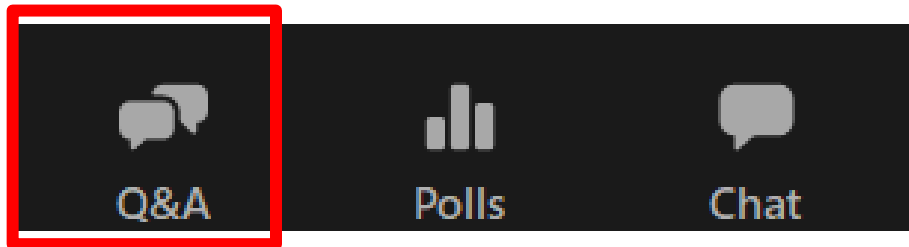
Please use “Q&A” to ask questions.



If you have technical difficulties, please contact [rachel.jacobs@cdph.ca.gov](mailto: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:

- facts of vaccine hesitancy among healthcare workers
- an evidence-based methodology to effectively speak with colleagues about COVID-19 vaccines



# Agenda: Friday, April 15, 2022

	Item	Speaker(s)	Time (PM)
1	Welcome	Leslie Amani (CDPH)	12:00 – 12:05
2	Talking with Vaccine-Hesitant Colleagues about COVID-19 Vaccination	Atul Nakhasi, MD, MPP	12:05 – 12:35
	<b>Questions &amp; Answers</b>		12:35 – 12:55
3	Resources, Poll, and Wrap-Up	Leslie Amani (CDPH)	12:55– 1:00

# We appreciate your feedback

**How confident are you in your ability to effectively communicate with your colleagues about COVID-19 vaccines?**

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

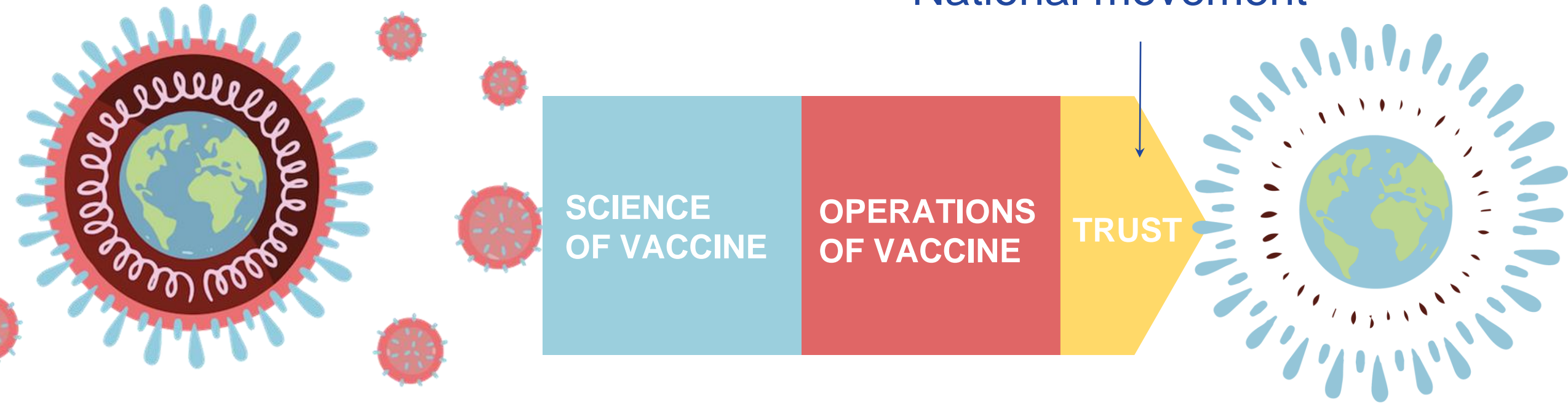
# Talking with Vaccine-Hesitant Colleagues about COVID-19 Vaccination

Atul Nakhasi, MD, MPP  
Physician & Policy Advisor, LA County  
Department of Health Services  
Co-Founder, #ThisIsOurShot



# Journey to a COVID-Free World

#ThisIsOurShot  
National movement



**MISSION:** To build healthier communities by elevating trusted voices of health heroes.





# What Is Vaccine Hesitancy?

Vaccine hesitancy is defined by the Strategic Advisory Group of Experts on Immunization (SAGE) working group as a “*delay in acceptance, or refusal of vaccines despite availability of vaccine services.*”



