Welcome to
Talking with Patients About Staying Safe During the Holiday Season

November 16, 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/crucialconversations

Please use “Q&A” to ask questions.

For post-webinar questions, contact rachel.jacobs@cdph.ca.gov
Questions & Answers

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

Participants will learn:

• Recent data on COVID-19, flu, and respiratory syncytial virus (RSV)

• Strategies for increasing flu and COVID-19 vaccine administration

• How to effectively discuss staying safe during the holiday season with patients
## Agenda: Wednesday, November 16, 2022

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<th>Time (PM)</th>
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<td>Welcome</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:00 – 12:05</td>
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<td>Talking with Patients about Staying Safe During the Holiday Season</td>
<td>Asha Shajahan, M.D., MHSA</td>
<td>12:05 – 12:40</td>
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<td><strong>Questions &amp; Answers</strong></td>
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<td>12:40 – 12:55</td>
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<td>Poll and Resources</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:55 – 1:00</td>
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Poll: CDPH appreciates your feedback!

How confident are you in your ability to effectively discuss staying safe during the holiday season with your patients?

- Very confident
- Confident
- Somewhat confident
- Slightly confident
- Not confident
Talking with Patients about Staying Safe During the Holiday Season

Asha Shajahan, M.D., MHSA
#ThisIsOurShot
Potential Holiday “Tripledemic”

1. COVID-19
2. Influenza
3. Respiratory Syncytial Virus (RSV)
Vaccine Uptake: Updated Booster as of November 7, 2022

- **13.3% (3,837,102)** of Californians have received an updated booster dose

- Higher uptake of updated booster among eligible 65+ population compared to other age groups

- Of all updated COVID-19 booster doses, 65% have gone to 50+ population
California Influenza Weekly Report (October 30th-November 5th)

- **Laboratory flu positivity**: 14.1%
- **Outpatient ILI activity**: 4.5%
- **Hospital flu admissions**: 0.4%
- **Deaths since 10/2/2022**: 13
- **Outbreaks since 10/2/2022**: 2

Influenza Activity Levels:

- Minimal
- Low
- Moderate
- High
- Very High

Geographic Area:

- **California Statewide**: Moderate
- **Northern Region**: Low
- **Bay Area Region**: Low
- **Central Region**: Low
- **Upper Southern Region**: Low
- **Lower Southern Region**: High
COVID-19 and Flu Coadministration

- Providers should offer flu and COVID-19 vaccines to eligible patients at the same visit.

- Studies looking at coadministration have shown that immunogenicity is similar between those who received co-administered COVID-19 vaccine and seasonal influenza vaccine (SIV) and those who received these vaccines separately.
Discussing COVID-19 Vaccines during Flu Vaccinations: Raising Awareness and Urgency

- Parents may be unaware that their infants/toddlers are eligible for COVID-19 vaccines.
- Parents may not think their children need the COVID-19 vaccine.
- Vaccine safety is top concern among parents.
Strategies for Increasing Flu and COVID-19 Immunization

• **Provider/care team**
  - Offer a strong, presumptive recommendation.
  - Bundle recommendation for influenza vaccine with recommendations for other needed vaccines.
  - Use consistent messaging across care team members.

• **Practice/health system**
  - Identify patients who need to be vaccinated for influenza, routine childhood immunizations, and COVID-19.
  - Vaccinate at all visit types and in all healthcare settings.
  - Send influenza vaccine reminder/recall messages.
  - Utilize standing orders for influenza vaccine.
  - Implement influenza vaccine provider prompts/clinical decision support.
  - Integrate electronic health records (EHR) with regional or state immunization systems.

2022–2023 Recommendations for Influenza Prevention and Treatment in Children: An Update for Pediatric Providers
Key Talking Points for Conversations About COVID-19 Treatment

• Act quickly - if you have symptoms, get tested and seek treatment ASAP. Treatments must be taken within 5-7 days of when symptoms begin to work. Seek treatment while symptoms are still mild, do not wait for the illness to get worse.

