How to Have Effective Conversations about COVID-19 Vaccines in Rural Communities

September 27, 2021
Housekeeping

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

For Attendees: Please access today’s slides by following the link in the chat:

Please use "Questions" pane or raise your hand to ask a question.
Questions & Answers

Submit questions via GoToWebinar "Questions" pane.
Webinar Objectives

Provide attendees with:

• The latest updates on COVID-19 vaccination in rural communities.

• Key messages addressing common rural patient concerns about the COVID-19 vaccines.

• Communication tools for effective patient conversations.
We appreciate your feedback

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
<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
<th>Approximate Duration</th>
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<tbody>
<tr>
<td>Welcome</td>
<td>Leslie Amani, Moderator, CDPH</td>
<td>2 minutes</td>
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<tr>
<td>Rural Vaccination Data Overview</td>
<td>Skye Heston, M.D.</td>
<td>8 minutes</td>
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<tr>
<td>Tips &amp; Tricks for Effective Conversations</td>
<td>Jasmeet Bains, M.D.</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Resources, Polls, and Q&amp;A</td>
<td>Leslie Amani, Moderator, CDPH</td>
<td>15 minutes</td>
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COVID-19 Vaccination Data in Rural Communities

Skye Heston, M.D.
Defining Rural Communities

Rural Communities: Areas that have

- low ratio of primary care providers to population; and/or
- geographical barriers to health care access.
COVID-19 Vaccines Administered, Cases, and Deaths in California

- **48,813,863** vaccines administered
- **69.6%** fully vaccinated
- **8.2%** partially vaccinated
- **70,344** doses per day

A. Gutierrez receives a COVID-19 vaccination from registered nurse J. Portillo at the Pico Union Project in Los Angeles.

(Al Seib / Los Angeles Times)

As of 9/22/2021
COVID-19 Vaccination Rates by Quartile in California

- California Healthy Places Index: zip codes ranging from less health community condition in Quartile 1 to more healthy community conditions in Quartile 4
- Quartiles 1 and 2 have the lowest vaccination rates

As of 9/22/2021
Case Study: Humboldt County

In Humboldt County, 55.8% of the population is fully vaccinated compared to 70% statewide.

As of 9/24/2021
From August 29, 2021, to September 4, 2021, unvaccinated people were 8 times more likely to get COVID-19 than fully vaccinated people.
How to Effectively Communicate about COVID-19 Vaccines

Jasmeet Bains, M.D.

#ThisIsOurShot
Messaging Elements that Resonate in Rural Communities

• **Acknowledge concerns:** Acknowledge people’s hesitancy rather than challenging it.

• **Appeal with facts:** Give people transparent, substantiated answers that address safety concerns and elevate benefits of vaccination.

• **Emphasize protection:** Emphasis on protecting myself, loved ones, and those most vulnerable.

• **Recognize personal decision:** Acknowledge that the decision is theirs to make.

• **Be positive:** People want to hear the benefits of getting a vaccine rather than the consequences of not getting it.

• **Listen without judgement**
Messaging Elements to Avoid in Rural Communities

• **Negativity & fear**: Avoid reminders of how difficult the year has been.

• **The right thing to do**: References to "do your part" and "step up" can come off as accusatory.

• **Over-promising**

• **"Back to normal:"** For many people, post-pandemic life will never be the way it was. For others, life is very much back to normal.
<table>
<thead>
<tr>
<th>Do Say</th>
<th>Don’t Say</th>
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</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>
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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.
### 3-5-3 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
- Side effects are common
- 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
Resources & Poll

Leslie Amani, CDPH
We appreciate your feedback

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

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

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.
We appreciate your feedback

I will commit to talking to 30 patients or clients in 30 days about COVID-19 vaccines.*

1. Yes
2. No

* By choosing yes, you will opt in to weekly #ThisIsOurShot “Hero Alerts” with the latest information on COVID-19 vaccine misinformation trends and conversation resources.
Questions & Answers

Submit questions via GoToWebinar "Questions" pane.
Special Thanks to

Today's Presenters:
Jasmeet Bains, M.D.
Skye Heston, M.D.

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

And for joining today's webinar!