# What Are The Facts?



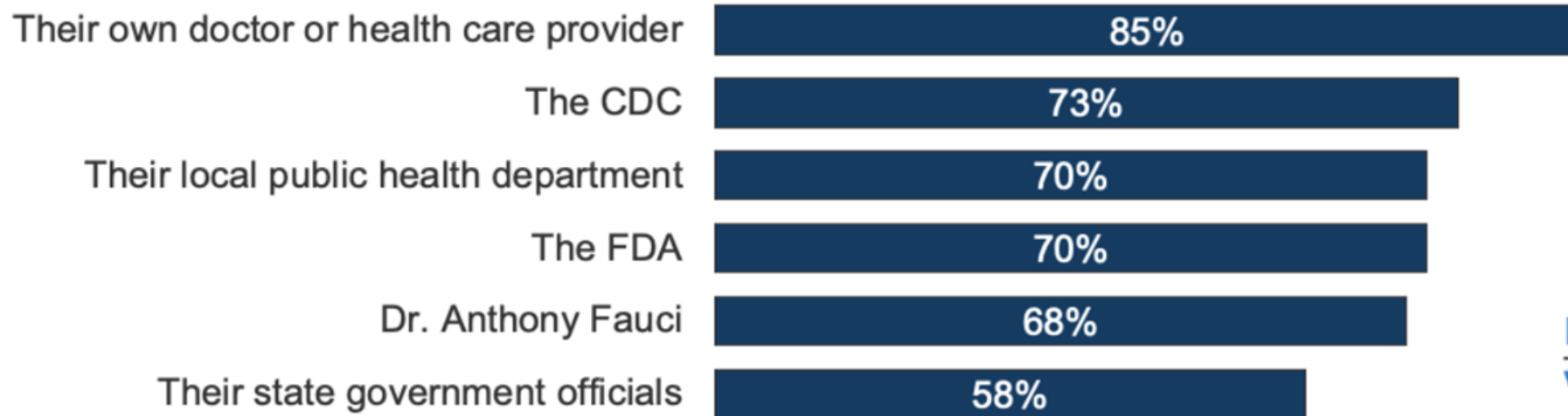
- The World Health Organization (WHO) has identified vaccine hesitancy as a leading global health threat.
- Delays or rejection of the COVID-19 vaccination amongst healthcare workers and the general population will ultimately prolong the time it takes to achieve herd immunity and can cause an increase in the number of COVID-19-related illness and deaths.
- Understanding and addressing the reasoning of vaccine hesitancy amongst healthcare workers is a crucial component to promoting the acceptance of the COVID-19 vaccine and other vaccines for future public health crises.



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:



**KFF COVID-19  
Vaccine Monitor**



# Why Is It Important for Healthcare Workers to Support Vaccination?

- Healthcare workers have increased workplace exposure to COVID-19 and have contact with “at-risk” patients.
- Healthcare workers have an ethical responsibility to protect themselves and those they serve.
- Vaccinated healthcare workers are more likely to recommend vaccination to others (thereby increasing herd immunity).



# Why Are Some Healthcare Workers Vaccine Hesitant?

- Vaccine hesitancy among healthcare workers is a complex structure that is built on “*emotions, beliefs, values, and narratives.*”
- Vaccine hesitancy is oftentimes related to one’s perception of health and illness.
- Vaccine hesitancy can be based on:
  - Fears about safety and efficacy
  - Preference for physiological herd immunity
  - Distrust in government
  - Desire to maintain a sense of personal freedom



# How Can You Talk To Your Colleagues About Vaccination?

- Validate their concerns.
- Have an open dialogue about the science.
- Remind them of the importance of their voice when it comes to patients.
- Be kind and let them know you have an open door.



# 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.
2. Minor side effects are common (severe side effects are rare).
3. Vaccines are very effective.
4. The vaccine is built on 20 years of research.
5. Have questions? Ask.





## 3 Steps Post- Conversation

- 1. Acknowledge their agency and personal choice**
  1. “I want you to get vaccinated today, but ultimately it’s your choice.”
  2. “I’m here as a resource to help you.”
- 2. Keep lines of communication open**
  1. 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**
  1. 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.



