

Welcome to Talking with Patients about the Updated COVID-19 Booster



November 10, 2022
1:00PM – 2:00PM



Housekeeping



This session is being recorded. Please access today's slides and recording through the following link:

<https://eziz.org/covid/crucialconversations>.

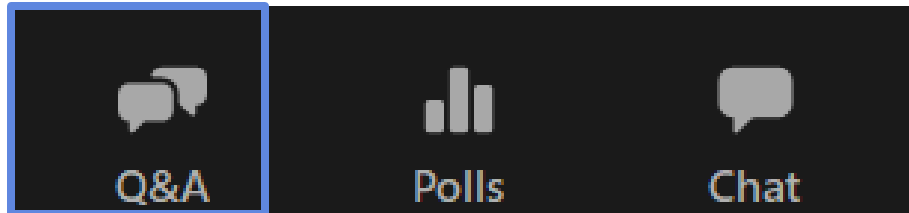


Please use “Q&A” to ask questions.

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

Questions & Answers

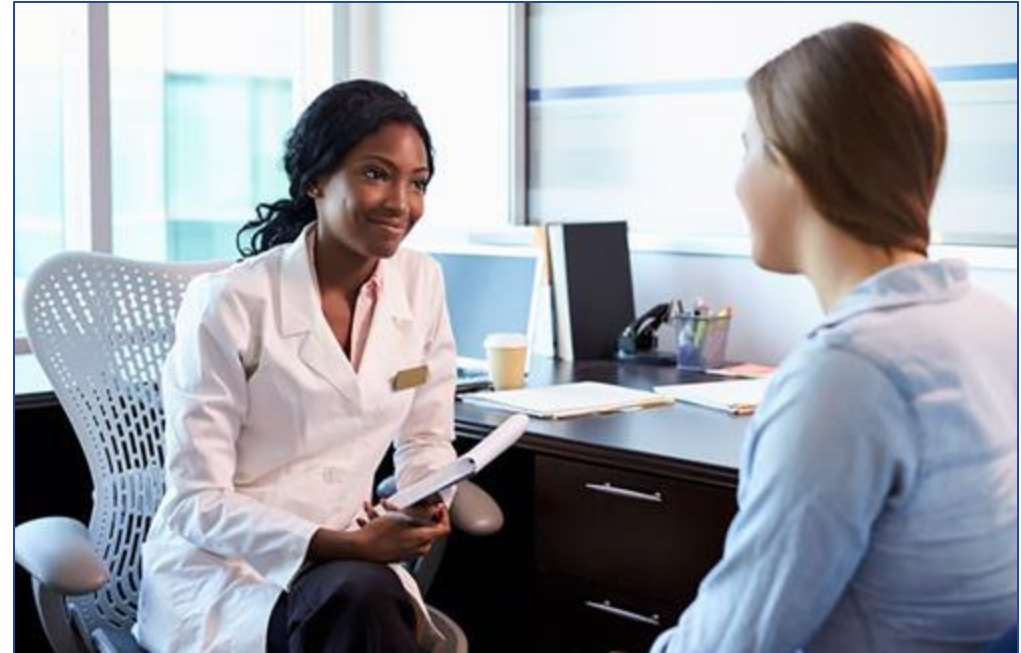
During today's session, please use the Q&A panel to ask your questions.



Webinar Objectives

Participants will learn:

- The latest data on uptake and effectiveness of the updated booster
- Strategies for how to effectively talk with patients about the updated booster
- How to respond to frequently asked questions about the updated booster



Agenda: Thursday, November 10, 2022

No.	Item	Speaker(s)	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Talking with Patients about the Updated COVID-19 Booster	Hussain Lalani, M.D., M.P.H.	12:05 – 12:40
Questions & Answers			12:40 – 12:55
3	Poll, Resources, and Wrap-Up	Rachel Jacobs (CDPH)	12:55 – 1:00

Poll: CDPH appreciates your feedback!

How confident are you in your ability to effectively discuss the updated COVID-19 booster with your patients?

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







Talking with Patients about the Updated COVID-19 Booster

Hussain Lalani, M.D., M.P.H.

Internal Medicine, Brigham and Women's Hospital
Co-Founder of #ThisIsOurShot and #VacunateYa



What is in the Updated COVID-19 Booster?

<u>Current (Monovalent) COVID-19 vaccines</u>	<u>Updated (Bivalent) COVID-19 vaccines</u>
<p>50µg  Moderna COVID-19 vaccine</p> <p>50µg of spike protein from 'ancestral' ('original') SARS-CoV-2</p>	<p>50µg  Moderna COVID-19 vaccine</p> <p>25µg of spike protein from 'ancestral' ('original') SARS-CoV-2</p> <p>25µg of spike protein from Omicron (BA.4/BA.5) SARS-CoV-2</p>
<p>30µg  Pfizer-BioNTech COVID-19 vaccine</p> <p>30µg of spike protein from 'ancestral' ('original') SARS-CoV-2</p>	<p>30µg  Pfizer-BioNTech COVID-19 vaccine</p> <p>15µg of spike protein from 'ancestral' ('original') SARS-CoV-2</p> <p>15µg of spike protein from Omicron (BA.4/BA.5) SARS-CoV-2</p>

Bivalent vaccines have the **same** total antigen amount as monovalent vaccines

Updated COVID-19 Booster Doses

New boosters are now available to provide increased protection against Omicron variants.

When to get the updated booster

At least **2** months after your last COVID-19 dose – either a booster dose or your primary series.

Who should get the updated booster

Individuals age **5** and up are eligible for the updated Pfizer booster, and individuals age **6** and up are eligible for the updated Moderna booster.

CDC recommendations as of October 12, 2022



Main Goal of Updated COVID-19 Booster?

