

How to Have Crucial Conversations about the COVID-19 Vaccine



Vaccinate ALL 58
Together we can end the pandemic.

Monday, August 2, 2021



Housekeeping



Attendee lines are automatically muted.



Please access today's slides in the chat. The webinar is being recorded and will be available on

<https://EZIZ.org/covid/30conversations>



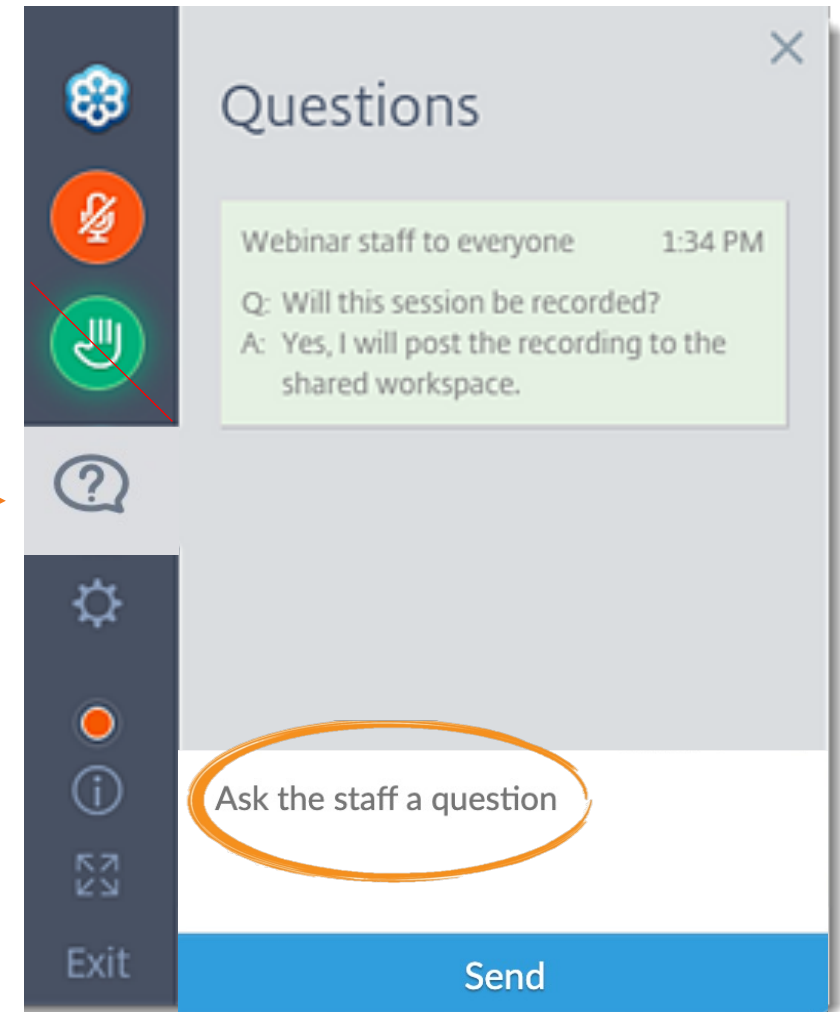
Please use "Questions" pane to ask a question.



For webinar troubleshooting, please email Rachel Jacobs at rachel.jacobs@cdph.ca.gov.

Questions & Answers

Submit questions via
GoToWebinar "Questions" pane.



Webinar Objectives

Provide attendees with:

- The latest updates on COVID-19 vaccination.
- Key messages addressing common patient concerns about the COVID-19 vaccine.
- Communication tools for effective patient conversations.



Agenda: Monday, August 2, 2021

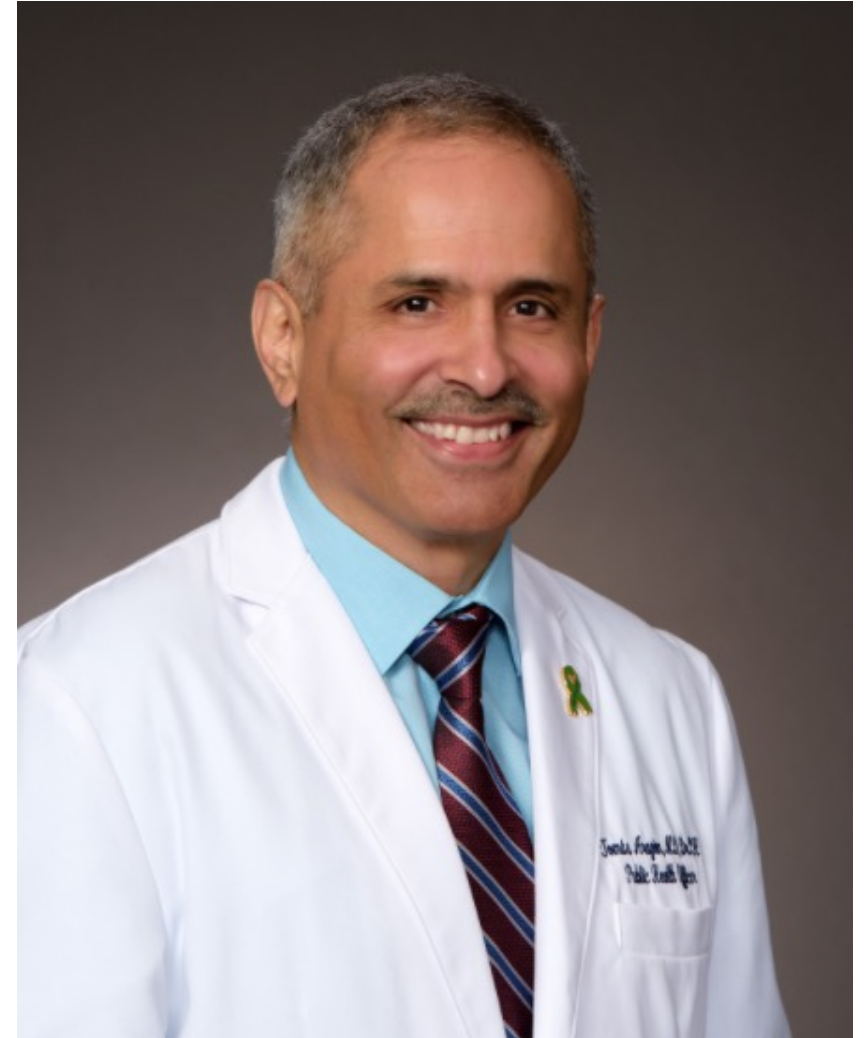
Topic	Speaker	Approximate Duration
Welcome	Leslie Amani, Moderator, CDPH	2 minutes
Program & Vaccination Data Overview	Dr. Tomás Aragón, CDPH	8 minutes
Tips & Tricks for Proactive Conversations	Dr. Alex McDonald, #ThisIsOurShot	20 minutes
30 Conversations in 30 Days	Dr. Tomás Aragón, CDPH	3 minutes
Resources, Polls, and Q&A	Leslie Amani, Moderator, CDPH	12 minutes



Program Introduction and Vaccination Data

Tomás J. Aragón, M.D., Dr. P.H.

