Welcome to
Talking with Parents about
COVID-19 Vaccines for Children

April 22, 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 rachel.jacobs@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 pediatric COVID-19 vaccination
• Key messages addressing common concerns amongst parents about the COVID-19 vaccine
• Communication tools for effective patient conversations
We appreciate your feedback!

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

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident
<table>
<thead>
<tr>
<th>Item</th>
<th>Item Description</th>
<th>Speaker(s)</th>
<th>Time (PM)</th>
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<tr>
<td>1</td>
<td>Welcome</td>
<td>Leslie Amani (CDPH)</td>
<td>12:00 – 12:05</td>
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<td>Talking with Parents about COVID-19 Vaccines for Children</td>
<td>Eric Ball, MD, FAAFP</td>
<td>12:05-12:40</td>
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<td><strong>Questions &amp; Answers</strong></td>
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<td>Resources, Polls, and Wrap-Up</td>
<td>Leslie Amani (CDPH)</td>
<td>12:55– 1:00</td>
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Talking with Parents About COVID-19 Vaccines for Children

Eric Ball, MD, FAAFP

#ThisIsOurShot, American Academy of Pediatrics (AAP-CA), Children’s Immunization Coalition (CIC)
Vaccination Rates by Age in California
as of April 18, 2022

- Children aged 5-to-11 have the lowest vaccination rates.
- **60% of children** aged 5-to-11 have yet to receive 1 COVID-19 dose.
- There is persistently declining demand/uptake in 5-to-11 age group among all equity quartiles.

![Graph showing vaccination rates by age over time]

**Note:** Unknown age represents fewer than 0.01% of records and are therefore omitted. Where the county of residence was not reported, the county where vaccinated is used. Data is not shown where there are fewer than 11 records in a group.
5-to-11 Vaccination Rates by HPI (Healthy Places Index) Quartile in California

as of April 18, 2022

54% of quartile 4 (most healthy community conditions) children aged 5-to-11 vs. 23% of quartile 1 (least healthy community conditions) children aged 5-to-11 are fully vaccinated.
Confmed Cases by Age in California

As of April 14, 2022:

- **273,642** confirmed cases among children aged 5 and younger
- **1,334,035** confirmed cases among children aged 5-17
- Cases and deaths vary by race/ethnicity
- COVID-19 related deaths have been the highest among the Latinx population

Vaccinating children will play a critical role in continuing to limit the spread of COVID-19.
From March 28 to April 3, 2022, unvaccinated people were:

- **5.5x** more likely to get COVID-19
- **12.5x** more likely to be hospitalized with COVID-19
- **8.8x** more likely to die from COVID-19

than people who received their booster dose.
Pediatricians are the Most Trusted Source of Information about COVID-19 Vaccines

<table>
<thead>
<tr>
<th>Source: KFF COVID-19 Vaccine Monitor</th>
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Percent who say they have **a great deal** or **a fair amount** of trust in each of the following to provide reliable information about the COVID-19 vaccines:

- Their child's pediatrician*: 85%
- Their own doctor: 83%
- Their health insurance company**: 73%
- Their employer***: 72%
- The CDC: 71%
- The FDA: 69%
- Their local public health department: 69%
- President Joe Biden: 58%
- Dr. Anthony Fauci: 57%
- Their state government officials: 56%

*Among those who are parents or guardians of children under 18. **Among those who are insured. ***Among those who are employed and not self-employed. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (June 8-21, 2021) • Download PNG
## Language to Use with Parents

<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>
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*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.*
Hierarchy of Information Needs

As those undecided navigate the decision-making process, safety is the most important consideration.

**Safety:** How will the vaccine affect me? What side effects can I expect?

**Efficacy:** Do the vaccines work? If I already had COVID-19, why do I need to get the vaccine?

**Development Process:** How were the vaccines developed so quickly?

**Access:** Do I need insurance?
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 216 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.
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. 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](http://myturn.ca.gov) or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.
Common Concerns Among Parents

“COVID-19 does not affect children.”

• In the United States,
  o Over 12 million children have become ill with COVID-19.
  o Over 119,000 children have been hospitalized with COVID-19.
  o Over 1,400 children have died from COVID-19.

• In California, there have been over 920 cases of multisystem inflammatory syndrome (MIS-C) after COVID-19 infection.
  o The COVID-19 vaccine is 91% effective against MIS-C.
Common Concerns Among Parents

“The COVID-19 vaccine is not effective.”

- The vaccine does not protect against all COVID-19 infection, but studies have shown it is effective in preventing severe illness and hospitalization, including against the Omicron variant.

