Welcome to
Lessons from the Pandemic:
Strategies for Nurses to Build Trust with Vaccine-Hesitant Patients

Wednesday, May 3, 2023
12:00PM-1:00PM
Disclosure:
All planners, staff, and others involved with this activity have reported no relevant financial relationships with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.
This activity has not received commercial support.
Housekeeping

This session is being recorded. Please access today’s slides and recording through the following link: EZIZ COVID Crucial Conversations

Please use the “Q&A” or “raise your hand” functions to ask questions.

For follow-up questions, please email sharonannegoldfarb@yahoo.com or rachel.jacobs@cdph.ca.gov.
Questions

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

Resource links will be dropped into, “Chat”
Webinar Objectives

Participants will learn:

• How marginalized communities face significant disparities in healthcare access and outcomes

• How nurses can help support vaccine-hesitant patients by building trust and addressing systemic barriers to healthcare access.

• 3-5-3 conversation methodology for patient conversations
# Agenda: Wednesday, May 3, 2023

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Speaker(s)</th>
<th>Time (PM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Welcome and Poll</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:00 – 12:05</td>
</tr>
<tr>
<td>2</td>
<td>Strategies for Nurses to Build Trust with Vaccine-Hesitant Patients</td>
<td>Sharon Goldfarb, DNP, RN, FNP-BC</td>
<td>12:05 – 12:40</td>
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<tr>
<td></td>
<td>Questions &amp; Answers</td>
<td></td>
<td>12:40 – 12:55</td>
</tr>
<tr>
<td>3</td>
<td>Poll, Resources, and Wrap-Up</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:55 – 1:00</td>
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</tbody>
</table>
Poll: CDPH Appreciates Your Feedback!

How confident are you in your ability to talk with patients about vaccine hesitancy?

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident
Strategies for Nurses to Build Trust with Vaccine-Hesitant Patients

Sharon Goldfarb, DNP, RN, FNP-BC

#ThisIsOurShot
Happy Nurses Appreciation Month!
You Make a Difference!

Nurses Appreciation Week: May 6 – May 12, 2023
It is important to understand the longstanding history that has brought you to reside on the land, and to seek to understand your place within that history. Land acknowledgements do not exist in a past tense, or historical context: colonialism is a current ongoing process, and we need to build our mindfulness of our present participation.”

– Northwestern University
Current COVID-19 Landscape
United States Data as of April 26, 2023

Cases
- New weekly case count as of 88,330
- Total Cases 104,538,730

Deaths
- New weekly COVID-19 deaths 1,052
- Total deaths 1,130,662

CDC U.S. COVID-19 Data
Trends in Vaccine Administration
California Data as of May 1, 2023

Most Recent Eligibility Groups

- 2nd Bivalent dose for 65+/Immunocompromised
- Bivalent booster for Infants/Toddlers
- Bivalent booster 5+

Califonia Vaccination Data
Bivalent Booster Uptake By Age
California Data as of May 1, 2023

Total Population & Eligible Population
- Statewide, **18.7%** of the total population has received a bivalent booster, **25.8%** of the eligible population has received a bivalent booster.
- Greatest differences observed for Under 5 and 5 Years – 11 Years.

California Vaccination Data
Uptake of Bivalent Boosters

- There are **21.5 million** people across all equity quartiles that are still eligible for bivalent booster
- Higher uptake among communities living in the most-healthy places, equity quartiles 3 & 4

This chart uses the Healthy Places Index 3.0 (HPI), developed by the Public Health Alliance of Southern California. The HPI uses a range of data sources and indicators to calculate a measure of community conditions ranging from the most to the least healthy based on economic, housing, and environmental measures. Scores range from less healthy community conditions in Quartile 1 to more healthy community conditions in Quartile 4.
According to the World Health Organization, anywhere from 10-20% of people infected with SARS-CoV-2 go on to develop symptoms of long COVID. Long COVID can be debilitating, and vaccines help prevent long COVID.
# COVID-19 Vaccine Timing Guide – Updated Routine Schedule