CDPH Director and State Public Health Officer



COVID-19 Vaccines Administered, Cases, and Deaths in California

- **44,060,955** vaccines administered
- **62.8 %** fully vaccinated
- **9.5%** partially vaccinated
- **68,127** doses per day



A. Gutierrez receives a COVID-19 vaccination from registered nurse J. Portillo at the Pico Union Project in Los Angeles.

(Al Seib / Los Angeles Times)

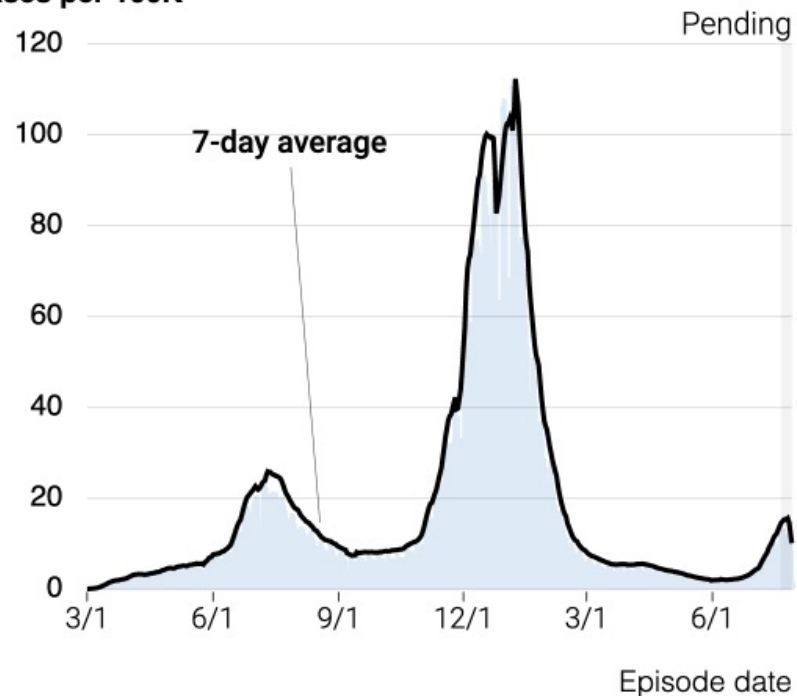
Confirmed COVID-19 Cases and Deaths in California (Delta Variant 82.8% in WGS)

3,840,364 total confirmed cases

10,356 new cases (**0.3%** increase)

14.9 cases per 100K (7-day average)

Cases per 100K

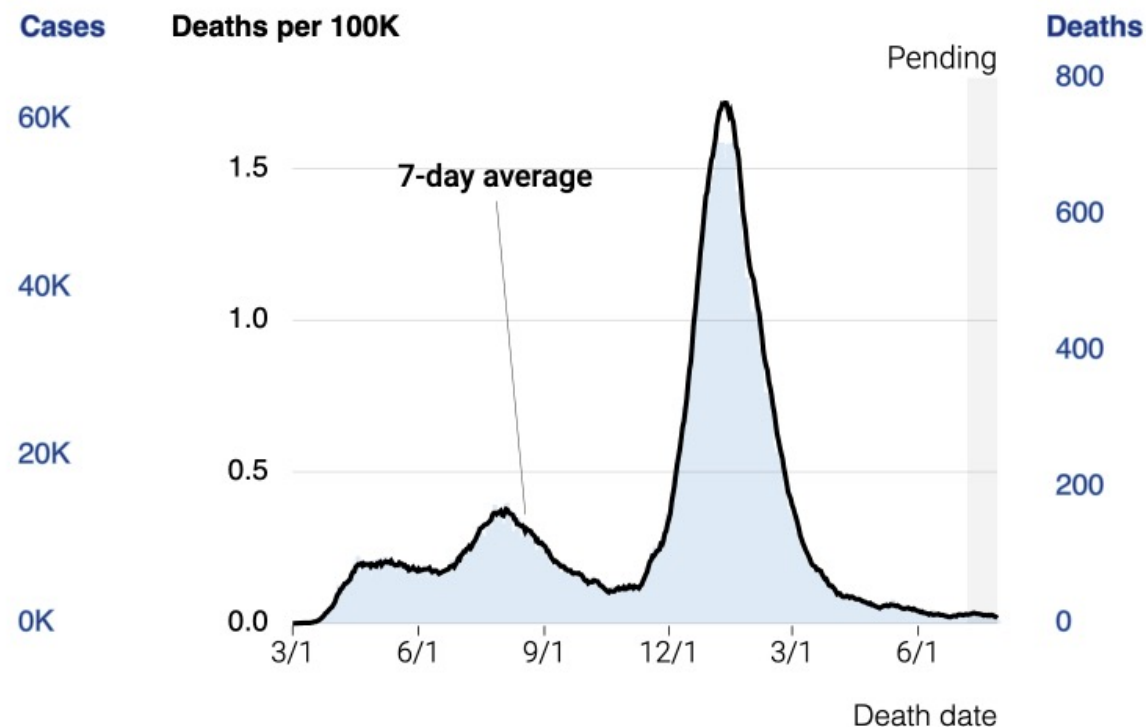


63,935 total confirmed deaths

44 new deaths (**0.1%** increase)

0.03 deaths per 100K (7-day average)

