

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



Vaccinate ALL 58
Together we can end the pandemic.

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

Questions & Answers

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

No.	Item	Speaker(s)	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Talking with Patients in Rural Communities about COVID-19 Vaccines	Sharon Goldfarb, DNP, RN, FNP-BC (#ThisIsOurShot)	12:05-12:40
Questions & Answers			12:40 – 12:55
3	Resources, Poll, and Wrap-Up	Rachel Jacobs (CDPH)	12:55– 1:00

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

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Defining Rural Communities

Rural communities are areas that have:

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

Rural Health: The Basics

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.

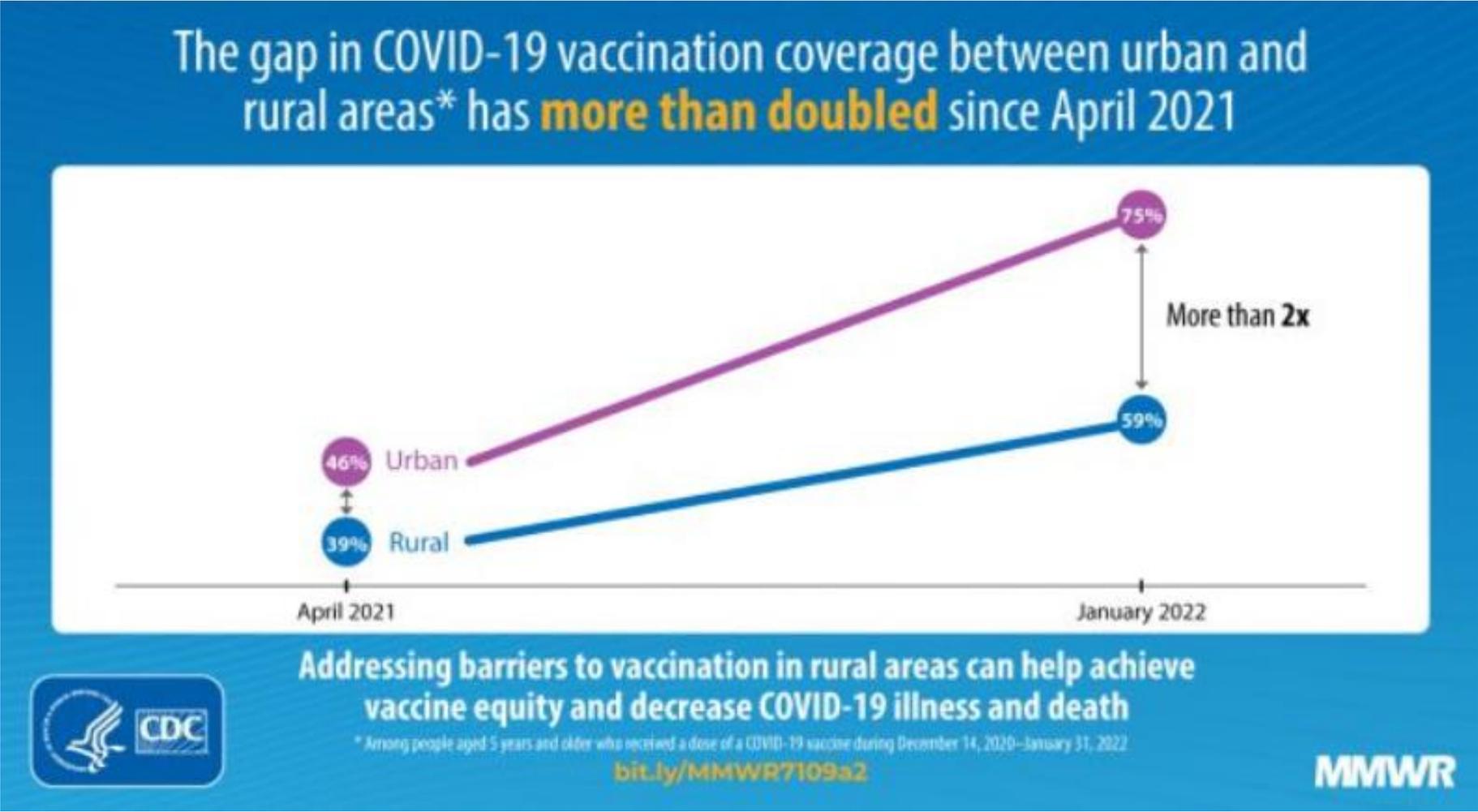


*The US land mass is **97%** rural, but home to only **19%** of the population.*



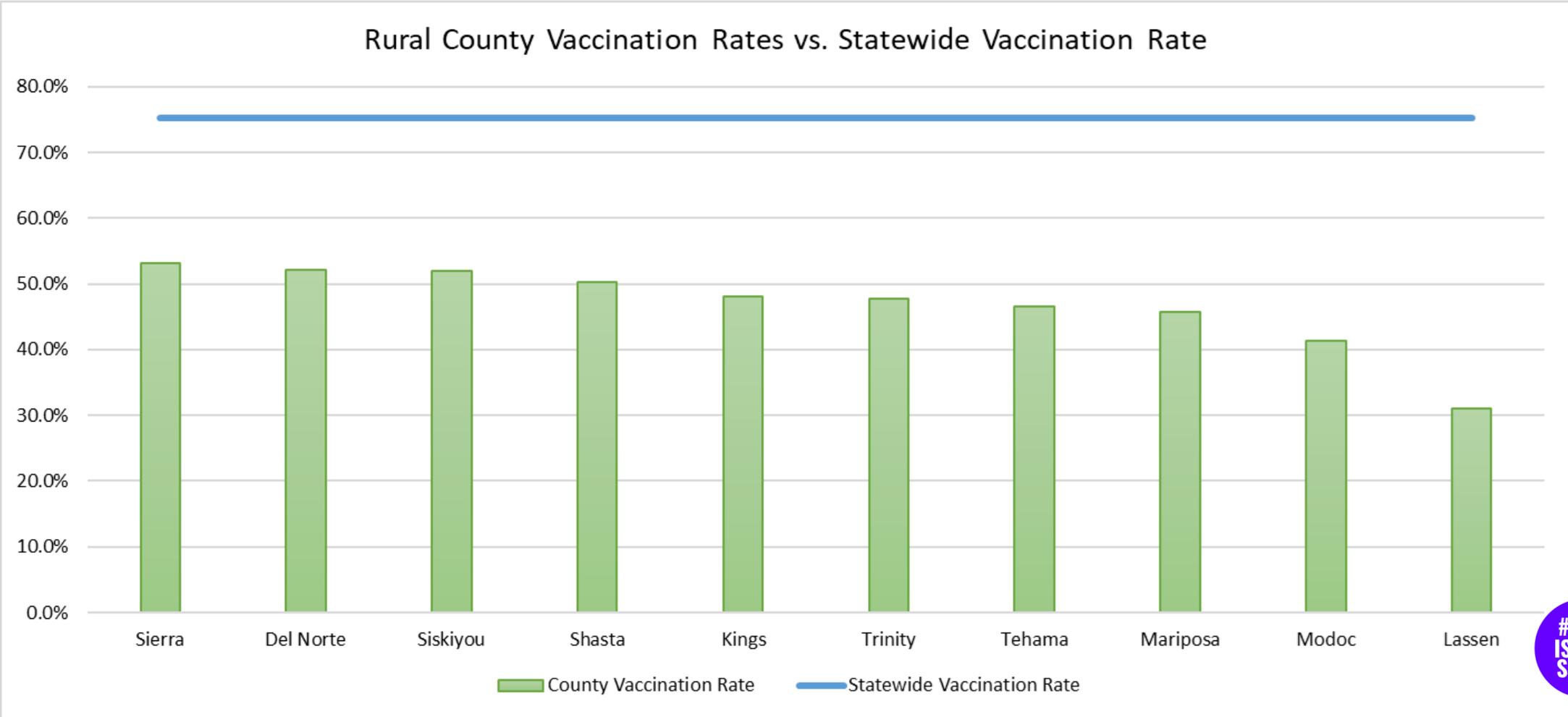
COVID-19 Vaccination Rates in Rural Communities

U.S. Data



COVID-19 Vaccination Rates in Rural Communities

California Data



COVID-19 Related Deaths in Rural Communities

COVID-19 related deaths are higher in rural communities than in urban communities.

