Continuing Medical Education Disclosure

Disclosure:

None of the Planners, reviewers and presenters have disclosed any relationships with companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.
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 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”
Participants will learn:

- Reasons for vaccine hesitancy among parents
- Common parental concerns about COVID-19 vaccines and how to address them
- Strategies to effectively speak with parents and children about COVID-19 vaccines
# Agenda: Thursday, June 15, 2023

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Speaker(s)</th>
<th>Time (PM)</th>
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<tr>
<td>1</td>
<td>Welcome</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:00 – 12:05</td>
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<tr>
<td>2</td>
<td>Talking with Parents and Children about COVID-19 Vaccines</td>
<td>Ilan Shapiro, MD, FAAP, FACHE (#ThisIsOurShot/#VacunateYa)</td>
<td>12:05 – 12:40</td>
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<td>Questions &amp; Answers</td>
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<td>12:40 – 12:55</td>
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<tr>
<td>3</td>
<td>Poll and Resources</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:55 – 1:00</td>
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</table>
Poll: CDPH appreciates your feedback!

How confident are you in your ability to speak effectively with parents and children about COVID-19 vaccines?

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident
Talking with Parents and Children about COVID-19 Vaccines

Ilan Shapiro, MD, FAAP, FACHE

#ThisIsOurShot / #VacunateYa
The Story…

I. Introduction
II. Understanding Concerns and Misconceptions
III. Presenting the Facts
IV. Addressing Parental Questions and Concerns
V. Vaccinating Children with COVID-19 Vaccines
VI. Emphasizing the Benefits of Vaccination
VII. Providing Real-World Examples and Testimonials
VIII. Addressing Vaccine Hesitancy and Building Trust
IX. Resources and Support
X. Q&A Session
The Story…

How you view parenting BEFORE becoming a parent

How you view parenting AFTER becoming a parent
I. Introduction

WHEN YOU ARE DONE FOR THE DAY
BUT STILL HAVE TO RALLY FOR
DINNER AND BATHTIME

@SNARKANDLEMONS

I don’t want
to do this anymore.
II. Understanding Concerns and Misconceptions

PAY NO ATTENTION
TO THE MAN BEHIND THE CURTAIN
II. Understanding Concerns and Misconceptions
Pediatric Vaccination Data: California
As of 6/8/2023

Percent of children who have received their primary series:
- **Only 8.6%** of children under 5
- **37.8%** of children ages 5-11
- **67.3%** of children ages 12-17
II. Understanding Concerns and Misconceptions

Female (vs. male)
Single (vs. married/living as married)
Older (vs. younger)
Low-income (vs. high income)
Non–college graduates (vs. college graduates)
II. Understanding Concerns and Misconceptions

Parental COVID-19 Vaccine Hesitancy in the United States
II. Understanding Concerns and Misconceptions

Concerns about vaccine safety, effectiveness, and accelerated development have been predictive of pediatric COVID-19 vaccine hesitancy in the limited research reported to date.

Parents might also decline vaccination because they believe their healthy child will not get infected, or at least will not become seriously ill, from COVID-19.
III. Presenting the Facts

Addressing common questions and beliefs from parents:

• Does natural immunity replace the COVID-19 vaccine?
• Is it safe?
• What about the heart?
• What about infertility?
• Was the COVID-19 vaccine developed too quickly?
• I just simply do not believe in COVID-19.
IV. Addressing Parental Questions and Concerns

My child has had COVID-19. Aren’t they protected through natural immunity?

Even if your child has had COVID-19, you should still get your child vaccinated.

• Getting a COVID-19 vaccine after having COVID-19 provides added protection against the virus that causes COVID-19.

• People who already had COVID-19 and do not get vaccinated after their recovery are more likely to get COVID-19 again than those who get vaccinated after their recovery.
IV. Addressing Parental Questions and Concerns

Is the COVID-19 vaccine safe?

• Getting vaccinated is much safer than the risks of getting sick with COVID-19.
• COVID-19 vaccine safety monitoring of over 22,000 children under 5 years old showed vaccination is safe, as have studies in older children (5-11 years old) and adolescents.
IV. Addressing Parental Questions and Concerns

What about myocarditis?

- Myocarditis, or inflammation of the heart, is a rare side effect of some COVID-19 vaccines, but in children, myocarditis has been very rare.
- In children 5-11 years old, the risk of myocarditis from COVID-19 vaccination is about 1 in 1 million.
- The risk of myocarditis is much higher from COVID-19 infection than it is from the vaccine.
Can COVID-19 vaccines affect my child’s fertility?