Cases



Deaths

800
600
400
200
0

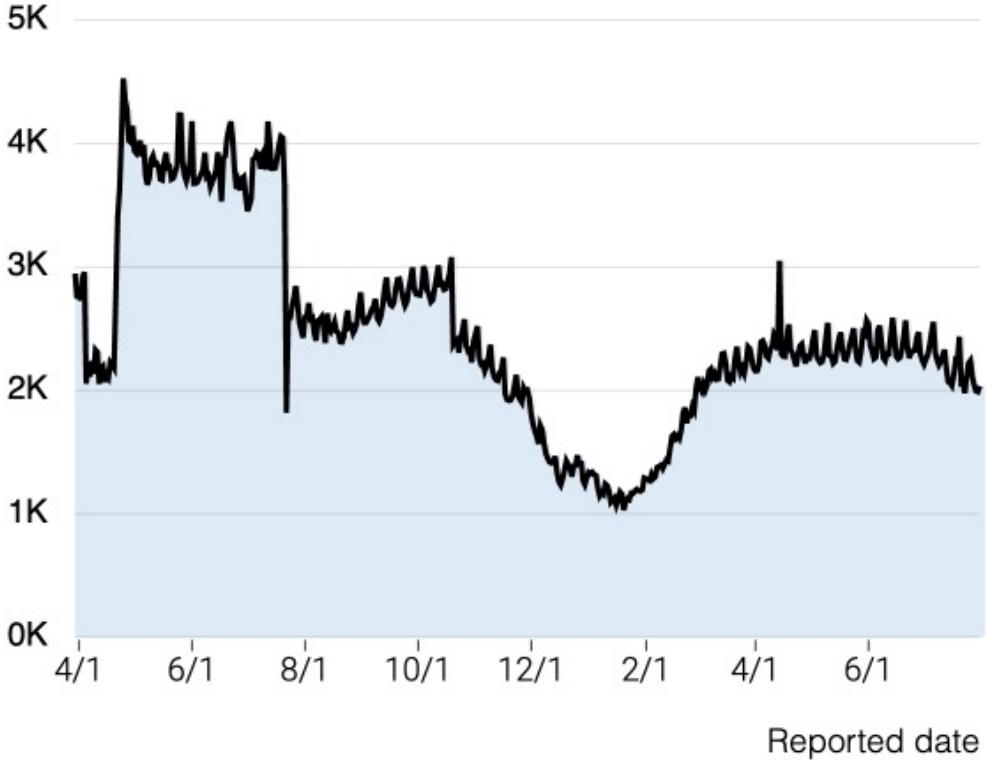
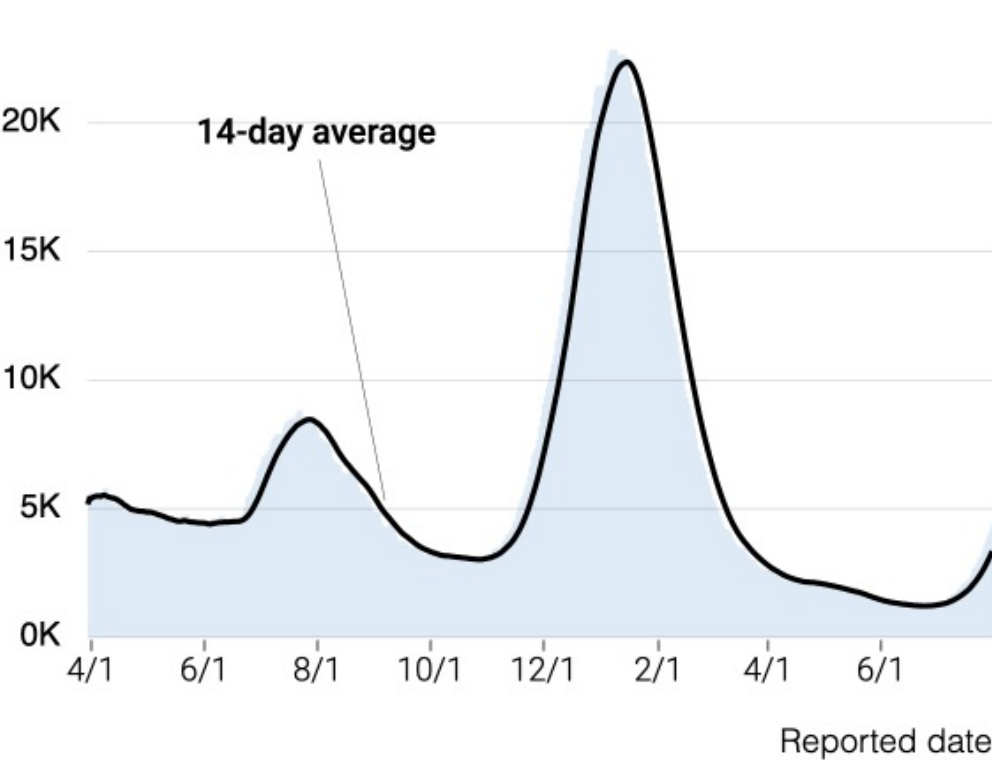
COVID-19 Hospitalized Patients and ICU Beds in California

4,561 COVID-19 hospitalized patients

187 more patients hospitalized from prior day total (4.3% increase)

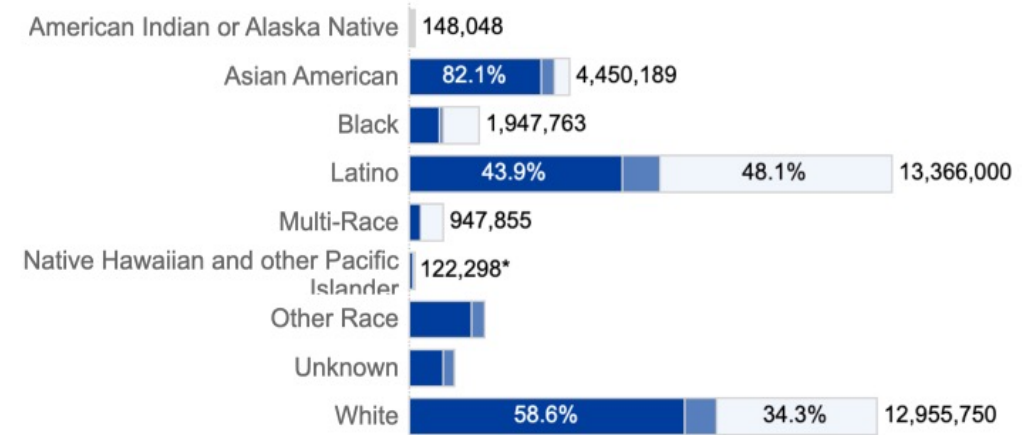
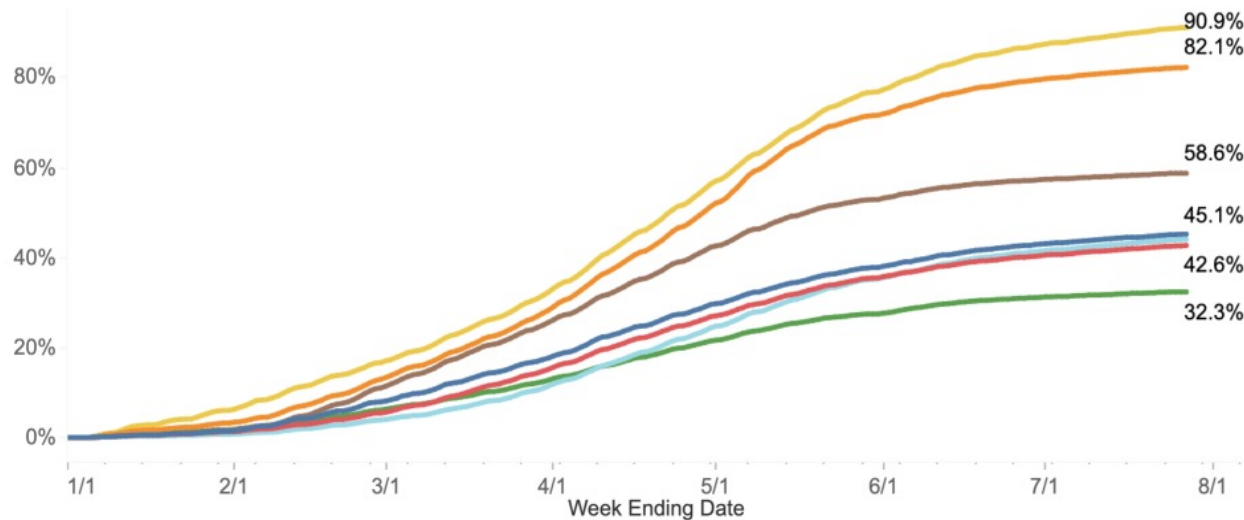
2,035 ICU beds available