PROTECTION



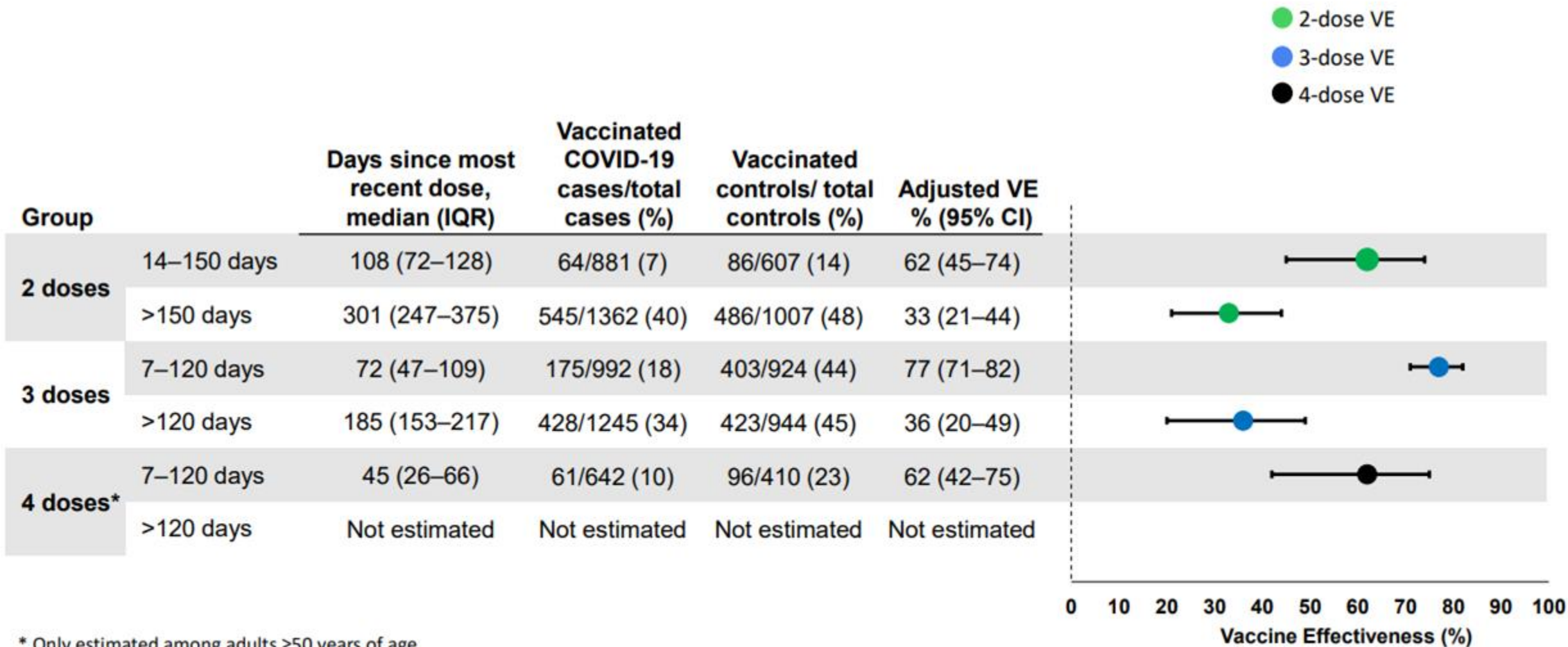
PROTECTION



What Kind of Protection Do We Want from Updated Booster?

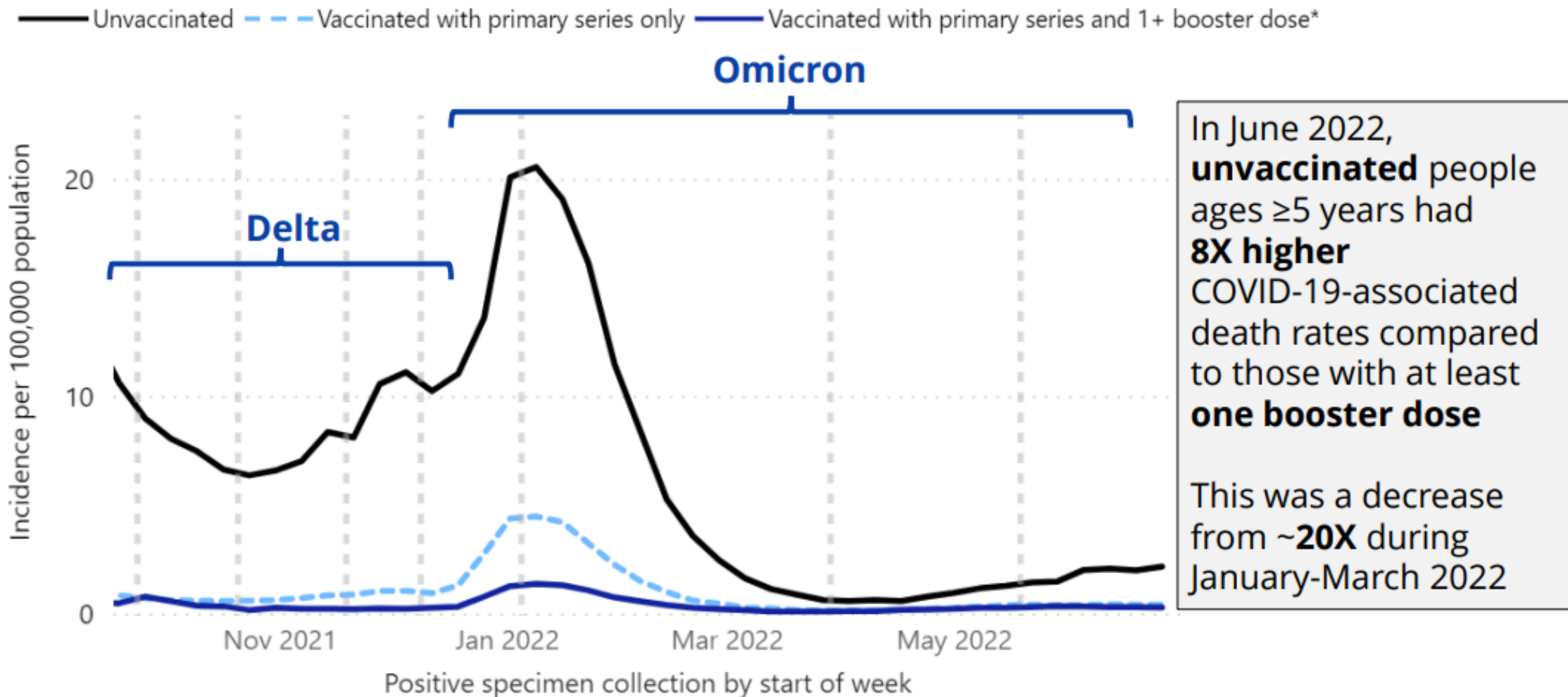
1. Against **severe COVID-19** (hospitalizations and death)
2. Against **variants** of the SARS-CoV-2 virus (antibodies)