• Safe and effective for preventing severe COVID illness, hospitalization, and death. Can reduce the risk of death or hospitalization from COVID-19 by up to 88%
Key Talking Points for Conversations About COVID-19 Treatment

• **The majority of adults are eligible.** People 12 years or older experiencing conditions like obesity, smoking, asthma, physical inactivity, mental health conditions like depression, and many more are eligible. Health care providers will determine if treatment is right for you and which type.

• **Free,** regardless of insurance or citizenship status.

• Talk to your **health care provider,** call the California COVID-19 Hotline at **833.422.4255**, or go to [covid19.ca.gov/treatment](http://covid19.ca.gov/treatment) to find free treatment
Treatment Side Effects?

Most patients have no side effects.

When experienced, the most common side effects are mild – these include dysgeusia (altered or impaired sense of taste), diarrhea, hypertension, and myalgia (muscle aches).
How to Get Treatment?

A. Call your health care provider

If you have insurance, you can call the number on your insurance card to get help with making an appointment
How to Get Treatment?

B. Find a Test-to-Treat location near you.

- **To find a site**, *call the statewide COVID-19 hotline at 833-422-4255, OR*
- *Use the COVID-19 Test to Treat Locator, OR*
- If you don't have insurance, go to nearest Optum Serve site for free care

[covid19.ca.gov/treatment](covid19.ca.gov/treatment)
How to Get Treatment?

C. If you don’t have insurance or the previous options above don’t work, you can:

- Make a phone or video appointment through California’s free telehealth provider. Call 833-686-5051 or go to sesamecare.com/covidca, OR

- Visit an Optum Serve location, which can offer both a free test and a free telehealth provider visit. You can also pick up medication at the Optum Serve location.
• **Influenza:** Early and increased flu activity, most identified virus so far has been A(H3N2)

• **COVID-19:** Associated hospitalizations decreased since August, but expected to increase in the winter

• Recommend prompt vaccination against influenza and COVID-19 to all eligible people aged 6 months and older who are not up-to-date

**Kids get infected from other kids AND adults**

**Vaccination is Key**
Early Seasonal Surge in Respiratory Syncytial Virus (RSV)

Figure 13. Percentage of RSV Detections at Clinical Sentinel Laboratories, 2017–2023 Season to Date

Figure 14. Percentage of RSV Admissions in Kaiser Permanente Northern California Facilities, 2017–2023 Season to Date
Respiratory Syncytial Virus (RSV) Update

• Common respiratory virus that usually causes mild, cold-like symptoms, but can also cause severe disease in infants, young children and older adults.

• An early wave of RSV activity and circulation of other respiratory viruses has led to increased hospitalizations among children and has contributed to stresses in the pediatric healthcare delivery system in California and across the US.

• Most people recover in a week or two, but RSV can be serious, resulting in emergency department (ED) visits, hospitalizations and even death, especially for infants and older adults.

• Except for RSV-associated death in children under 5 years of age, RSV is not a reportable condition in California; therefore, individual cases of RSV are not reported to public health agencies.
RSV Treatment and Prevention

- Currently no vaccines available, although some are under development.
- There are no specific treatments indicated for most patients.
- Palivizumab (Synagis) is a monoclonal antibody given monthly to certain high-risk children for immunoprophylaxis during RSV season.
- For most people, the best ways to protect against RSV: frequent hand washing, staying home when sick, covering coughs and wearing a mask in crowded indoor gatherings.
- CDPH released a health advisory on November 12, 2022, alerting health care providers to the increase in RSV activity.
RSV Resources

- CDPH RSV CAHAN 10/3/22
- CDC Respiratory Virus HAN 11/4/22
- CDC RSV Information & Resources
- AAP Guidance on Use of Palivizumab
Tips for Staying Safe this Holiday Season

1. Get vaccinated, boosted and treated
2. Stay home if you’re sick
3. Wear a mask
4. Wash your hands
5. Cover your sneeze or cough
Medical Misinformation

8 in 10 Americans search for health-related information at least once a year.

Nearly three-quarters obtain this information from the internet.

(The Great American Search, 2018)
To address patients' concerns related to COVID-19 myths and misinformation, use the 3-5-3 method and 3C approach.