46 more ICU beds available from prior day total (2.3% increase)



COVID-19 Vaccination Progress by Race/Ethnicity in California

Percent fully vaccinated



■ Fully vaccinated
 ■ Partially vaccinated
 ■ Not yet vaccinated

* More self-identified vaccine recipients in this category than the estimated eligible population

Note: Population estimates do not include "other" or "unknown" race and ethnicity categories, therefore their percentage of state population is not available. Some race/ethnicity groups in this county may have small populations. 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.

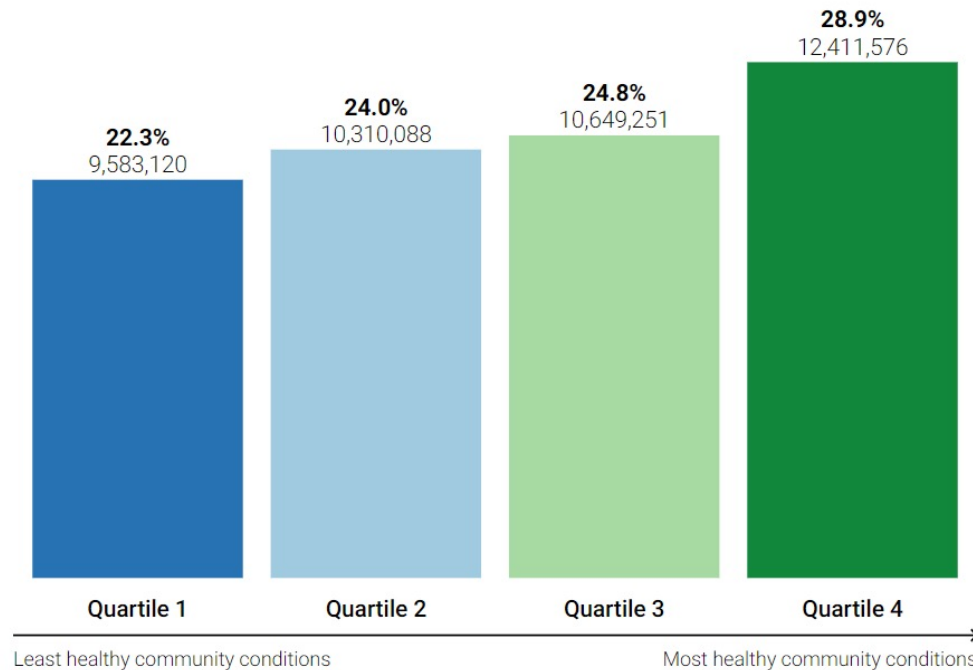
- American Indian or Alaska Native
- Asian American
- Black
- Latino
- Multi-Race
- Native Hawaiian and other Pacific Islander
- Other Race
- Unknown
- White

Data as of July 31, 2021

COVID-19 Vaccination Rates by Quartile in California

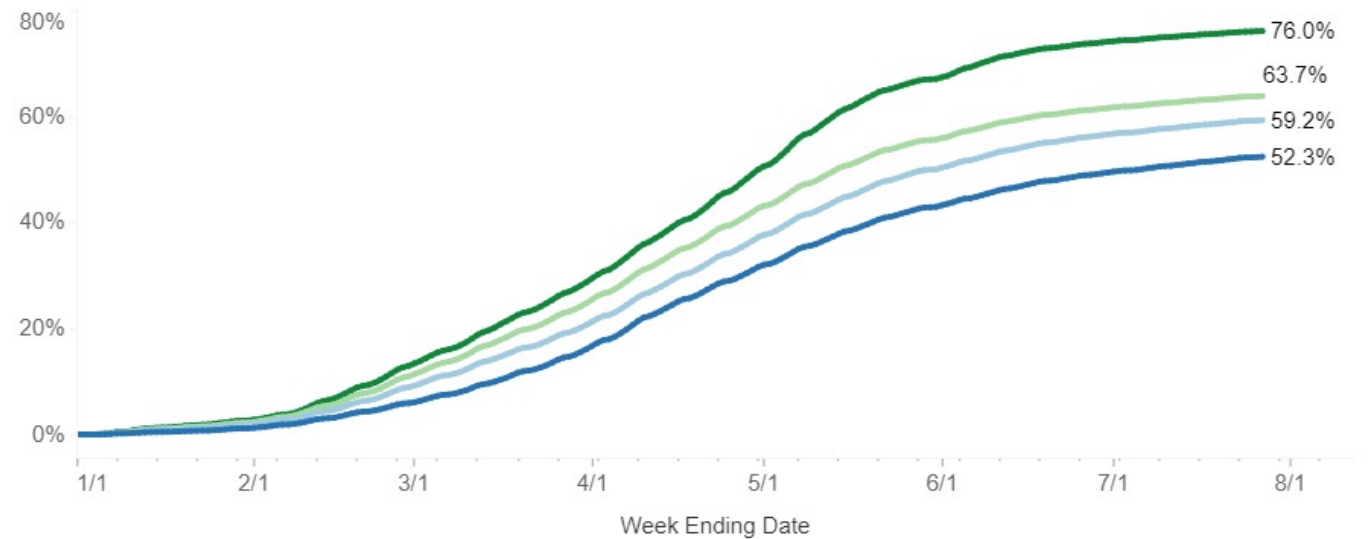
- California Healthy Places Index: zip codes ranging from less health community condition in Quartile 1 to more healthy community conditions in Quartile 4
- Quartiles 1 and 2 have the lowest vaccination rates

