Welcome to
Talking with Patients in Rural Communities about COVID-19 Vaccines

April 28, 2022
12:00PM-1:00PM
Housekeeping

For Panelists: 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 “Q&A” to ask questions.

If you have technical difficulties, please contact blanca.corona@cdph.ca.gov
During today's session, please use the Q&A panel to ask your questions.
Webinar Objectives

Provide attendees with:
• The latest updates on COVID-19 vaccination for rural communities
• Key messages addressing common patient concerns among those in rural communities about COVID-19 vaccines
• An evidence-based methodology to communicate effectively with patients in rural communities
## Agenda: Thursday, April 28, 2022

<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</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:00 – 12:05</td>
</tr>
<tr>
<td>2</td>
<td>Talking with Patients in Rural Communities about COVID-19 Vaccines</td>
<td>Sharon Goldfarb, DNP, RN, FNP-BC (#ThisIsOurShot)</td>
<td>12:05-12:40</td>
</tr>
<tr>
<td></td>
<td><strong>Questions &amp; Answers</strong></td>
<td></td>
<td>12:40 – 12:55</td>
</tr>
<tr>
<td>3</td>
<td>Resources, Poll, and Wrap-Up</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:55– 1:00</td>
</tr>
</tbody>
</table>
We appreciate your feedback

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

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident
Talking with Patients in Rural Communities about COVID-19 Vaccines

Sharon Goldfarb, DNP, RN, FNP-BC
#ThisIsOurShot
Defining Rural Communities

Rural communities are areas that have:

• low ratio of primary care providers to population; and/or
• geographical barriers to healthcare access

The US Food and Drug Administration defines rural health as the health of people living in rural areas, who generally are located farther from health care facilities and other services than people living in urban areas.

More than 57 million Americans reside in rural areas. That is nearly 1 in 5 people.

The US land mass is 97% rural, but home to only 19% of the population.
COVID-19 Vaccination Rates in Rural Communities
U.S. Data

The gap in COVID-19 vaccination coverage between urban and rural areas* has **more than doubled** since April 2021.

* Among people aged 5 years and older who received a dose of a COVID-19 vaccine during December 14, 2020—January 31, 2022.

Addressing barriers to vaccination in rural areas can help achieve vaccine equity and decrease COVID-19 illness and death.
COVID-19 Vaccination Rates in Rural Communities
California Data

California Vaccination Data
Data as of April 25, 2022, among people 5+ full vaccinated
COVID-19 related deaths are higher in rural communities than in urban communities.

Data from USA Facts
**Figure 2**

**Rural Adults Are Twice As Likely To Say They “Definitely Won’t” Get Vaccinated As Those In Urban Areas**

Have you personally received at least one dose of the COVID-19 vaccine, or not? As you may know, an FDA-authorized vaccine for COVID-19 is now available for free to all adults in the U.S. Do you think you will…?

<table>
<thead>
<tr>
<th></th>
<th>Already gotten</th>
<th>As soon as possible</th>
<th>Wait and see</th>
<th>Only if required</th>
<th>Definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>67%</td>
<td>6%</td>
<td>21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suburban</td>
<td>70%</td>
<td>7%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>79%</td>
<td>5%</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (November 8-22, 2021) • Download PNG

Kaiser Family Foundation COVID-19 Vaccine Monitor
### Figure 5

**Half Of Rural Parents Of Children Ages 5-11 Say They Definitely Won't Get Child Vaccinated**

Thinking about your child between the ages of 5 and 11, have they received at least one dose of a COVID-19 vaccine, or not? If not, do you think you will get them vaccinated...?

<table>
<thead>
<tr>
<th>Region</th>
<th>Child is vaccinated</th>
<th>Right away</th>
<th>Wait and see</th>
<th>Only if required</th>
<th>Definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>10%</td>
<td>9%</td>
<td>28%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Suburban</td>
<td>14%</td>
<td>12%</td>
<td>36%</td>
<td>7%</td>
<td>27%</td>
</tr>
<tr>
<td>Urban</td>
<td>23%</td>
<td>18%</td>
<td>29%</td>
<td>8%</td>
<td>22%</td>
</tr>
</tbody>
</table>

NOTE: Among parents or guardians of children between the ages of 5 and 11. See topline for full question wording.

Discussion Question

What are some of the barriers to COVID-19 vaccine access in rural communities?

Please place your answers in the “Chat”.

[Image of healthcare provider with elderly patient]
Barriers to COVID-19 Vaccine Access in Rural Communities

- Distance and transportation
- Health insurance access
- Health care workforce shortages
- Privacy and stigma
- Health literacy
You Are The Most Trusted Source of Information About COVID-19 Vaccines

Figure 15
Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

Percent who say they have a great deal or a fair amount of trust in each of the following to provide reliable information about a COVID-19 vaccine:

- Their own doctor or health care provider: 85%
- The CDC: 73%
- Their local public health department: 70%
- The FDA: 70%
- Dr. Anthony Fauci: 68%
- Their state government officials: 58%
Discussion Question

What techniques do you use to have effective conversations with individuals about COVID-19 vaccines?

Please place your answers in the “Chat”.
Messaging Elements that may Resonate in Rural Communities

• Acknowledge concerns
• Appeal with facts
• Emphasize protection
• Recognize personal decision
• Be positive
• Listen without judgment
Messaging Elements to Avoid

• Negativity and fear
• “The right thing to do”
• Over-promising
• “Back to normal”
## Language Tips

<table>
<thead>
<tr>
<th>Do Say</th>
<th>Don’t Say</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</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.*
Conversation Methodology

3 Steps to Start the Conversation

5 Key Messages

3 Post Conversation Steps
3 Steps to Initiating 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 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.
1. The vaccine will keep you safe.

The vaccine will protect you from getting very sick. Over 176 million Americans have been safely vaccinated and are now protected.
2. Side effects are common.

Side effects 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 extremely 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. 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.
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 or text your zip code to GETVAX or VACUNA 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 or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.
Questions & Answers

During today's session, please use the Q&A panel to ask your questions.
Resources & Poll
Rachel Jacobs, 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
Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit
30 Conversations Campaign
Next Crucial COVID-19 Conversations Webinar

Back to the Basics - Talking with Patients about COVID-19 Vaccines

**Speaker:** Sharon Goldfarb, DNP

**When:** Thursday, May 5 from 12:00PM – 1:00 PM

Register [here](#)
Special Thanks to
Today's Presenter:
Sharon Goldfarb, DNP, RN, FNP-BC

Webinar Planning & Support:
Rachel Jacobs, Cheri Banks, Blanca Corona,
Michael Fortunka
Thank you for your commitment to protect the health and well-being of all Californians

And for joining today's webinar!