- The vaccine can shorten time away from childcare and work. Vaccinated children spent less time sick in bed than unvaccinated children with Omicron.

- The vaccine can help protect others at home. Vaccinated people with COVID-19 were one third less likely to transmit to others in their household during the Omicron period.
  - Over 140,000 children have lost a caregiver to COVID-19.
Common Concerns Among Parents

“The COVID-19 vaccine is not safe.”

- Over 200 million people, including over 20 million children, have received the COVID-19 vaccine in the United States and are now protected against serious COVID-19 infection.

- Getting vaccinated is much, much safer than the risks of getting sick with COVID-19.
Common Concerns Among Parents

"The COVID-19 vaccine causes myocarditis."

- Myocarditis, or inflammation of the heart, is a rare side effect of some COVID-19 vaccines, but in school-aged children, myocarditis has been very rare.
- For all ages, the risk from the vaccine is 1 in 200,000.
- The risk of myocarditis is higher from COVID-19 infection than it is from the vaccine, and myocarditis is usually much more serious after COVID-19 infection than after immunization.
Common Concerns Among Parents

"The COVID-19 vaccine was rushed."

- 11.5 BILLION doses of COVID-19 vaccines have been given worldwide; almost 65% of the world’s population has been vaccinated.
- COVID-19 vaccines have been widely given now for almost two years.
- Over 4,000 children participated in the trial for 5–to-11-year-old Pfizer vaccines and no safety concerns were found.
- All steps in traditional trials were done and the number of patients in clinical trials was similar to previous vaccine trials.
"The COVID-19 vaccine causes infertility."

- The vaccine has not been shown to affect fertility.
  - Many recent studies have shown no differences in pregnancy success rates in people who are vaccinated versus people who have not received the vaccine.
- The vaccine has been safely given to over 200,000 pregnant women.
Common Concerns Among Parents

“It is better to get immunity from the COVID-19 disease.”

- Studies suggest that immunity from vaccination is superior than immunity from a case of COVID-19 disease.
- Rates of ‘breakthrough’ disease was higher in those with prior disease versus those vaccinated.
- It is recommended that everyone get vaccinated, even those with prior COVID-19 infection.
Common Concerns Among Parents

“I am worried about the long-term effects of the vaccine.”

- Historically, adverse effects of all vaccines almost always happen within 6 weeks of receiving a vaccine dose.
- Billions of people have received COVID 19 vaccines with no “long term” side effects noted (after almost a year and more than a year for trial participants).
- “Long haul COVID” has been described extensively in adults and children but studies of prevalence in children are ongoing.
- If families are worried about long-term effects, the vaccine is far safer than the effects of COVID disease.
COVID-19 and Masking

• Vaccination rates are much lower for children than adults, so it’s important that children continue to wear masks in certain settings.
• Mask mandates have been rolled back and children are spending most of their time in school.
• Masks remain one of the best mitigation factors for COVID-19 for children, especially those considered “high risk” even if they are vaccinated.
• Talk to children about “mask bullying.”
Questions & Answers

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

Leslie Amani, CDPH
We appreciate your feedback

Following this training, how confident are you in your ability to effectively communicate with parents about COVID-19 vaccines?

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident
Clinical Talking Points for Pediatric Providers

A guide to having effective conversations with families about COVID-19 vaccines:

• Start the conversation now
• Validate parental concerns
• Provide accurate information
Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit
30 Conversations Campaign
Interactive COVID-19 Vaccine Conversations Module for Healthcare Professionals
Next Crucial COVID-19 Conversations Webinar

Talking with Patients in Rural Communities about COVID-19 Vaccines

Speaker: Sharon Goldfarb, DNP

When: Thursday, April 28 from 12:00PM – 1:00 PM

Register here
For California COVID-19 Vaccine Providers

Every Monday:
My Turn myCAvax Office Hours
Next session: Monday, April 25, 12PM

Every Friday:
Provider Office Hours
Next session: Friday, April 29, 9AM
### Additional Support

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<th>Type of Support</th>
<th>Description</th>
<th>Updated</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 | 12.29.21 |
| **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@Accenture.com  
  - Phone: (833)-502-1245, option 3, Monday through Friday 7AM–7PM, Saturday and Sunday 8AM-1PM |         |
| **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: MyTurn.Clinic.HD@Accenture.com or (833) 502-1245, option 4: Monday through Friday 7AM–7PM, Saturday and Sunday 8AM–1PM. |         |
| **Archived Communications**      | For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit  
  - Website: EZIZ Archived Communications |         |
Special Thanks to
Today's Presenter:
Eric Ball, MD, FAAFP

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

And for joining today's webinar!