■ % of total and number of doses administered



Fully vaccinated by quartile over time

Select Metric: Fully vaccinated



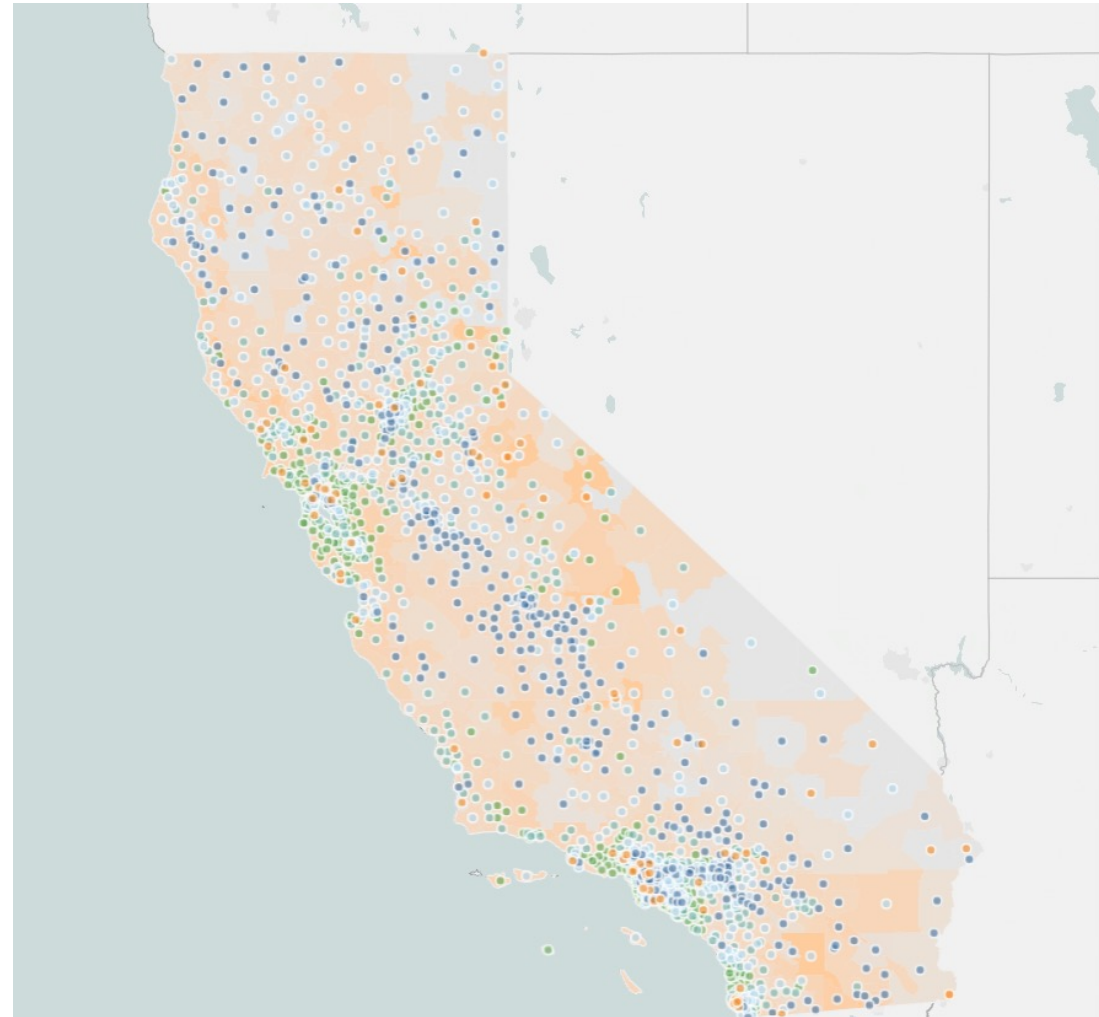
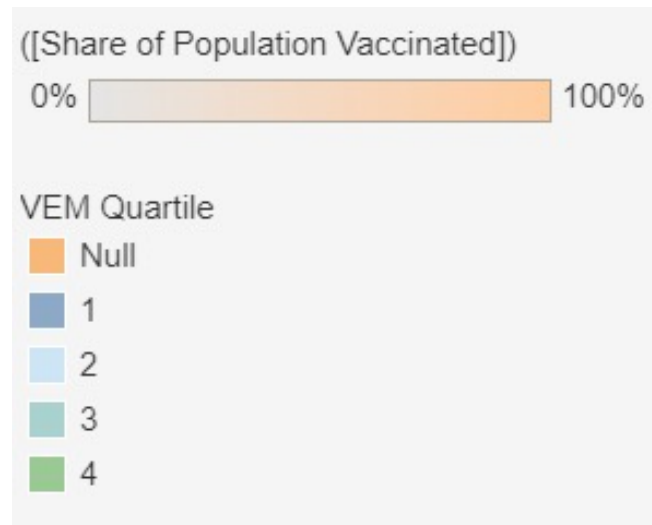
Note: If the selected county does not contain any zip codes in a certain quartile, that quartile will not show up on the chart. In the Statewide display of the Vaccine Equity Metric, where zip code of residence was not reported, the zip code where vaccination occurred is used. In the county display, only zip codes of residence reported are used. Data is not shown where there are fewer than 11 records in a group.

