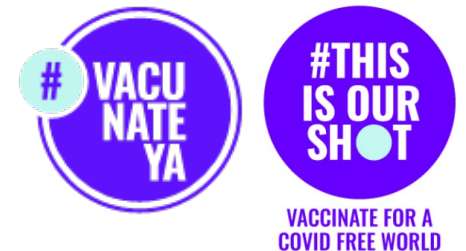


Peer-To-Peer Conversations: Tackling Tough COVID-19 Vaccine Conversations



Vaccinate ALL 58
Together we can end the pandemic.

Friday, October 15, 2021



Housekeeping



For Panelists & Attendees: Please remember to mute yourself when not speaking.



For Attendees: Please access today's slides through the following link: <https://eziz.org/covid/30conversations/>



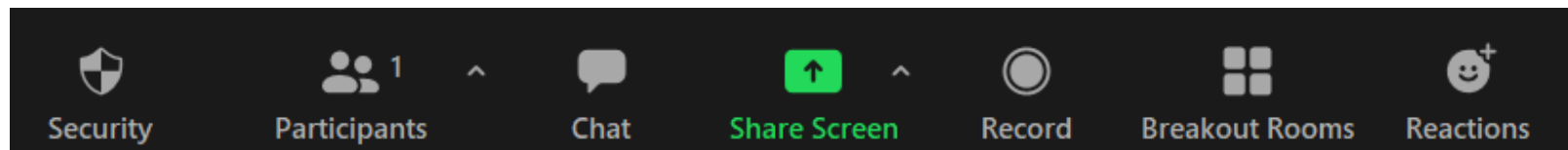
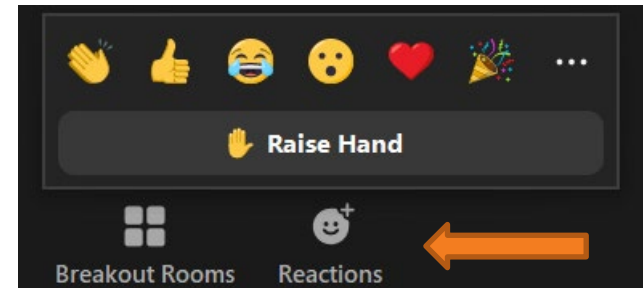
Please use “Chat,” raise your hand, or unmute to ask a question.

Note: This session is being recorded, but breakout sessions will not be recorded.



We want to hear from you during this session

Raise your hand, use the chat function, or unmute to ask a question.



Training Session Objective

Objective: Learn and practice an evidence-based methodology to tackle tough vaccine conversations and get to “yes.”



We appreciate your feedback

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

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



Agenda: Friday, October 15, 2021

Topic	Speaker	Approximate Duration
Welcome	Leslie Amani, Moderator	3 minutes
Recap: 3-5-3 Methodology	Javier Sanchez, M.D., #ThisIsOurShot	5 minutes
Breakout Groups: Practice Conversations	#ThisIsOurShot Facilitators	30 minutes
Questions & Answers	#ThisIsOurShot Facilitators	5 minutes
Polls, Resources, and Wrap Up	Leslie Amani, Moderator	2 minutes

Recap: 3-5-3 Methodology

Javier Sanchez, M.D.

#ThisIsOurShot



RECAP: 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 Conversation Steps

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



Breakout Sessions – 30 minutes

- Each group has a #ThisIsOurShot facilitator who will be a vaccine-hesitant patient.
- Each participant practices getting to “yes” with the patient. Remember to use 3-5-3.
 - It’s okay to make mistakes. Facilitator will offer real-time feedback.

Breakout room sessions will not be recorded.



Questions & Group Sharing



Resources & Poll

Leslie Amani, CDPH

Referrals

Unvaccinated Californians can go to myturn.ca.gov, call 833.422.4255, or text their zip code to GETVAX or VACUNA to schedule their appointment.



30 Conversations in 30 Days, #ThisIsOurShot & #VacunateYa Coalition Resources:

We are here to support you!

Ways to connect with #ThisIsOurShot/#VacunateYa Coalition for questions, help, or just to vent:

- **Private Facebook Group** - bit.ly/TIOSfb
- **Slack channel** for #ThisIsOurShot and **Whatsapp channel** for #VacunateYa – Put your name and email in chat to get added

Additional resources:

- Visit eziz.org/covid/30conversations and bit.ly/VaccineConvos for communication tools



Resources & Toolkit to Follow

Please check your email for materials

#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.

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#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!
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

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#THIS IS OUR SHOT #VACU NATE YA
COVID-19 Vaccine
TOP 5 FAQs

Is the vaccine safe?

Yes, the vaccines are highly effective at preventing infection and illness, and even more effective in preventing serious illness, hospitalization and 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. In fact, no vaccine has ever been so closely monitored for safety and side effects.

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 women?

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

Yes. 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.

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 antibodies to destroy the spike proteins. This process teaches your body how to recognize and fight 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](https://myturn.ca.gov) or call the CA COVID-19 Hotline at 1-833-422-4255.
- At your retail pharmacy.



We appreciate your feedback

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

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





Special Thanks to

Today's Facilitators:

Javier Sanchez, M.D., Alex McDonald, M.D.,
Atul Nakhasi, M.D., David Epstein, M.D.

Webinar Logistics & Support:

Leslie Amani, Edgar Ednacot, Michael Conrique, Tehwan
Park, Rachel Jacobs



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



And for joining today's training!