<table>
<thead>
<tr>
<th>Age</th>
<th>Vaccine</th>
<th>If unvaccinated:</th>
<th>If had monovalent doses give bivalent (B) doses:</th>
</tr>
</thead>
</table>
| 6 months–4 years | Pfizer–Infant/Toddler Bivalent | 1st Dose 3-8 weeks
2nd Dose 8 weeks
3rd Dose ≥8 weeks | If 2-3 prior doses, then:
≥28 weeks
If 1 prior dose, then:
≥8 weeks
≥28 weeks |
| 6 months–5 years | Moderna–Bivalent | 1st Dose 4-8 weeks
2nd Dose 4-8 weeks | If 2 prior doses then:
≥2 months
Pink cap, 0.2mL
If 1 prior dose, then:
4-8 weeks Blue cap, 0.25mL |
| 6+ years | Moderna–Bivalent | 1st Dose ≥4 months | Ages 65+ optional 2nd bivalent dose (Moderna/Pfizer)
Use blue cap vial, 0.25mL, 12+ years: 0.5mL |
| 5–11 years | Pfizer–Pediatric Bivalent | 1st Dose | If 1 or more prior doses (of any of the 4 brands), then:
≥2 months
Bivalent (Moderna/Pfizer) |
| 12+ years | Pfizer/Ado/Adult Bivalent | 1st Dose ≥4 months | Ages 65+ optional 2nd bivalent dose (Moderna/Pfizer)
(Ages 65+ may receive 1 additional bivalent dose ≥24 months after 1st) |
| 12+ years | Novavax–Monovalent | 1st Dose 3-8 weeks
2nd Dose ≥4 weeks | |
| 18+ years | Janssen (J&J)–Monovalent | 1st Dose | |

**English version**

**Spanish version**
Lessons from the COVID-19 Pandemic

• **Social Determinants of Health** and **Structural Racism** were serious comorbidities.
• Nurses were treated as if we were expendable.
• Nurses need to be at the table and help myriad public health endeavors.

*Nurses reported skin damage and bruises after wearing personal protective equipment during long shifts*
## Potential Reasons for Disparities in Vaccination

### Health Disparities are Driven by Social and Economic Inequities

<table>
<thead>
<tr>
<th>Economic Stability</th>
<th>Neighborhood and Physical Environment</th>
<th>Education</th>
<th>Food</th>
<th>Community, Safety, &amp; Social Context</th>
<th>Health Care System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>Housing</td>
<td>Literacy</td>
<td>Food Security</td>
<td>Social Integration</td>
<td>Health Coverage</td>
</tr>
<tr>
<td>Income</td>
<td>Transportation</td>
<td>Language</td>
<td>Access to Healthy Options</td>
<td>Support Systems</td>
<td>Provider &amp; pharmacy availability</td>
</tr>
<tr>
<td>Expenses</td>
<td>Parks</td>
<td>Early Childhood Education</td>
<td>Food Security</td>
<td>Community Engagement</td>
<td>Access to linguistically &amp; culturally appropriate &amp; respectful care</td>
</tr>
<tr>
<td>Debt</td>
<td>Playgrounds</td>
<td>Vocational Training</td>
<td>Access to Healthy Options</td>
<td>Stress</td>
<td>Quality of care</td>
</tr>
<tr>
<td>Medical bills</td>
<td>Walkability</td>
<td>Higher Education</td>
<td>Food Security</td>
<td>Exposure to violence/trauma</td>
<td>Policing/justice policy</td>
</tr>
<tr>
<td>Support</td>
<td>Zip code/ geography</td>
<td>Food Security</td>
<td>Access to Healthy Options</td>
<td>Social Integration</td>
<td>Health Coverage</td>
</tr>
</tbody>
</table>

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**Health and Well-Being:** Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