• The vaccines, including vaccine ingredients or antibodies made following vaccination, have **not** been shown to affect fertility.

• **Studies** show that vaccinated women can get pregnant at the same rates as women who are unvaccinated.
IV. Addressing Parental Questions and Concerns

Was the COVID-19 vaccine developed too quickly?

Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.
V. Vaccinating Children with COVID-19 Vaccines

Tips to Ease Anxiety During Vaccination

**DISTRACT:**
Reduce stress and ease pain.

- Interact warmly with the patient throughout the appointment.
- Point out interesting things in the room or ask them to count all the blue items they see. Tell a story. Ask them to wiggle their toes or tighten and release muscles in their face, hands, or legs.
- Suggest they play a game, watch a video, listen to music, or imagine their favorite place. Parents can try talking or singing to their child.
- Tell them to take slow, deep breaths during vaccination. Children can blow bubbles (imaginary or real) to help them take big breaths.
- Remind them to stay focused on the distraction strategy if their attention wanders.

**COMFORT:**
Remain calm and stay positive.

- Reassure them that it may sting, but it will only last a few seconds. (Consider using topical anesthetic before vaccination, if appropriate. Allow for time to take effect.)
- Though a seated position is preferred for vaccination, those with anxiety may lie down. Remind them to relax their arms and shoulders.
- Adults may wish to bring a support person or have a friendly hand to squeeze. Parents may hold their child on their lap during vaccination and cuddle them after.
- Allow children to cry – don’t force them to “be brave.”
- Reward young patients with a sticker or colorful Band-Aid. Parents may offer to take them to the park or to get a treat.
- Give positive reinforcement – tell them they did something good by protecting themselves and those around them.

**EDUCATE:**
Manage pain and side effects.

- Inform patients or their parents that they may experience mild side effects that should go away within a few days. This is a normal sign that their body is building immunity.
- Common side effects include soreness, redness or swelling where they got the shot, feeling tired, headache, muscle pain, chills, fever, or nausea.
- Apply a cool, wet cloth to the area to reduce any soreness where the vaccine was administered. Use or exercise the arm.
- Advise on what pain relievers can be used to help alleviate soreness or other side effects. Aspirin is not recommended for children and adolescents. Instead, use acetaminophen (e.g., Tylenol) or ibuprofen (e.g., Advil, Motrin).
V. Vaccinating Children with COVID-19 Vaccines

COVID-19 Vaccine Coadministration Tips

Routine and flu vaccines may be administered on the same day as COVID-19 vaccines.

Considerations: What are the risks of:
- Missing recommended vaccines and catching COVID-19 or other vaccine-preventable diseases before the next appointment?
- Reactions from each vaccine?

Organize syringes:
- Label each syringe with vaccine name, dosage, lot number, initials of the preparer, and the exact beyond-use time.
- Place syringes on a clean tray, grouping vaccines by administration site.

Patient Care:
- When possible, administer the COVID-19 vaccine in a different arm from vaccines more likely to cause a local reaction (e.g., tetanus-toxoid-containing vaccines).
- Give the most painful injections last (e.g., MMR, HPV).
- If patient is anxious, try using these tips to ease anxiety during vaccination.
- After administration, observe patient for 15 minutes (30 minutes if at increased risk for anaphylaxis) to report any adverse events to VAERS.

Separate injection sites by 1 inch or more, if possible.

Administer COVID-19 vaccines by intramuscular (IM) injection.

Under 3 years:
- Site: Venters lateralis muscle, in the anterolateral thigh (outside of the leg in the mid-thigh region)
- Needle: 1 inch, 22-25 gauge
- Bunch up the muscle and insert entire needle at a 90° angle.

Refer to CDC product info for administration steps by product.
VI. Emphasizing the Benefits of Vaccination
VII. Providing Real-World Examples and Testimonials

WE NEED YOU!
VII. Providing Real-World Examples and Testimonials

Strategies to Combat Misinformation
VIII. Addressing Vaccine Hesitancy and Building Trust
To address patients' concerns related to myths and misinformation, use the 3-5-3 method.

### Conversation Methodology
Aka: Answering Tough Questions/Having Tough Conversations

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<tbody>
<tr>
<td>Steps to Start the Conversation</td>
<td>Key Messages</td>
<td>Post-Conversation Steps</td>
</tr>
</tbody>
</table>
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 our children to be safe.”
   “What reasons would motivate you to get vaccinated?”
   Find their personally motivating reason.
The vaccine will keep you safe.