■ 1 ■ 2 ■ 3 ■ 4

Data as of July 27, 2021

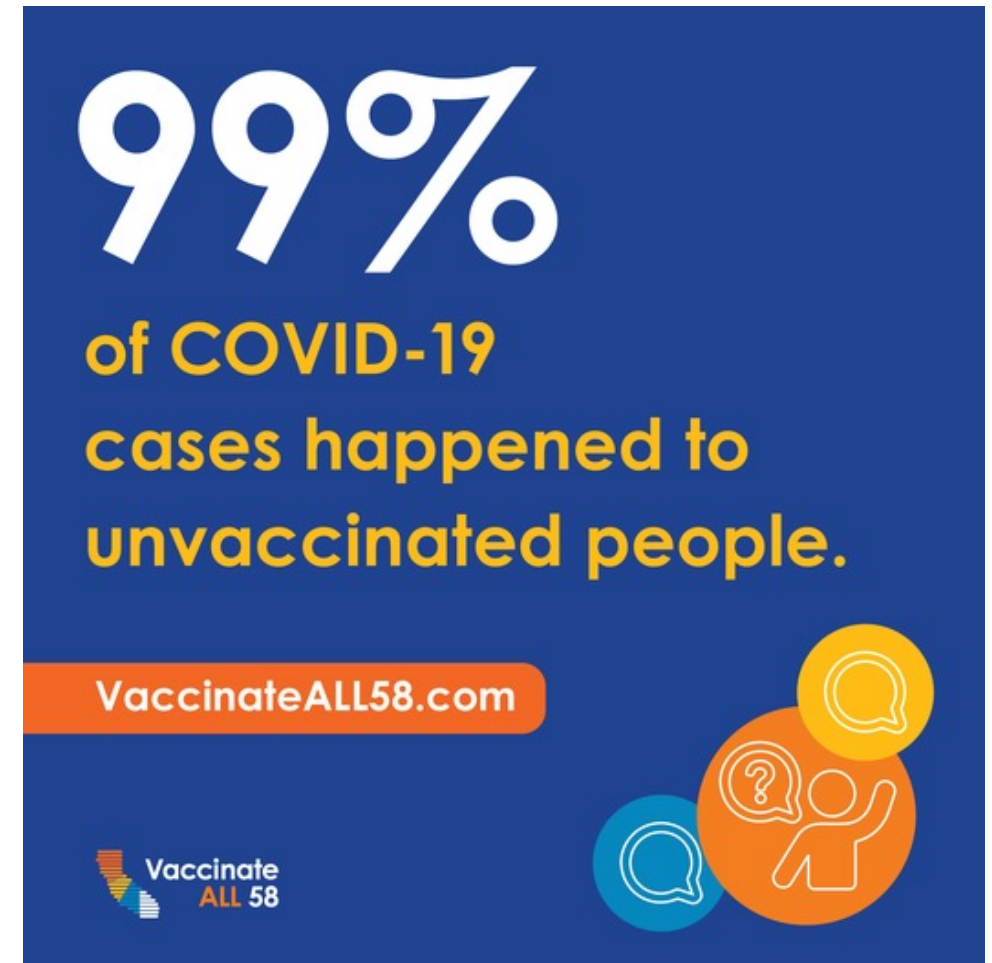
COVID-19 Vaccination Rates by County in California

Fully vaccinated individuals by Healthy Places Index (HPI) Quartile



99% of COVID-19 Cases Occurring Among Unvaccinated in California

- For the week of July 14-20, 2021, the average daily COVID-19 case rate among unvaccinated Californians was **20.7 per 100,000** and the average daily COVID-19 case rate among fully vaccinated Californians was **3.5 per 100,000**.
- **Since January 1, 2021, 99% of COVID-19 cases in California were among unvaccinated people.**





VACCINATE FOR A
COVID FREE WORLD



How to Effectively Communicate about COVID-19 Vaccines

Alex McDonald, M.D. F.A.A.F.P

#ThisIsOurShot



#ThisIsOurShot's mission is to elevate the voices of health heroes to build vaccine confidence

Give you the tools and capacity to use your voices in your communities to build vaccine trust

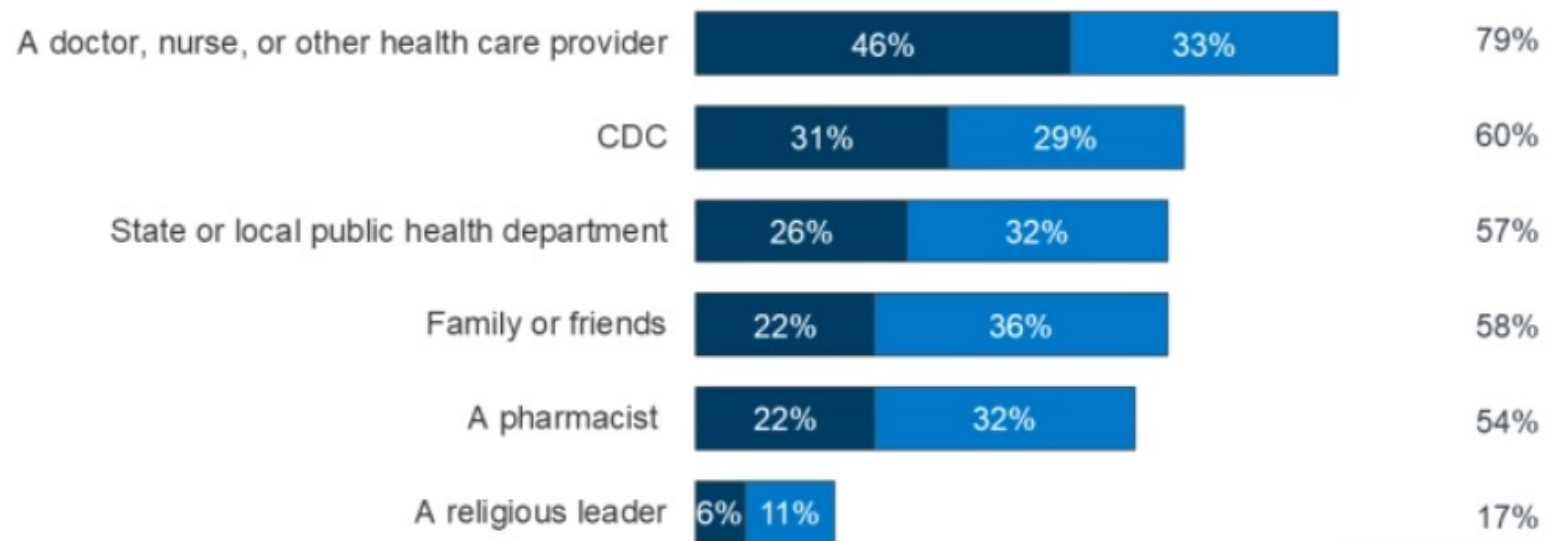
Over **25,000 health hero voices** elevated & over **750 million total impressions** via our viral digital grassroots campaign

#ThisIsOurShot



8 in 10 say they'll turn to doctors, nurses, and other health providers when deciding whether to get COVID-19 vaccination.

Percent who say are **very** or **somewhat** likely to turn to each of the following when deciding whether to get a COVID-19 vaccine:



NOTE: Among those who have not been vaccinated against COVID-19
 SOURCE: KFF COVID-19 Vaccine Monitor (conducted Jan. 11-18, 2021). See topline for full question wording.