Weekly Rate of Deaths, Rural and Metropolitan

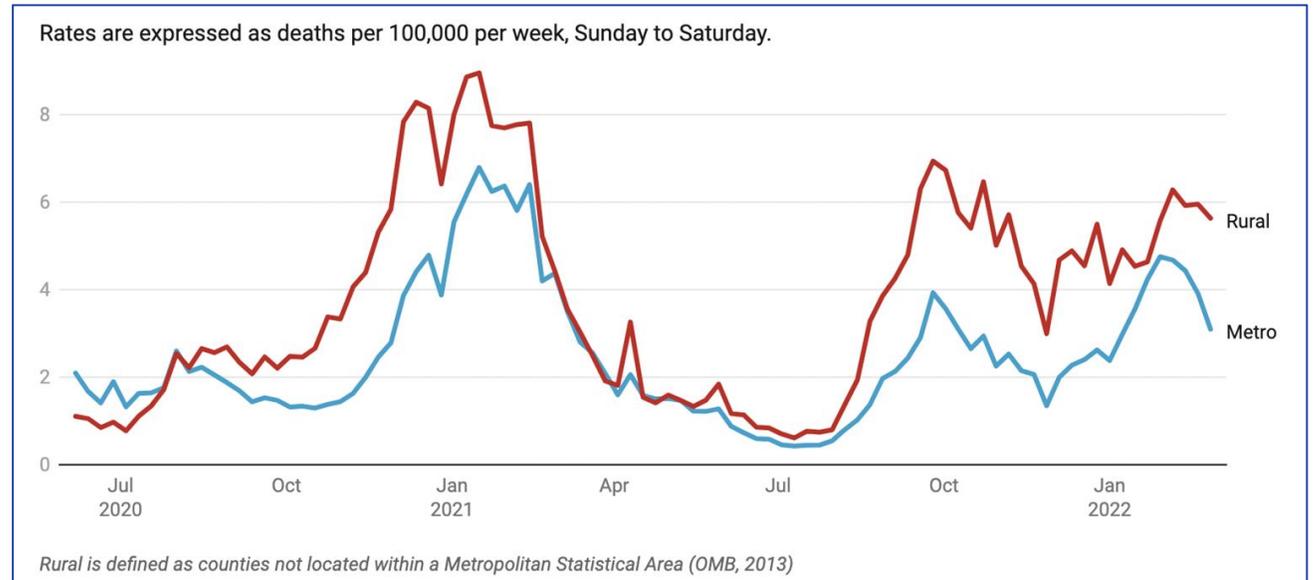


Figure 2

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...?



NOTE: See topline for full question wording.

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

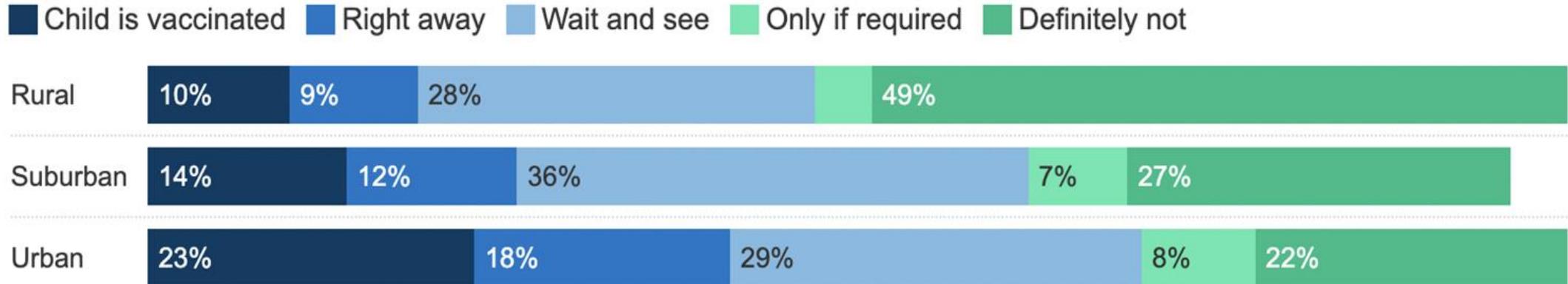
KFF COVID-19
Vaccine Monitor



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...?



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

SOURCE: KFF COVID-19 Vaccine Monitor: Winter Update on Parents' Views (November 8-23, 2021) • [Download PNG](#)

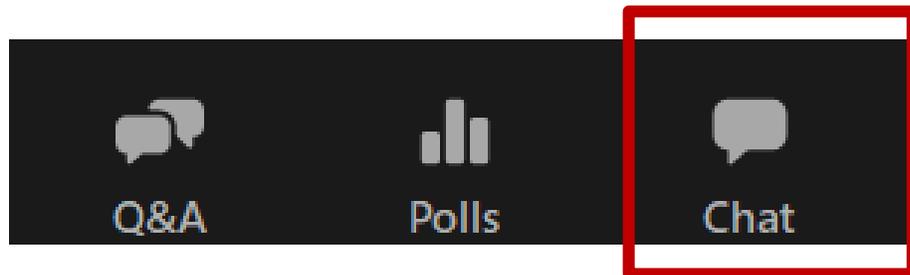
[KFF COVID-19 Vaccine Monitor](#)



Discussion Question

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

Please place your answers in the “Chat”.