IVY Network: mRNA VE against hospitalization among immunocompetent adults during Omicron period, Dec 26, 2021–Jul 31, 2022



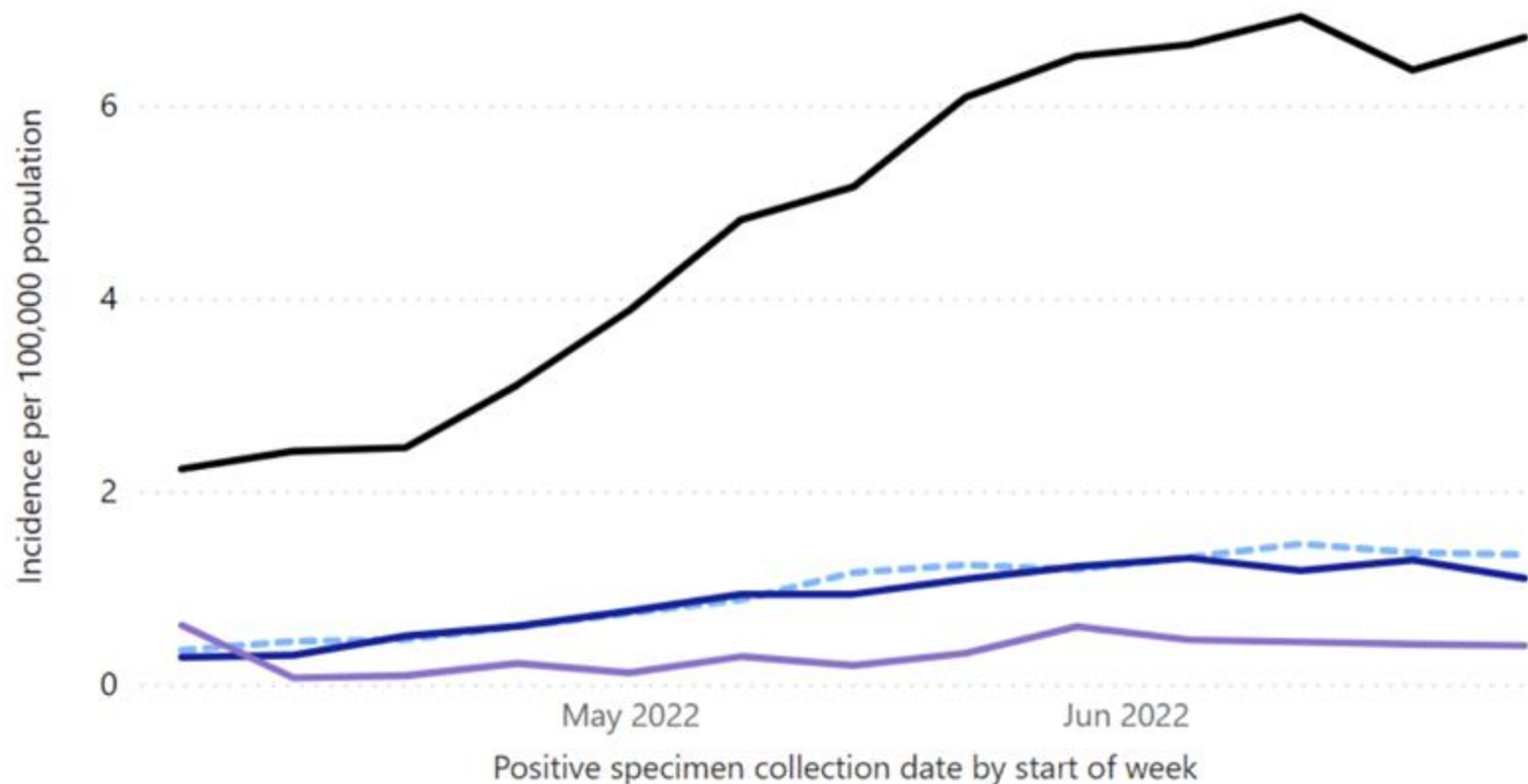
* Only estimated among adults ≥50 years of age

Age-Adjusted Rates of COVID-19-Associated Deaths by Vaccination Status and Receipt of Booster Dose,* September 19, 2021 – July 2, 2022 (29 U.S. Jurisdictions)



Death Rates by Vaccination Status and Receipt of 1st and 2nd Booster Doses Among People Ages 50+ Years

April 3–July 2, 2022 (25 U.S. Jurisdictions)



In June 2022, people ages 50 years and older with **≥2 booster doses** had **14 times** lower risk of dying from COVID-19, compared to **unvaccinated** people and **3 times** lower risk of dying from COVID-19 than people with **one booster dose**

— Unvaccinated — Primary series only — Primary series and 1 booster dose* — Primary series and 2+ booster doses*

How Do We Want Updated Boosters to Protect Us?

