

Crucial COVID-19 Conversations

Medical Professionals Program Toolkit



Welcome to the [Crucial COVID-19 Conversations](#) campaign by [Vaccinate all 58](#), [#ThisIsOurShot](#), and [#VacunateYa](#). Our goal is to equip California's trusted medical professionals with the skills and confidence to have proactive conversations with their patients and colleagues about COVID-19 vaccines. Thank you so much for joining this statewide grassroots effort. We are thrilled and honored to have you as part of the team!

Training Videos for Effective Conversations

Below are 4 short training videos aimed at helping support providers in having effective conversations about COVID-19 vaccines. Learn how to:

- [Approach](#) disarming COVID-19 vaccine misinformation
- [Address](#) a patient who expresses a vaccine conspiracy theory
- [Explain](#) the importance of herd immunity
- [Speak](#) with colleagues about COVID-19 vaccines

On-Demand Webinars

[COVID-19 Vaccines in Rural Communities](#)

[Talking with Parents about COVID-19 Vaccines for Children](#)

[Talking with Vaccine-Hesitant Colleagues](#)

[Respectful and Caring COVID-19 Conversations with Black Communities](#)

[Talking with Latinx Communities](#)

[Using Social Media to Effectively Communicate about COVID-19 Vaccines](#)

[Talking with Family Planning Patients; Pregnancy and Fertility](#)

Slides and more [here](#)

Additional Resources

#ThisIsOurShot: [3-5-3 Method for COVID-19 Vaccine Conversations](#)

CDPH: [Recommending COVID-19 Vaccination: Clinical Talking Points for Providers of Pediatric Services](#)

CDC: [Interactive COVID-19 Vaccine Conversations Module for Healthcare Professionals](#)

Join the [#ThisIsOurShot](#) coalition

Ways to Get Connected

Join the [#ThisIsOurShot](#) and [#VacunateYa](#) coalitions for questions and support from your peers:

- [Private Facebook Group for Health Heroes](#)
- Follow on Twitter, Instagram, Facebook - [@ThisIsOurShot](#) and [@VacunateYa](#)
- Email – contact@ThisIsOurShot.info, contact@VacunateYa.com
- Slack Channel for [#ThisIsOurShot](#), Whatsapp Channel for [#VacunateYa](#) – Email contact@ThisIsOurShot.info to be added

Please email v58@cdph.ca.gov for questions and comments about the Crucial COVID-19 Conversations campaign.