Barriers to COVID-19 Vaccine Access in Rural Communities

- Distance and transportation
- Health insurance access
- Health care workforce shortages
- Privacy and stigma
- Health literacy

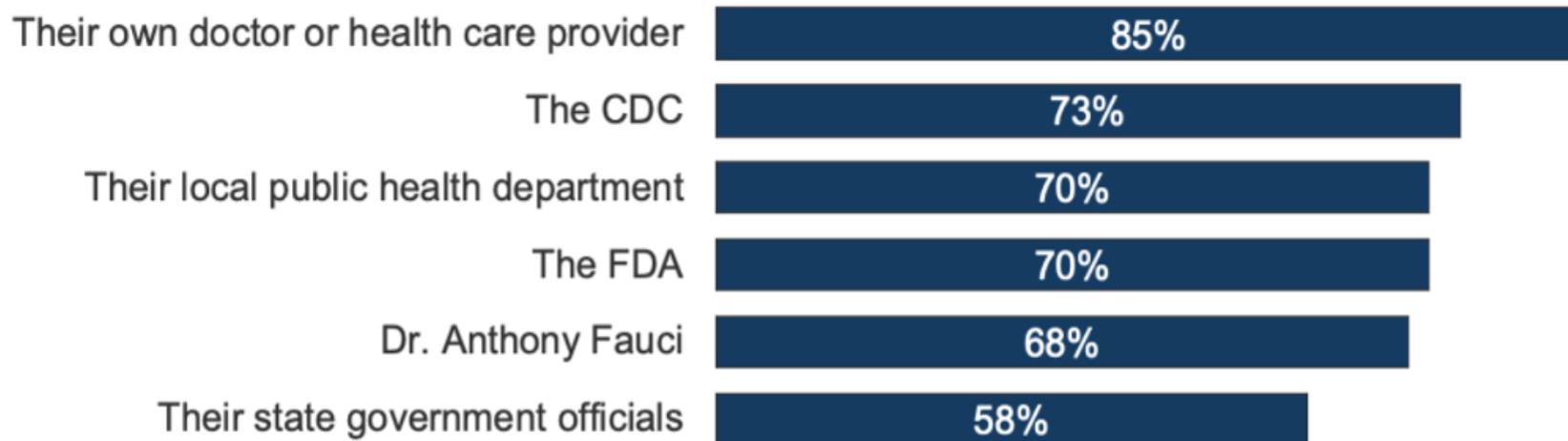


You Are The Most Trusted Source of Information About COVID-19 Vaccines

Figure 15

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

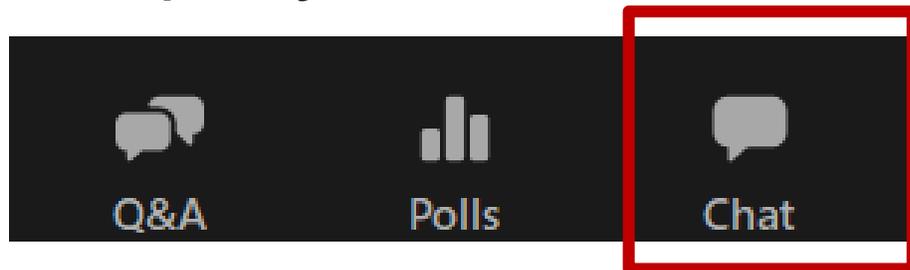
Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about a COVID-19 vaccine:



Discussion Question

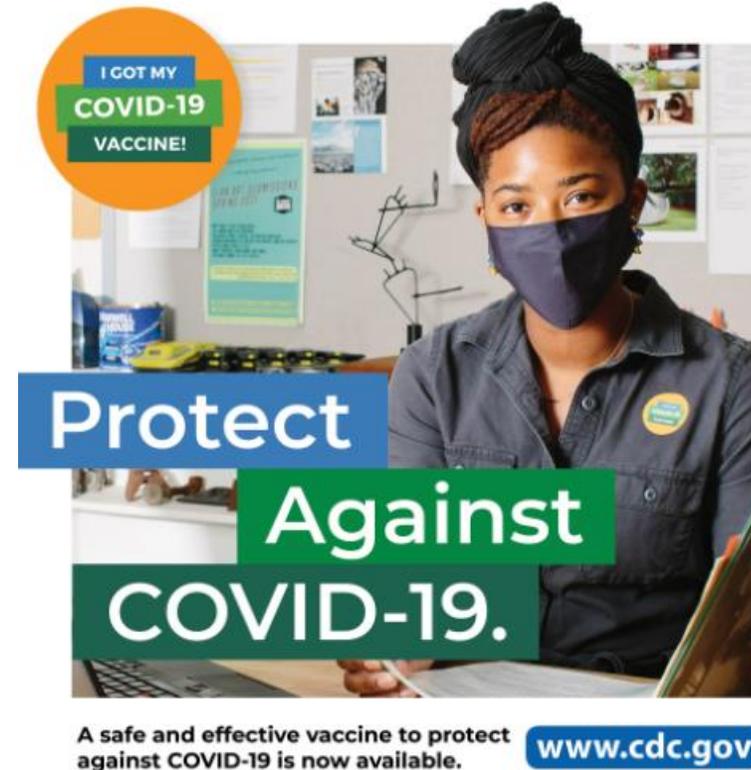
What techniques do you use to have effective conversations with individuals about COVID-19 vaccines?