KFF COVID-19
 Vaccine Monitor

THE PROBLEM:

37.2% of Californians remain unvaccinated.

THE SOLUTION:

You. You are the most trusted messenger.



“The work of a physician as a healer cannot stop at the door of an office, the threshold of an operating room, or the front gate of a hospital ... Professional silence in the face of social injustice is wrong. Either engage or assist the harm. There is no third choice.”

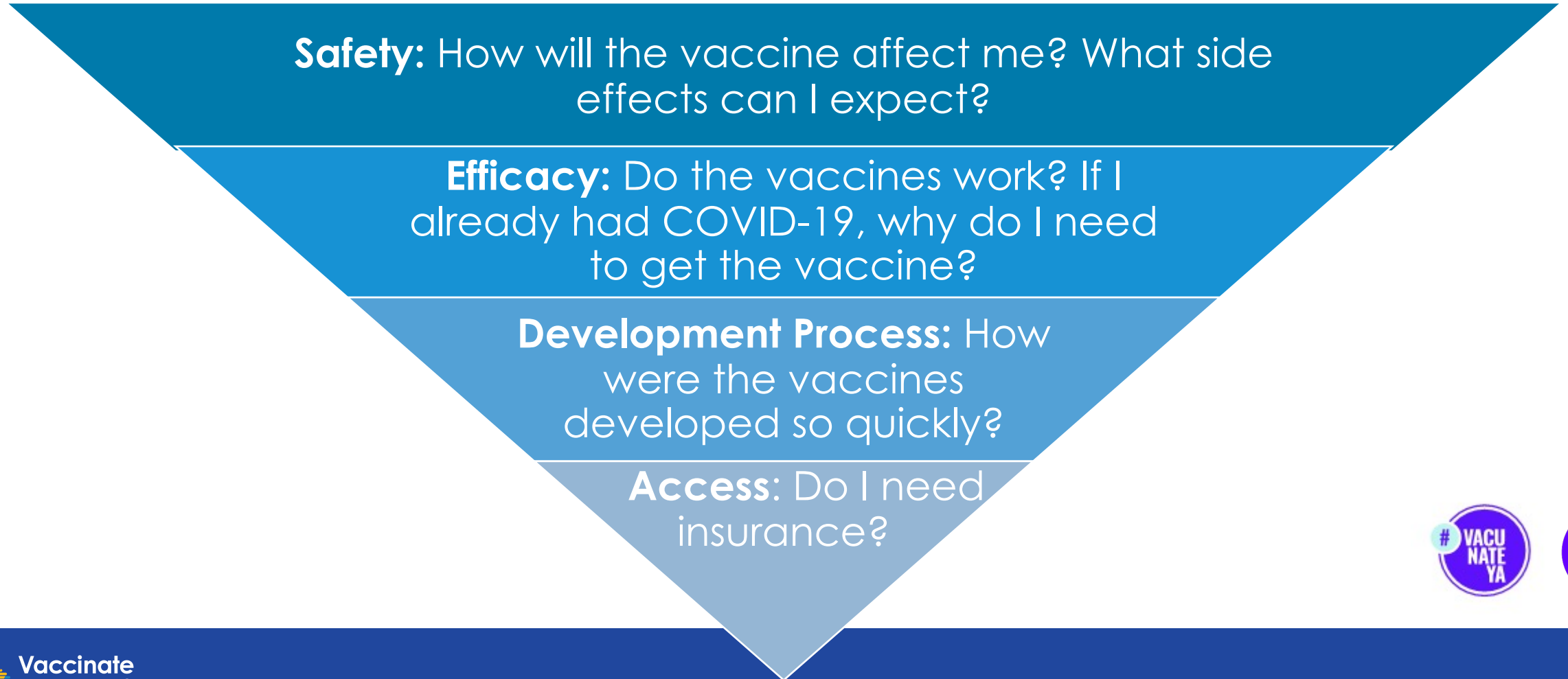


- **Dr. Don Berwick**



Hierarchy of Information Needs

As those undecided navigate the decision-making process, safety is the foundational consideration.



Language to Use with Patients and Clients

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 you 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



3 Steps to Initiating Conversations with the Vaccine Curious

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



2. Side effects are common.

They 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



3. Vaccines are very effective.

Each vaccine is nearly 100% 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.



4. This vaccine is built on 20 years of research and science.

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.



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 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 to find a free vaccine location in their neighborhood.



The Power of “I don’t know”

- **It’s ok to say “I don’t know”** → This actually builds trust
 - Not just that you personally don’t know, but if the data isn’t available yet, say that. Make sure to update your audience when it does become available. Your audience will trust you more if you can admit to not knowing



Finding your Vaccine-Curious Community

Community: A group of people living in the same place or having a particular characteristic in common. A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

Digital Socials: Host a social with members of your community and/or other health professionals who may want to join the TIOS advocate program.

Friends & Family: Start the conversations where you already talk to them.

Membership Organizations & Associations: What membership organizations and associations are you a member of?

Community Groups: Who are “your people?” PTA? Worship? Fitness class?



Our Ask of You Today

Dr. Tomás Aragón



Our Ask of You Today

- **Commit** to talking to 30 patients in 30 days about the COVID-19 vaccine.
- Become a **champion of champions**: Volunteer to host a training to educate your colleagues and community about effectively communicating about the COVID-19 vaccine.
- Click on the link in the chat to receive #ThisIsOurShot weekly **Hero Alerts** to receive the latest COVID-19 misinformation trends and conversation resources.



Resources & Poll

Leslie Amani, 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

Resources

Unvaccinated Californians can go to myturn.ca.gov or call 833.422.4255 to schedule their appointment.



Free Trifold FAQ Fliers

To request **free** trifold brochures with frequently asked questions about COVID-19 vaccines, please visit EZIZ.org/covid/30conversations or click the link in the chat.

- General FAQ Brochures in English and Spanish
- Pediatric FAQ Brochures in English and Spanish

HOW DOES THE VACCINE WORK?

Scientists have made the COVID-19 vaccines by using part of the virus's genetic code, either a messenger RNA (mRNA) or DNA, depending on the type of vaccine. Once inside the cell, this piece of the genetic code gives instructions to make a small, harmless piece of the COVID-19 virus called the spike protein. Our body notices the spike protein, and the immune system makes antibodies to destroy the spike proteins. This process teaches your body how to recognize and fight

CONTINUED ON BACK

against the virus. If you are exposed to the virus in the future, even currently circulating variants of the virus, your immune system will quickly recognize the virus and have the antibodies and T-cells ready to fight infection.