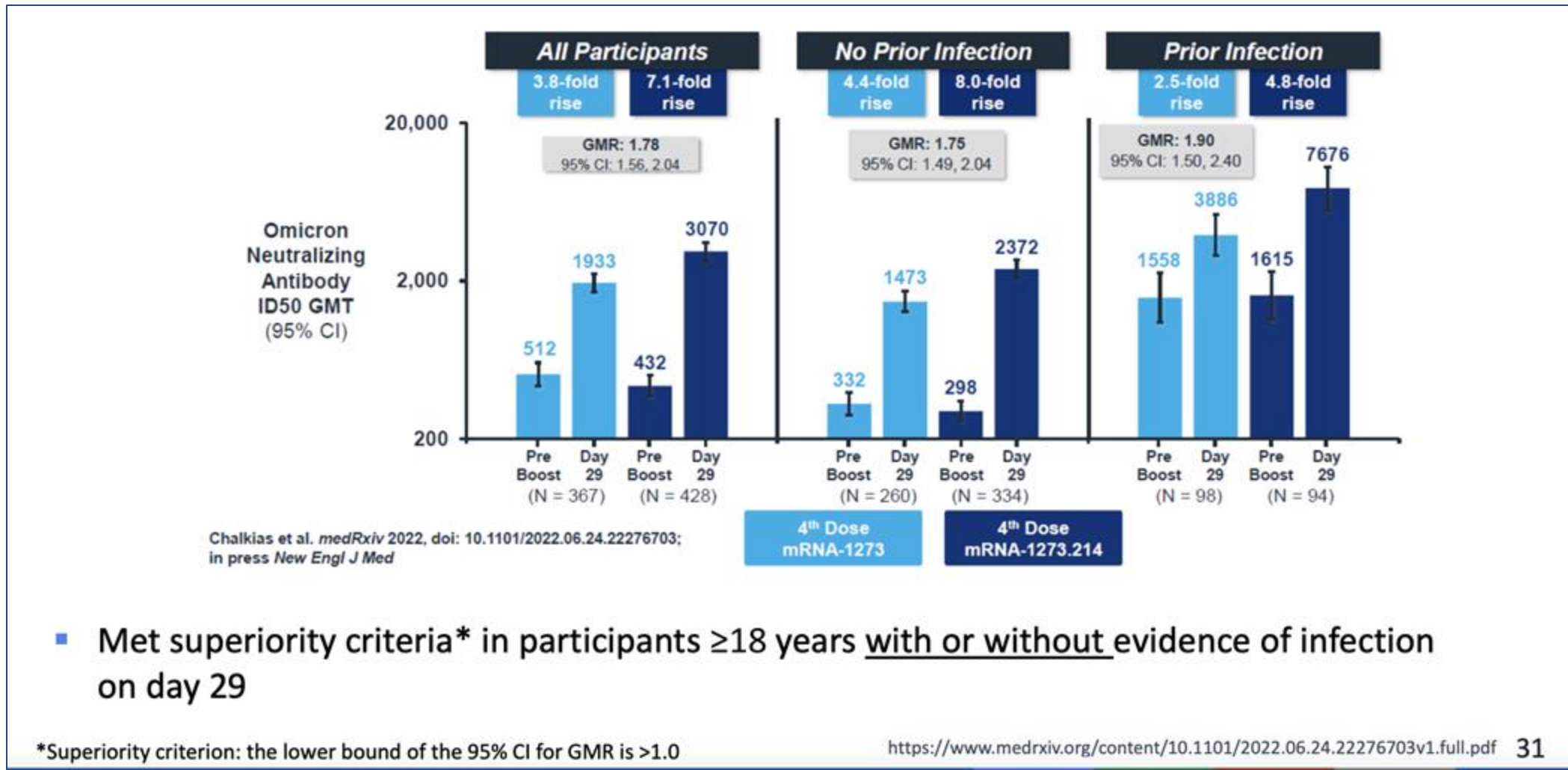
TBD

1. Against **Severe COVID-19** (hospitalizations and death)
2. Against **variants** of the SARS-CoV-2 virus (antibodies)

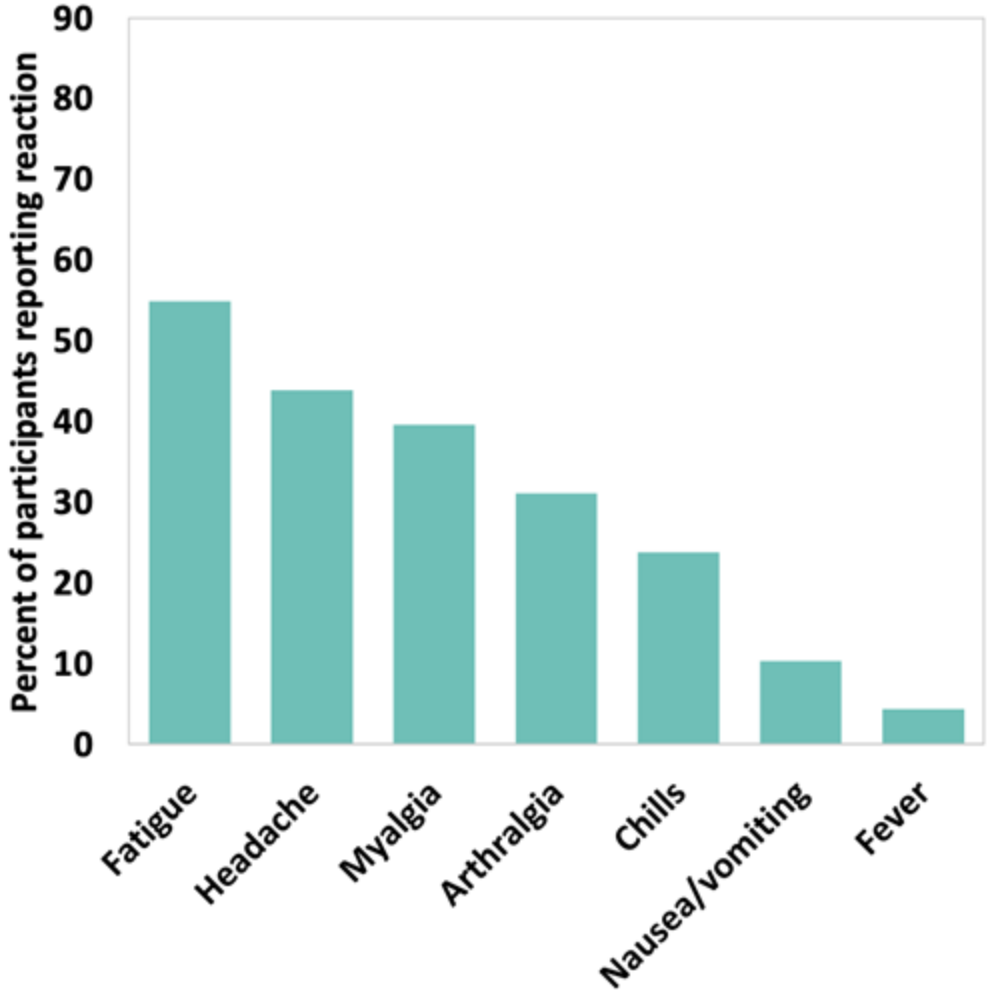
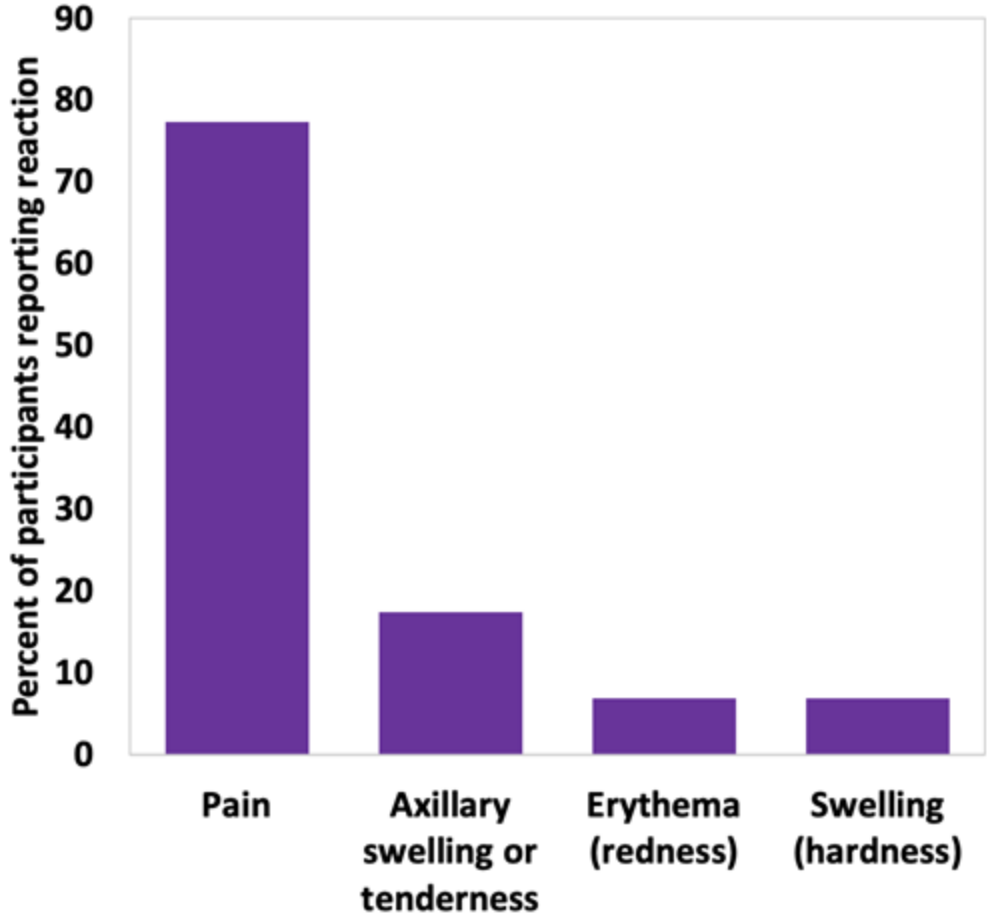
Moderna Clinical Trial: Updated Booster

- Moderna Phase 2/3 trial, 50 µg bivalent vaccine (mRNA-1273.214)
- 25 µg each ancestral Wuhan-Hu-1 and Omicron B.1.1.529 spike as a second booster vaccine (P205 Part G) compared to 50 µg mRNA 1273 (ancestral) as a second booster vaccine (P205 Part F)
- Population: Adults aged ≥ 18 years (Study 205)
 - 437 participants received mRNA-1273.214 (bivalent)
 - 377 received mRNA-1273 booster (ancestral)
- Dosing interval from first booster to bivalent booster was 136 days and from first booster to second ancestral booster was 134 days
- Median follow up
 - Bivalent booster dose: 43 days
 - Ancestral booster dose: 57 days

Immunogenicity: Moderna Updated Booster



Local and Systemic Reactogenicity: Moderna Updated Booster



Press-Release: Updated Booster by Pfizer-BioNTech

- Multicenter, randomized-controlled Phase 2/3 trial (NCT05472038)
- 900 health volunteers 12 years and older who received at least 3 doses of an authorized COVID-19 vaccine
- Intervention: Participants ≥ 18 years received either $30\mu\text{g}$ or $60\mu\text{g}$ updated booster. Participants ≥ 12 years received a $30\mu\text{g}$ updated booster.