Please place your answers in the “Chat”.



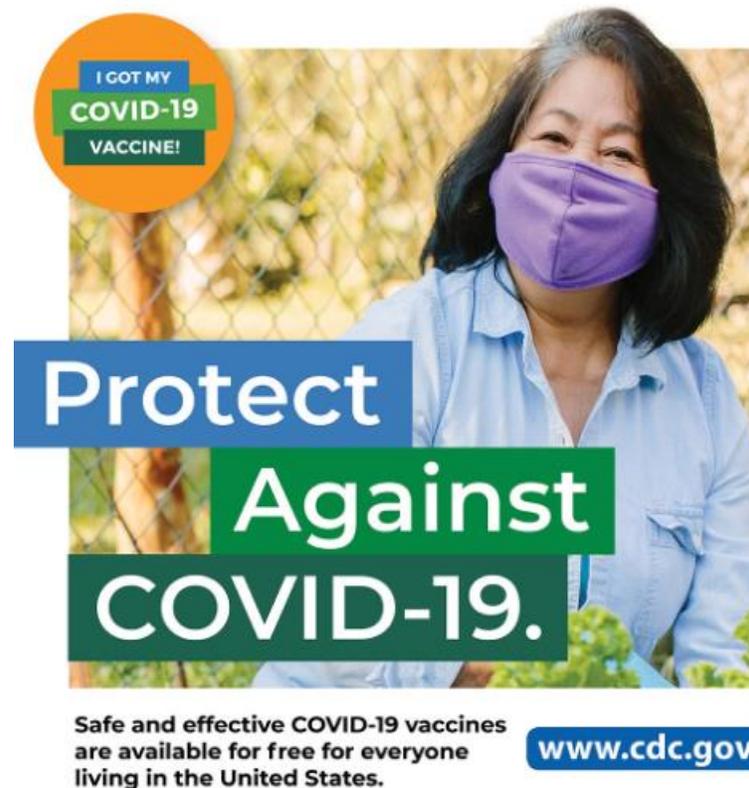
Messaging Elements that may Resonate in Rural Communities

- 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

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”

* *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



5



3

**Steps to
Start the
Conversation**

**Key
Messages**

**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.**

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5 Key Messages

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.



5 Key Messages

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



5 Key Messages

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.



5 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.



5 Key Messages

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

#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**

<p>Do Say</p> <p>Vaccination Injection or shot</p> <p>A safe and effective vaccine A vaccine developed quickly</p> <p>Authorized by FDA based on clinical testing Approved by FDA, Operation Warp Speed, Emergency Use Authorization¹</p> <p>Get the latest information There are things we still don't know</p> <p>Keep your family safe; keep those most vulnerable safe Keep your country safe</p> <p>Public Health Government</p> <p>Health / medical experts and doctors Scientists</p> <p>People who have questions People who are hesitant, skeptical, resistant, or 'anti-vaxxers'</p>	<p>Don't Say</p> <p>Injection or shot</p> <p>A vaccine developed quickly</p> <p>Approved by FDA, Operation Warp Speed, Emergency Use Authorization¹</p> <p>There are things we still don't know</p> <p>Keep your country safe</p> <p>Government</p> <p>Scientists</p> <p>People who are hesitant, skeptical, resistant, or 'anti-vaxxers'</p>
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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.

<p>Messaging Elements That Resonate</p> <p>Validate Concerns & Answer Questions Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.</p> <p>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.</p> <p>Protection Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").</p> <p>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.</p>	<p>Messaging Elements That DON'T Resonate</p> <p>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.</p> <p>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.</p> <p>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."</p> <p>"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.</p>
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Research, insights, & content provided by Kaiser Family Foundation, AdCouncil, & COVID Collaborative

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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 afterschool 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](https://www.vaccinateall58.com).

VaccinateALL58.com

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!