The vaccine will protect you from getting very sick. Over 260 million Americans, including over 31 million children, have been safely vaccinated and are now protected.
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
Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19, including against newer variants. The updated (bivalent) vaccine provides additional protection against circulating strains of the COVID-19 virus.
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.
# COVID-19 Vaccine Language Tips

<table>
<thead>
<tr>
<th>Do Say</th>
<th>Don’t Say</th>
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<tbody>
<tr>
<td>Vaccination</td>
<td>Injection or shot</td>
</tr>
<tr>
<td>A safe and effective vaccine</td>
<td>A vaccine developed quickly</td>
</tr>
<tr>
<td>Authorized by FDA based on clinical testing</td>
<td>Approved by FDA; Operation Warp Speed; Emergency Use Authorization*</td>
</tr>
<tr>
<td>Get the latest information</td>
<td>There are things we still don’t know</td>
</tr>
<tr>
<td>Keep your family safe; keep those most vulnerable safe</td>
<td>Keep your country safe</td>
</tr>
<tr>
<td>Public Health</td>
<td>Government</td>
</tr>
<tr>
<td>Health/medical experts and doctors</td>
<td>Scientists</td>
</tr>
<tr>
<td>People who have questions</td>
<td>People who are hesitant, skeptical, resistant, or “anti-vaxxers”</td>
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</table>

*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 Post-Conversation

1. Acknowledge their agency and personal choice
   “I want your child 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.
Connect with Dr. Ilan Shapiro!

ishapirostrygler@altamed.org

@Dr_Shaps

Ilan Shapiro, MD FAAP FACHE
Questions

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

Resource links will be dropped into, “Chat”
Poll & Resources
Rachel Jacobs, CDPH
Poll: CPDH appreciates your feedback

Following this webinar, how confident are you in your ability to effectively speak with parents and children about COVID-19 vaccines?

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident
Clinical Talking Points for Pediatric Providers

Recommending COVID-19 Vaccination and Boosters: Clinical Talking Points for Providers of Pediatric Services

This resource is designed to help you and your staff have effective conversations with families about COVID-19 vaccines, as you are the most trusted source of medical information for families.

Families can benefit by discussing COVID-19 vaccination.

The [website] provides resources for not vaccinating children is needing more information. For families who may be hesitant about the COVID-19 vaccine, begin the conversation by asking, “What do you think about your child getting the COVID-19 vaccine?” The goals of these conversations are to have a cordial discussion, answer questions, understand, and acknowledge any fears they express, and provide accurate information.

Validate parental concerns and answer questions without judgment.

As their child’s provider, your guidance and influence is critical. Hear from your patient’s perspective and share your perspective. Ask patients what their children think. Ask about and acknowledge their concerns. For example, “Is there anything specific you’d like to know? Or is there something else you need me to talk about?”

Give parents accurate information.

Here are common questions and talking points to help parents. Please keep in mind that these are general guidelines and may need to be adjusted for individual circumstances.

Why should my child get the COVID-19 vaccine and the updated (bivalent) COVID-19 booster?

- It’s effective. The vaccines do not protect against all COVID-19 infections but multiple studies have shown that it is effective, especially in preventing severe illness and hospitalization, vaccine-related severe adverse events. See the following topics for additional advice: 3- to 5-year-olds, 6- to 11-year-olds, 12- to 17-year-olds, 18- to 29-year-olds, and 30- to 49-year-olds. The updated [bivalent] booster provides additional protection against variants of SARS-CoV-2.
- Healthy children can have serious COVID-19, too. In fact, about half of children younger than 18 years hospitalized with COVID-19 have had no prior health problems.
- Children with pre-existing conditions are at higher risk for severe COVID-19 outcomes.

Recommendations for providers of pediatric services.

- The COVID-19 vaccine lowers the risk of MIS-C by 21.6% according to data from the Centers for Disease Control and Prevention (CDC). In children 5 to 11 years of age, vaccination was associated with a reduced chance of getting MIS-C during the Omicron period.
- In California, there have been over 200 cases of MIS-C, many of which were admitted to an ICU (42 of 200).
- Long-COVID affects children and adolescents. Children have reported ongoing respiratory, cardiovascular, and other symptoms following COVID-19 infection. Providers should ask about the symptoms and symptoms that persist after COVID-19.
- Influenza in children with COVID-19 was more likely to develop diabetes, cardiovascular disorders including blood clots and myocarditis, and auto-immune disease from these without COVID-19.