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Disparities in Health and Health Care: 5 Key Questions and Answers
COVID-19 Vaccine Equity for Racial and Ethnic Minority Groups

Potential Reasons for Disparities in Vaccination

- Education, income, and wealth gaps
- Job access and working conditions
- Racism and other forms of discrimination
- Gaps in healthcare access
- Transportation
“Toler said the Black people she knows who don’t want the vaccine have very modern reasons for not wanting it. They talk about religious beliefs, safety concerns or a distrust of former President Trump and his contentious relationship with science. Only a handful mention Tuskegee, she said, and when they do, they’re fuzzy on the details of what happened during the 40-year study.”
“And trust is critical to health.”

“Beyond Tuskegee — Vaccine Distrust and Everyday Racism”

Simar Singh Bajaj, and Fatima Cody Stanford, MD, MPH, MPA
Nurses Are the Most Trusted Profession
Gallup Poll 20 years and Counting
Build on Our Trust

RNs Share the Pros and Cons of Being a Nurse
Communication Techniques

Top Communication Skills

- Active listening
- Communication method
- Friendliness
- Confidence
- Sharing feedback
- Volume and clarity
- Empathy
- Respect
- Responsiveness
Check Your Implicit Biases

Implicit bias can impact how we judge people based on:

- Race
- Ability
- Gender
- Culture
- Language

Implicit Bias is...

Attitudes, Stereotypes, & Beliefs that can affect how we treat others.

Implicit bias is not intentional, but it can still impact how we judge others based on factors, such as:

- Race
- Ability
- Gender
- Culture
- Language

In early childhood settings, implicit biases can affect how providers perceive and respond to children, which can lead to unfair differences in the use of exclusionary discipline practices, such as suspension and expulsion.

Go to our Guide to learn about recommended policies and strategies for promoting all children's success and preventing suspensions and expulsions in early childhood settings at preventexpulsion.org.

Train staff on cultural awareness and implicit biases, focusing specifically on bias based on race, gender, and mental and physical ability.
Motivational Interviewing

OARS Motivational Interviewing
Motivational Interviewing: an evolving paradigm in healthcare
Empathic Inquiry

Feeling Empathy:
The ability to infer and sense other people’s emotions

Given what you just said, I can imagine that you might be feeling X, Y, and Z. Am I reading you right?

I can see that you’re upset.

I wouldn’t be surprised if you’re feeling really frustrated and ticked off at me right now.

I’m sorry to hear that you were disappointed with ...
Overcoming Mis- and Disinformation

1. MONITOR & TRACK
   Anticipate problems by monitoring where information spreads, and how, where and when it spreads.

2. UNDERSTAND YOUR TARGET AUDIENCE
   Use digital analytics, surveys and other tools to listen to and segment your audiences into different groups.

3. TAILOR YOUR STRATEGIES
   Choose frames, messengers, channels and formats to help reach each audience.

4. BUILD PARTNERSHIPS
   Connect with people who can share and explain the facts: experts, policy makers and get support from relevant stakeholders.

5. PROMOTE AWARENESS
   Amplify campaigns that encourage citizens to consume and share content more responsibly.

6. PROMOTE DIGITAL LITERACY
   Work with the education community to equip young learners with digital and media literacy skills.

7. REINFORCE INDEPENDENT JOURNALISM
   Promote freedom of the press and do no harm when you partner with the media.

7 STEPS FOR DEVELOPMENT COMMUNICATORS TO FIGHT MIS- AND DISINFORMATION
To address patients concerns related to myths and misinformation, use the 3-5-3 method.
3 Steps to Initiating/Continuing 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 to be able to safely be with our loved ones again.”
   - “What reasons would motivate you to get vaccinated?”
   - Find their personally motivating reason.
Key Messages

1. The vaccine will keep you safe.

The vaccine will protect you from getting very sick. Over 200 million Americans have been safely vaccinated and are now protected.
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
Key Messages

Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants.
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 20 years of research and science.
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.
3 Steps to End 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.
Summary:

• The majority of the world's online vaccine opposition comes from the United States, and increasingly from government.