- Results: Among **individuals 55 years** and older receiving the $30\mu\text{g}$ updated booster, **neutralizing antibody** titers at one-month to BA.4/BA.5 **increased 13.2 fold (n=36) vs. 2.9 fold (n=40)** for those who received original booster vaccine
- **Safety profile** of updated booster was **similar** to original vaccine at 1 month

Summary

- Current (monovalent) COVID-19 vaccines have **dramatically reduced** COVID-19 hospitalizations and deaths
- As the SARS-Cov-2 virus evolved, declines in neutralizing antibodies and vaccine effectiveness as well as more rapid waning from the vaccines noted
- Inclusion of a second SARS-CoV-2 variant in the vaccine **broadens** the antibody response
- Omicron-specific bivalent COVID-19 vaccines were studied in over **1400 individuals**
- Omicron-specific bivalent COVID-19 vaccine resulted in:
 - **Higher** antibody titers for **Omicron** variants
 - **Higher** titers for **other** SARS-CoV-2 variants
 - Titers that were as high or higher for ancestral SARS-CoV-2
- Broad uptake of COVID-19 vaccine booster doses **early this fall** could prevent >100,000 hospitalizations, compared to later or more limited roll-out; in addition, **billions** of dollars of direct medical costs could be saved

1:

How Do We Want Updated Boosters to Protect Us?