Don’t let that COVID-19 doesn’t affect children.

Unfortunately, no. As of January 2023, COVID-19 has caused more than 211,000 children in the US to be hospital (less than 180,000 to be vaccinated), and more than 3,200 deaths.

My child already had COVID-19, aren’t they protected through natural immunity?

Even if your child has had COVID-19, you should still get your child vaccinated. Getting a COVID-19 vaccine after having COVID-19 provides added protection against the virus that causes COVID-19.

People who had COVID-19 and did not get vaccinated after their recovery are more likely to get COVID-19 again than those who get vaccinated after their recovery.

If your child received COVID-19, you may consider delaying your child’s next vaccine dose (primary dose or booster) by 3 months from when their symptoms started, or if there were no symptoms, from when your child tested positive.

Are COVID-19 vaccines and boosters safe for my child?

- COVID-19 vaccines are safe. Over 240 million people, including over 20 million children, have safely received the COVID-19 vaccine in the United States and are now protected against serious COVID-19 infection. This includes nearly 6 million doses of the updated (bivalent) vaccine given to children. Getting vaccinated is much safer than the risks of getting sick with COVID-19.
- Mild to moderate side effects are common and can include: a pain shot, body, and injection site. Fatigue, headache, and fever for a day or two after vaccination.
- COVID-19 vaccines are not approved for use in children under 5 years old.

Receive additional tips on how to remove COVID-19 vaccinations with families.

"COVID-19 Coastal Campaign" helps healthcare professionals practice patience on COVID-19 vaccines. Register for upcoming trainings or view archived sessions at [website].

Thank you.

We acknowledge your ongoing efforts to protect children through vaccination. We appreciate your continued partnership in ensuring children and their families are safe and healthy.
Our children deserve the best! And that includes full access to the vaccines that keep them healthy.

COVID-19 vaccines prepare our children's immune systems to recognize and resist COVID-19, keeping them healthy so they can keep growing, learning, and thriving.

Kids thrive when they play! But so do germs. Keep your kids' immune systems boosted by keeping them up to date on all their immunizations, including COVID-19.
Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit COVID-19 Crucial Conversations Campaign

**COVID-19 VACCINE CONVERSATIONS**

#### SAFETY
The vaccine will protect you from getting very sick from COVID. Over 130 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-19 in vaccinated individuals. 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 (438825) to get your free vaccine today.

Help spread the truth about COVID vaccines.

[@ThisIsOurShot | @ThisIsOurShot2021 | @ThisIsOurShot | www.ThisIsOurShot.info]

**TOP 5 REASONS Your Kids Should Get the COVID-19 Vaccine**

With students heading back to in-person instruction, here are some things you need to know about protecting your children with the COVID-19 vaccine.

- **Unvaccinated children are at risk of getting COVID-19**, and can suffer very serious complications, and potential long-term impacts that we are still learning about. The vaccine is safe and effective, and no long-term problems have been seen for any vaccine.
- **The science behind the vaccine** has been under development and studied by the U.S. Department of Health and Human Services for over 20 years.
- **Getting those who are eligible vaccinated** can help keep school communities safe.
- **Kids have missed critical social and emotional milestones** with their school community. Getting them safely back to the classroom and their favorite after-school activities helps support their mental health and wellness.
- **Vaccines are safe, effective, and free**, regardless of insurance or immigration status.

Get your children back to school safely. Get them vaccinated against COVID-19 today! Learn more at VaccinateALL58.com.

Vaccinate ALL 58
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/

Health Defend is the evolution of these three programs. It is designed to educate, empower, equip, and defend healthcare professionals so they feel confident amplifying their trusted voice through social media. https://www.healthdefend.com/
<table>
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<th>Type of Support</th>
<th>Description</th>
<th>Updated 11.15.22</th>
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| **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@cdph.ca.gov  
  • 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: mail to: MyTurn.Clinic.HD@cdph.ca.gov  
  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 |                 |
Upcoming Opportunities

Monday
My Turn and myCAvax Office Hours
Next session: Monday, June 26, 12PM-1PM

Friday
Provider Consolidated Webinar
Next session: Friday, June 16, 9AM-10:30AM

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

Thank you for joining today’s webinar!
Special Thanks to
Today's Presenter:
Ilan Shapiro, MD, FAAP, FACHE

Webinar Planning & Support:
Tyler Janzen, Laura Lagunez-Ndereba, Blanca Corona, Billie Dawn Greenblatt, Leslie Amani, Charles Roberts, Rachel Jacobs