## Conversation Methodology
aka Answering Tough Questions/Having Tough Conversations with Compassion, Connection, and Collaboration

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<td>Steps to Start the Conversation</td>
<td>Key Messages</td>
<td>Post-Conversation Steps</td>
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**3C Approach**
- **Compassion**
- **Connection**
- **Collaboration**

Guiding Principles for Countering Medical Misinformation

#ThisIsOurShot VaccinateVA
The 3C Model for Healthcare Providers

1. Compassionate Understanding
2. Connection
3. Collaboration
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.
## Apply Compassionate Understanding

| Tip 1: Initiate Bi-Directional Conversation | “Why do you feel that way?”  
|                                           | “Can you tell me more?”  
|                                           | “What do you know about that treatment?”  
|                                           | “What concerns you about that treatment?” |
| Tip 2: Allow for Patient Self-Expression | Providers should actively listen, employ an open posture, and offer non-verbal cues that demonstrate that they are actively trying to understand the patient. Patients may share cultural beliefs, fears, hesitancies, or areas of concern that they wished they knew more about. |
| Tip 3: Identify what matters to the patient | “Can you share with me what matters most to you in this decision?”  
|                                           | “Can you teach me more about your needs?”  
|                                           | “Why does [e.g. this alternative medicine] appeal to you?” |
Understand patient motivations to help frame your response

<table>
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<tr>
<th>Motivation</th>
<th>Response Framing</th>
<th>What to Say</th>
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<td>Collective Interests &amp; Social Motivations</td>
<td>Appeal to in-group (members of the patients community) norms &amp; highlight social group approval</td>
<td>“Almost half the girls your age have received the HPV vaccine”</td>
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<td>Political Affiliations</td>
<td>Highlight an overarching identify or highlight bi-partisan support</td>
<td>“A lot of Republican Congress Members were at first suspicious of the vaccine but after consulting their expert advisors about the evidence of its safety, most of them have received both doses of the vaccine”</td>
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<td>Align with Individual Interests &amp; Values</td>
<td>Focus on how their decision could be beneficial to others</td>
<td>“Getting vaccinated for the flu is an important way we can protect the people we love, like our grandparents, who are more susceptible”</td>
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Strengthen Connection

Tip 4: Meet with Compassion

“Thank you for sharing so openly with me about your concerns and goals for your health.”

“I’m so happy you are looking into your health.”

“I applaud your commitment to your child’s health.”

Tip 5: Confirm what is true and what is false

“Would you like for me to share with you my understanding of the latest research around [treatment]?”

“I am curious to know what questions you have based upon the information that I just shared.”

“How are you feeling right now, especially after receiving that new information?”
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

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

3 Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants.
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.
Key Messages

5

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 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.
Download the toolkit!

misinforx.com/download

Questions?

Asha Shajahan: msshajahan@gmail.com
Questions & Answers

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

Rachel Jacobs, CDPH
Poll: CDPH appreciates your feedback!

Following this webinar, how confident are you in your ability to effectively discuss staying safe during the holiday season with your patients?

- 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 Crucial Conversations Campaign

To support all California health care providers in motivating patients to receive the COVID-19 vaccine, the California Department of Public Health (CDPH) has partnered with #ThisIsOurShot to offer the following resources to have “COVID-19 Crucial Conversations.”

The goal of the campaign is to equip trusted medical providers, including doctors, nurses, dentists, chiropractors, healing arts practitioners and other health care providers, with tools and techniques to proactively talk with their patients about the merits of the COVID-19 vaccine and help them make a vaccine appointment.
Upcoming Opportunities

Monday
My Turn and myCAvax Office Hours
Next session: Monday, November 28, 12PM

Friday
Provider Consolidated Webinar
Next session: Friday, November 18, 9AM

Note: New session length of 90-minutes to include COVID-19 Vaccine, COVID-19 Therapeutics, MPX Vaccine, and MPX Therapeutics
## COVID-19 Vaccine Support

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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/](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  
| **Archived Communications** | For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit  
  - Website: [EZIZ Archived Communications](https://eziz.org/covid/myturn/) |
Special Thanks to
Today's Presenter:
Asha Shajahan, M.D., MHSA

Webinar Planning & Support:
Priyanka Saxena, M.D, Caterina Liu, M.D.,
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