TBD

1. Against **Severe COVID-19** (hospitalizations and death)

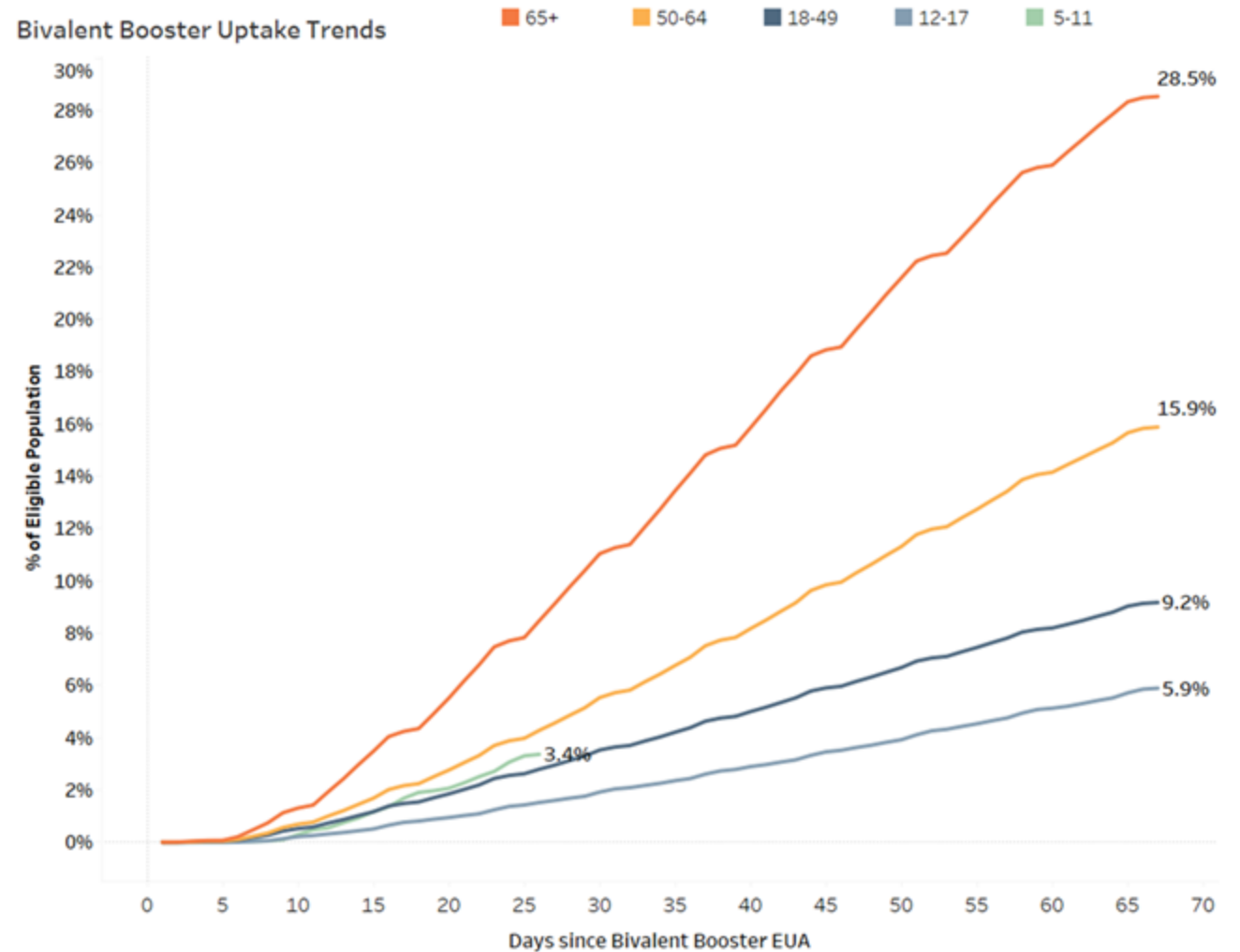


2. Against **variants** of the Sars-Cov-2 virus (antibodies)

Vaccine Uptake: Updated Booster

as of November 7, 2022

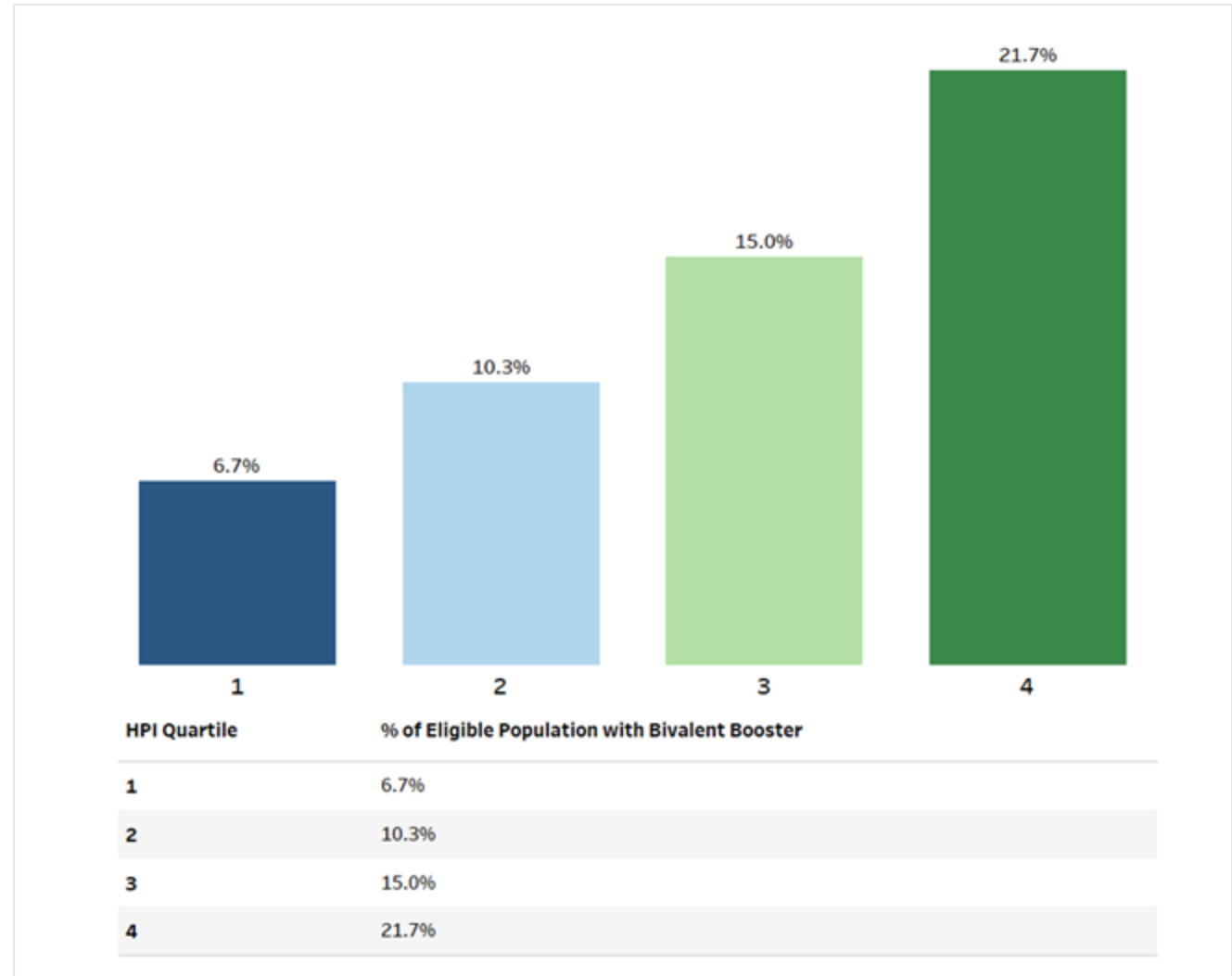
- **13.3%** (3,837,102) of Californians have received an updated booster dose
- Higher uptake of updated booster among eligible 65+ population compared to other age groups
- Of all updated COVID-19 booster doses, 65% have gone to 50+ population