# Key Takeaways

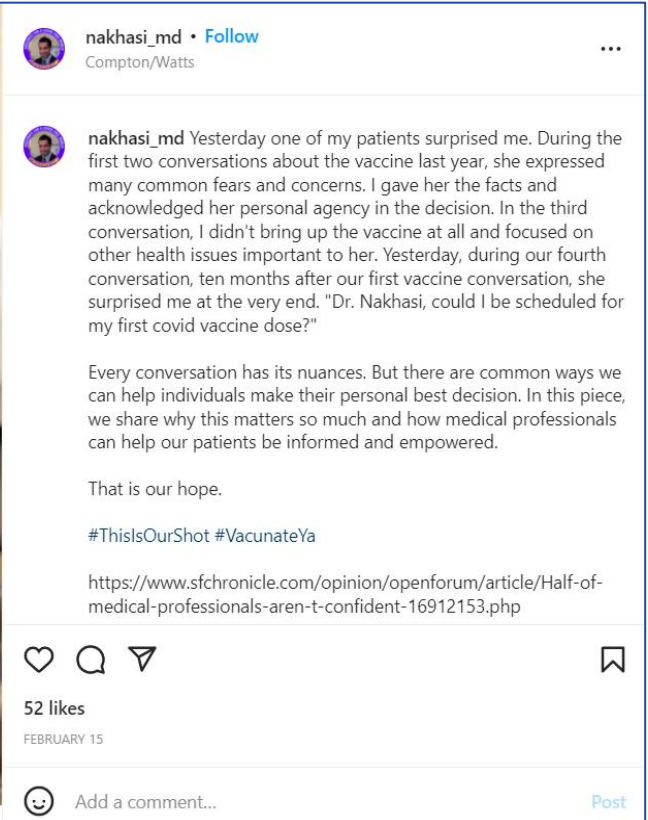
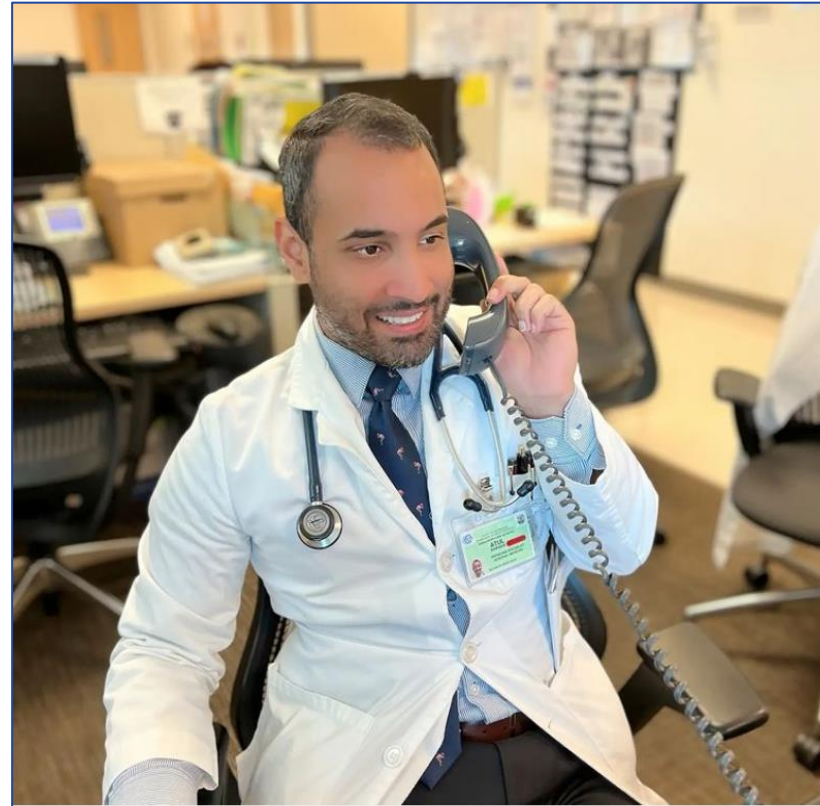
- Vaccine hesitancy should be addressed early.
- Don't give up on your colleagues! Continue to have open conversations with them.
- Targeted and accurate messaging can increase vaccination uptake when delivered by someone people trust.
- We should explore new ways to communicate and increase the understanding of empirical evidence.



# What You Can Do Today

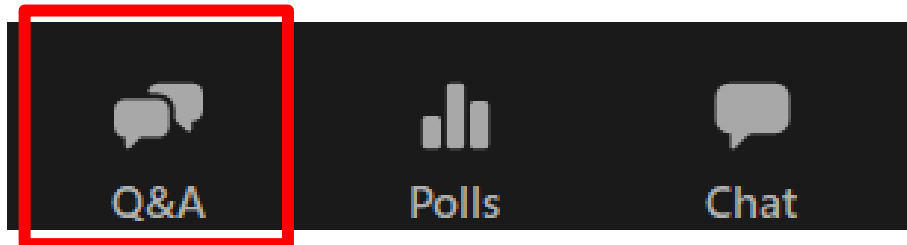
Make a social media post about a past missed moment you can *now* enjoy because of vaccination and encourage your colleagues to do the same. Don't forget to let your friends know to find their free vaccine at [vaccines.gov](https://www.vaccines.gov) and [myturn.ca.gov](https://www.myturn.ca.gov) to get back to things they love.

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



# Questions & Answers

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



# Resources & Poll

Leslie Amani, CDPH

# We appreciate your feedback

**Following this training, how confident are you in your ability to effectively communicate with your colleagues 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.

#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 <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'

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 | i 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 Crucial COVID-19 Conversations Webinar

Next week, please join Dr. Eric Ball, pediatrician, for a webinar training on talking to **parents** about COVID-19 vaccines for children.

**When:** Friday, April 22 at 12:00PM-1:00PM

[Register here!](#)





# For California COVID-19 Vaccine Providers



## Every Monday:

### My Turn myCAvax Office Hours

Next session: Monday, April 18, 12PM

## Every Friday:

### Provider Office Hours

Next session: Friday, April 22, 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.

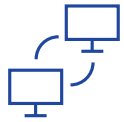
- Email: [covidcallcenter@cdph.ca.gov](mailto:covidcallcenter@cdph.ca.gov)
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



### 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:

Atul Nakhasi, MD, MPP

## Webinar Planning & Support:

Cheri Banks, Leslie Amani,  
Hailey Ahmed, Rachel Jacobs



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



And for joining today's webinar!