• Vaccine misinformation has increased over time, despite domestic and global efforts.

• The top 20 social media accounts spreading vaccine misinformation disproportionately include health care professionals and journalists.
Contact Information

Sharon Goldfarb, DNP, RN, FNP-BC

- sharonannegoldfarb@yahoo.com
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Resource links will be dropped into, “Chat”
Poll and Resources
Rachel Jacobs, CDPH
Poll: CPDH Appreciates Your Feedback

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- Very confident
- Confident
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- Not confident
Resources

• Join #ThisIsOurShot / #VacunateYa for newsletters about COVID-19 and vaccine-related talking points, and social media tips for physicians: https://thisisourshot.info/ / https://vacunateya.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/
Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit
COVID-19 Crucial Conversations Campaign
## COVID-19 Vaccine Support

<table>
<thead>
<tr>
<th>Type of Support</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>COVID-19 Provider Call Center</strong></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>• Email: <a href="mailto:covidcallcenter@cdph.ca.gov">covidcallcenter@cdph.ca.gov</a></td>
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<td></td>
<td>• Phone: (833) 502-1245, Monday through Friday from 8AM–6PM</td>
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<tr>
<td><strong>Enrollment Support</strong></td>
<td>For Provider enrollment support, please contact myCAvax Clinic Operations at</td>
</tr>
<tr>
<td></td>
<td>• Email: <a href="mailto:myCAvaxinfo@cdph.ca.gov">myCAvaxinfo@cdph.ca.gov</a></td>
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<tr>
<td><strong>myCAvax Help Desk</strong></td>
<td>Dedicated staff provide up-to-date information and technical support on the myCAvax system.</td>
</tr>
<tr>
<td></td>
<td>• Email: <a href="mailto:myCAvax.HD@cdph.ca.gov">myCAvax.HD@cdph.ca.gov</a></td>
</tr>
<tr>
<td></td>
<td>• Phone: (833)-502-1245, option 3, Monday through Friday 8AM–6PM</td>
</tr>
<tr>
<td></td>
<td>For training opportunities: <a href="https://eziz.org/covid/education/">https://eziz.org/covid/education/</a></td>
</tr>
<tr>
<td><strong>My Turn Clinic Help Desk</strong></td>
<td>For onboarding support (those in the process of onboarding): <a href="mailto:myturnonboarding@cdph.ca.gov">myturnonboarding@cdph.ca.gov</a></td>
</tr>
<tr>
<td></td>
<td>For technical support with My Turn Clinic for COVID-19 and flu vaccines: mail to: <a href="mailto:MyTurn.Clinic.HD@cdph.ca.gov">MyTurn.Clinic.HD@cdph.ca.gov</a> or (833) 502-1245, option 4: Monday through Friday 8AM–6PM</td>
</tr>
<tr>
<td><strong>Archived Communications</strong></td>
<td>For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit</td>
</tr>
<tr>
<td></td>
<td>• Website: <a href="https://eziz.org/covid/myturn/flu/">EZIZ Archived Communications</a></td>
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*Updated 11.15.22*
## Upcoming Opportunities

### Monday

**My Turn and myCAvax Office Hours**  
Next session: Monday, May 15, 12PM-1PM

### Friday

**Provider Consolidated Webinar**  
Next session: Friday, May 5, 9AM-10:30AM

**Note:** Session to include COVID-19 Vaccine and Therapeutics Updates
Special Thanks to

Today's Presenter:

Sharon Goldfarb, RN, DNP, FNP-BC

Webinar Planning & Support:

Charles Roberts, Blanca Corona, Billie Dawn Greenblatt, Leslie Amani, Tyler Janzen, Laura Lagunez-Ndereba, Rachel Jacobs