Equity of Updated Booster Vaccinations

as of November 7, 2022

- Higher uptake among communities living in the most-healthy places, Equity Quartiles 3 & 4



How to Talk about the Updated COVID-19 Booster

Conversation Methodology

aka Answering Tough Questions/Having Tough Conversations

3

Steps to Start the
Conversation

5

Key
Messages

3

Steps to Wrap-up the
Conversation

**To address patients concerns related to myths and misinformation,
use the 3-5-3 method.**



3 Steps to Start the Conversation

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.

Conversation Starters for Updated Booster

Step 1 – Ask and Listen to the Answer

- When was your last COVID-19 vaccine? How was your experience?
- Have you thought about getting the updated booster this winter?
- Any concerns about the updated COVID-19 booster?

Possible Responses to Be Prepared For

- I'm in, sign me up!
- I'm not sure/not interested.
- Ugh, I don't need that! Didn't get the first vaccine, don't need this one either.
- I just had COVID recently.....
- I keep getting COVID and its mild, not sure the vaccine is helping me much anyways.
- I had a negative experience with my prior vaccination.

Use a Powerful Analogy

- Just like we charge our phones to maintain power, getting your updated booster is like **recharging your immune system** for this winter when you'll be exposed to COVID.
- Getting your updated booster is part of **preparing in advance** for a forest fire, tornado, or rainstorm. We hope it does not happen, but we are ready if it does.
- Athletes train hard during the off-season so they are ready for the regular season games. Similarly, getting vaccinated helps your body to **train its defense system** in time for regular (viral) season this winter.

Pick an analogy that **your patient can relate to** and try to tie to a current event to emphasize urgency.

Urgency of Upcoming Holidays

- Thanksgiving
- Winter Holidays
 - Hanukkah: Dec 10-18
 - Christmas: Dec 25
 - Kwanzaa: Dec 26-Jan 1
- New Year



Share Your Experience!

- Tell your patients what it was like for you to get your updated COVID-19 booster.
 - What did it feel like?
 - How did it compare to previous doses?
 - Did you have any side effects?



Key Messages

1

The vaccine will keep you safe.

The updated vaccine will protect you from getting very sick from COVID-19.



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

*It is safe to take Tylenol



Key Messages

3

Vaccines are very effective.

The updated booster is very likely to prevent hospitalizations and death from COVID-19.



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 over 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.



Behavior Change is Complex: Many Sources of Influence

- Motivational interviewing is just one part of the behavior change process
- People are influenced by personal, social, and structural motivations

Six Sources of Influence

	Motivation	Ability
Personal	1	2
Social	3	4
Structural	5	6

Start with One Conversation

- Focus on having a productive **first** conversation. This sets the stage for future action and conversations.
- **Meet people where they are** and learn about how they feel about the updated COVID-19 vaccine.



Frequently Asked Questions



If I had COVID-19 recently, do I need an updated booster?

It depends.

- Booster vaccination after COVID-19 infection should be at **deferred at least until recovery from the acute illness** (if symptoms were present) and criteria to discontinue isolation have been met.
- In addition, people who recently had SARS-CoV-2 infection may consider **delaying a primary series dose or booster dose by 3 months** from symptom onset or positive test (if infection was asymptomatic).

Who is at High-Risk for Severe COVID-19?

Including, but not limited to:

- Weakened immune system
- Unvaccinated and lack of previous COVID-19 infection
- Individuals with solid organ or bone marrow transplant
- Obesity
- Pregnancy
- Sickle cell disease or thalassemia
- Individuals who smoke cigarettes

Can I get the updated COVID-19 booster if I have not been vaccinated?

No.

The updated COVID-19 booster vaccine **does not replace initial vaccination** (primary series).

If it's your first time getting the COVID-19 vaccine, you can get Moderna, Novavax, or Pfizer-BioNTech.

Can I mix and match my COVID-19 vaccine and booster?

Yes!

Eligible individuals can receive either age-appropriate Moderna or Pfizer-BioNTech updated COVID-19 booster regardless of which initial vaccine they received.

Is the updated COVID-19 booster really necessary?

It is **strongly recommended** for all individuals, 5 years and older, to receive the updated COVID-19 booster vaccine.

To discuss your personal medical situation, please speak with your doctor or medical provider.

What is the best time to get the updated booster?

Now is a great time!

We want our bodies to build up their defenses before it gets very cold this winter and people are spending more time indoors.

Can I get the flu vaccine and updated COVID-19 booster together?

Yes!

It is safe to get both vaccines at the same time, either in the same arm or in different arms.