Ways To Get Vaccinated

- Here at your visit today!
- Schedule an appointment at MyTurn.ca.gov or call the CA COVID-19 Hotline at **1-833-422-4255**.
- At your retail pharmacy.

COVID-19 Vaccine

TOP 5 FAQs



VaccinateALL58.com

IS THE VACCINE SAFE?

Yes, the vaccines are highly effective at preventing people from getting seriously ill, being hospitalized, or death.

IS COVID-19 STILL A THREAT?

Yes. Viruses constantly change through mutation resulting in variants. As expected, multiple variants of SARS-CoV-2 have been documented in the United States and globally throughout this pandemic. The COVID-19 vaccine is our best tool in stopping the development of new variants and ending the pandemic.

WHAT ABOUT THE RISK OF UNKNOWN LONG-TERM SIDE EFFECTS?

The nation's immunization experts study and analyze all reports of any possible serious side effects following a COVID-19 vaccine. A specialized committee of the CDC meets frequently to examine vaccine safety issues. In their most recent meeting, on July 22, the group maintained its strong encouragement that everyone ages 12 and older get vaccinated against COVID-19, finding that the benefits of vaccination far outweigh any harm.

DOES THE VACCINE IMPACT FERTILITY AND IS IT SAFE FOR PREGNANT PEOPLE?

No loss of fertility was reported in the clinical trials or in the millions of women who have since received the vaccines.

Yes, the vaccine is safe for pregnant people. Pregnant people are at higher risk of getting very sick with COVID-19. Pregnant and lactating people may receive any of the authorized COVID-19 vaccines to protect themselves.

Vaccinate All 58

Together we can end the pandemic



#ThisIsOurShot

Vaccinate for a COVID Free World



#VacunateYa



We appreciate your feedback

I will commit to talking to 30 patients or clients in 30 days about COVID-19 vaccines.*

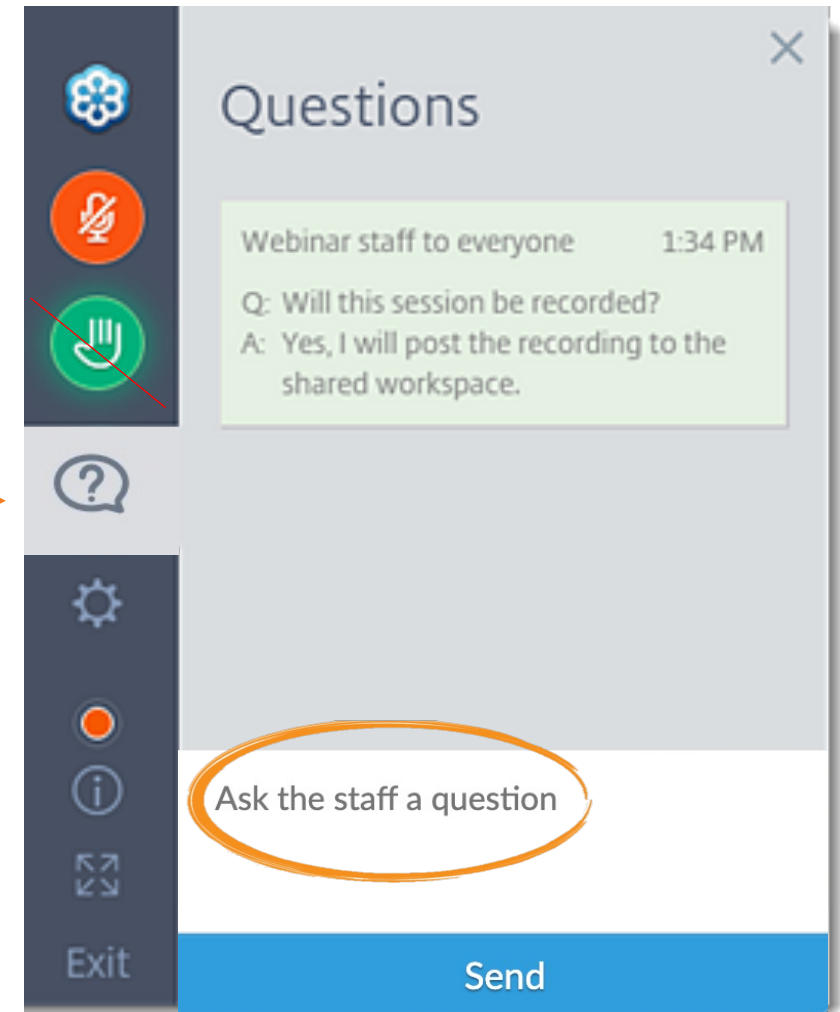
1. Yes

2. No

* By choosing yes, you will opt in to weekly #ThisIsOurShot “Hero Alerts” with the latest information on COVID-19 vaccine misinformation trends and conversation resources.

Questions & Answers

Submit questions via
GoToWebinar "Questions" pane.



We appreciate your feedback

I want to be a champion of champions by training at least one colleague on how to proactively communicate with patients and clients about COVID-19 vaccines.

1. Yes
2. No

Special Thanks to

Today's Presenters:

Tomás J. Aragón, M.D. Dr. P.H.

Alex McDonald, M.D. F.A.A.F.P

Content Support:

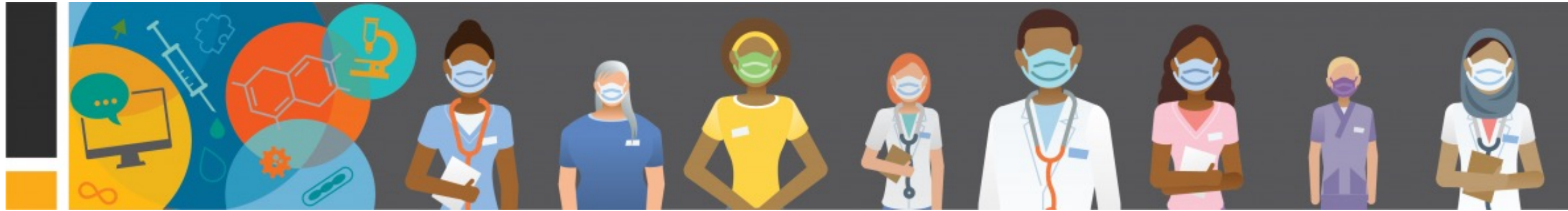
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Thank you for your commitment to protect the health and well-being of all Californians



And for joining today's webinar!