Co-administration: Resources to share with the Public

Getting a Flu Vaccine and a COVID-19 Vaccine at the Same Time



3 Steps to Wrap-Up the 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.



Proceed with Care and Empathy

- People are tired of COVID-19 and exhausted about talking about it.
- It has dramatically changed our lives over the past 3 years.
- Every family has experienced COVID-19 over the last 3 years in some capacity and people feel like “experts” because of that.
- Some people have sick family/friends/kids they care for or live with.

Tailor the conversation accordingly.

Summary: Updated COVID-19 Boosters

1. Updated boosters provide immunity against variants of Sars-CoV-2.
2. They are likely to be effective at preventing severe COVID-19.
3. Meeting people where they are and having an open conversation about updated COVID-19 boosters is the first step we can all take.
4. Using analogies and the urgency of upcoming holidays in our communication are effective tools for motivating change.

5 Ways to Stay Healthy this Winter

1. Get Vaccinated, Boosted (and Treated)
2. Stay Home if You're Sick!
3. Wear a Mask
4. Wash Your Hands
5. Cover Your Cough or Sneeze



Resources



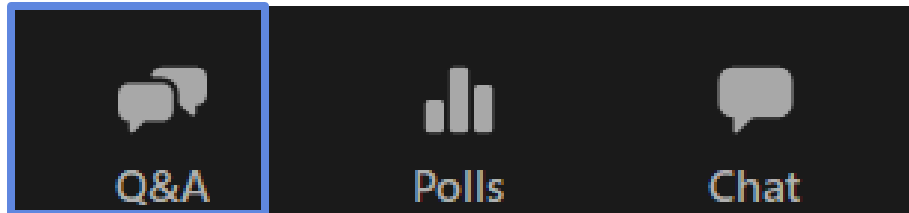
- Join **#ThisIsOurShot / #VaccinateYa** for newsletters about COVID-19 and vaccine-related talking points, and social media tips for physicians: <https://thisisourshot.info/> / <https://vaccinateya.com/>



- Join **Shots Heard Round the World** to connect with a network of health professionals dedicated to combating online harassment of HCPs: <https://shotsheard.org/>

Questions & Answers

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



Poll & Additional Resources

Rachel Jacobs, CDPH

Poll: CDPH appreciates your feedback!

Following this webinar, how confident are you in your ability to effectively discuss the updated COVID-19 booster with your patients?

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



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 | t ThisIsOurShot | www.thisisourshot.info

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

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-vaxers"

* The perceived speed of vaccine development is a potent 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 family and friends) serve as a powerful reminder of the ultimate and goal: vaccination as a pathway to the possibility of regaining those 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; 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 "tip the scales."
- "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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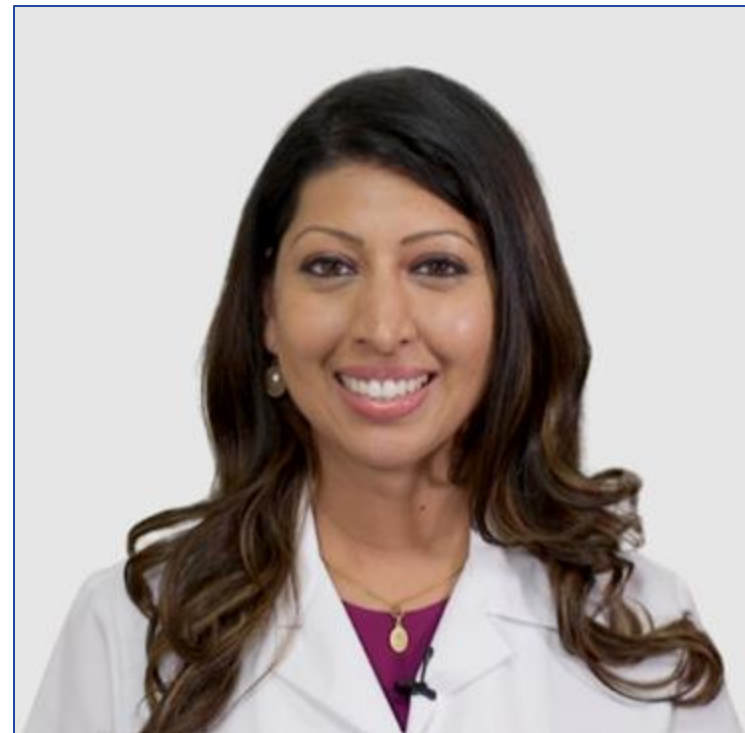


Next Crucial Conversations Webinar: Talking with Patients about Staying Safe During the Holiday Season: The Importance of COVID-19 Vaccines

Please join Asha Shajahan, MD, #ThisIsOurShot, to discuss what your patients need to know about how to stay safe during the holiday season.

When: Wednesday, November 16 at
12:00PM-1:00PM

[Register here!](#)



Upcoming Opportunities



Monday

My Turn and myCAvax Office Hours

Next session: Monday, November 14, 12PM

Friday

Provider Consolidated Webinar

Next session: Friday, November 18, 9AM



Reminder: No Friday webinar November 11 in observance of Veteran's Day

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 6.6.22



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.

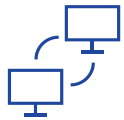
- Email: covidcallcenter@cdph.ca.gov
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



Enrollment Support

For Provider enrollment support, please contact myCAvax Clinic Operations at

- Email: myCAvaxinfo@cdph.ca.gov

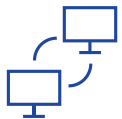


myCAvax Help Desk

Dedicated staff provide up-to-date information and technical support on the myCAvax system.

- Email: myCAvax.HD@Accenture.com
- Phone: (833)-502-1245, option 3, Monday through Friday 8AM–6PM

For training opportunities: <https://eziz.org/covid/education/>

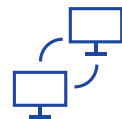


My Turn Clinic Help Desk

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: MyTurn.Clinic.HD@Accenture.com 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:**

Hussain Lalani, M.D., M.P.P.

Webinar Planning & Support:

Rachel Jacobs, Tyler Janzen, Charles Roberts



Thank you for your continued commitment as we work together protect the health and wellness of all Californians!

