

Talking to Patients about the COVID-19 Omicron Variant, Boosters, and Pediatric Vaccination

December 15, 2021



Vaccinate ALL 58

Together we can end the pandemic.



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 “Chat,” raise your hand, or unmute to ask a question.



If you have technical difficulties, please contact samuel.kerr@cdph.ca.gov

Questions & Answers

During today's session, please use the Q&A panel to ask your questions so our subject matter experts can respond directly.



Please do not put questions in Chat.

Agenda: Wednesday, December 15

Item	Speaker(s)	Time (PM)
Welcome	Leslie Amani (CDPH)	12:30 – 12:35
Vaccination Guidance and Data Overview	Cora Hoover, MD, MPH (CDPH)	12:35 – 12:45
Conversations Tips & Messaging for “Hot Topics”	Asha Shajahan, MD (#ThisIsOurShot)	12:45 – 1:10
Questions & Answers		1:10 – 1:25
Resources, Polls, and Wrap-Up	Leslie Amani (CDPH)	1:25 – 1:30

We appreciate your feedback

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

Vaccination Guidance and Data Overview: Booster Dose, and Pediatric Vaccination

Cora Hoover, MD, MPH

California Department of Public Health

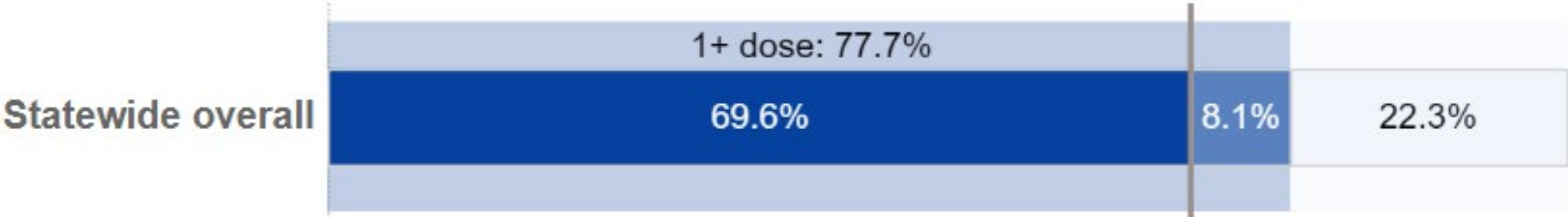


Vaccines Administered to Date in California

61,315,927

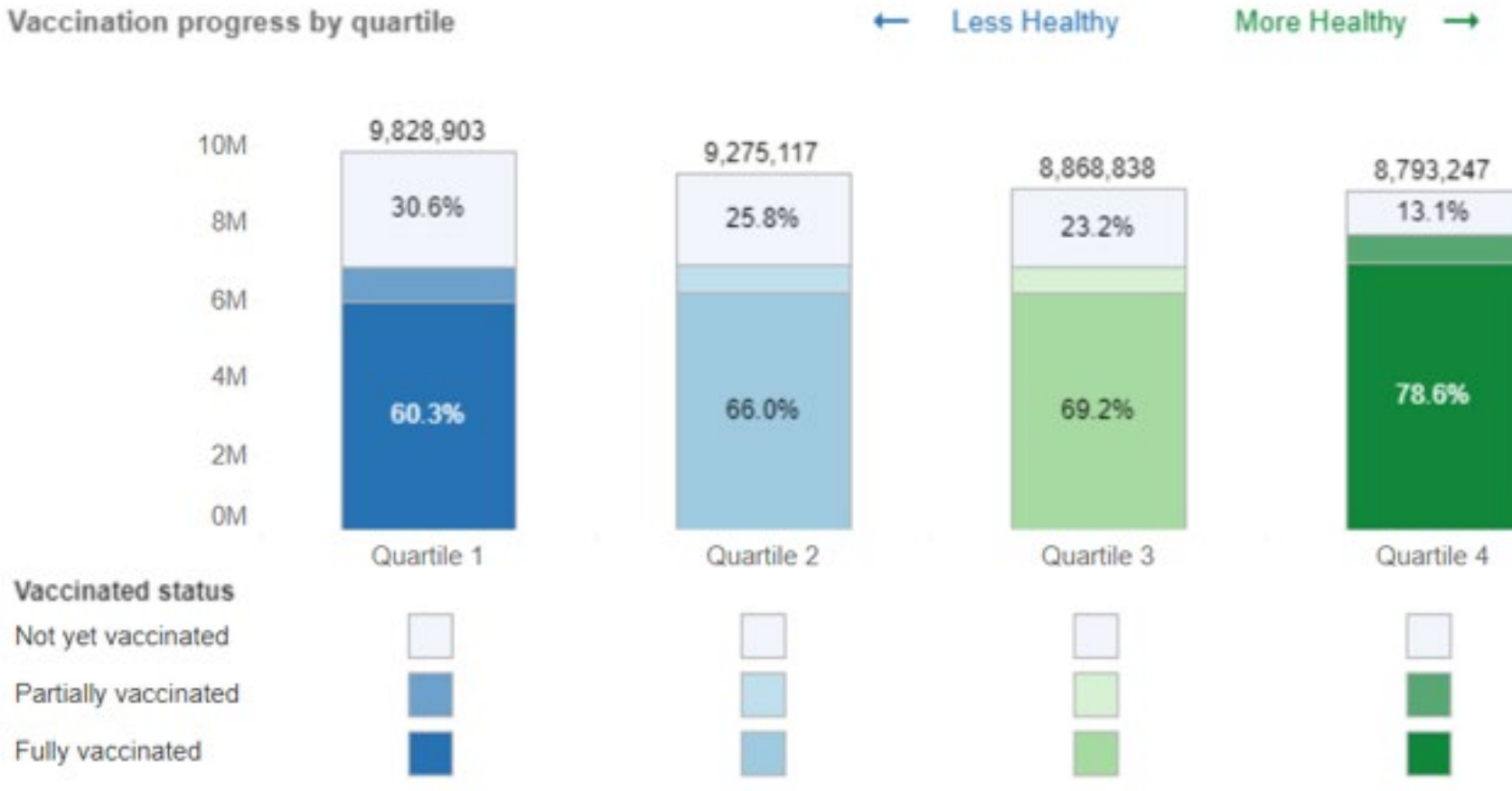
Total Doses Administered

■ Fully vaccinated ■ Partially vaccinated ■ Not yet vaccinated | Statewide comparison



Vaccine Equity Data

Vaccination progress by quartile



Vaccination Ages 5-11

as of December 13, 2021

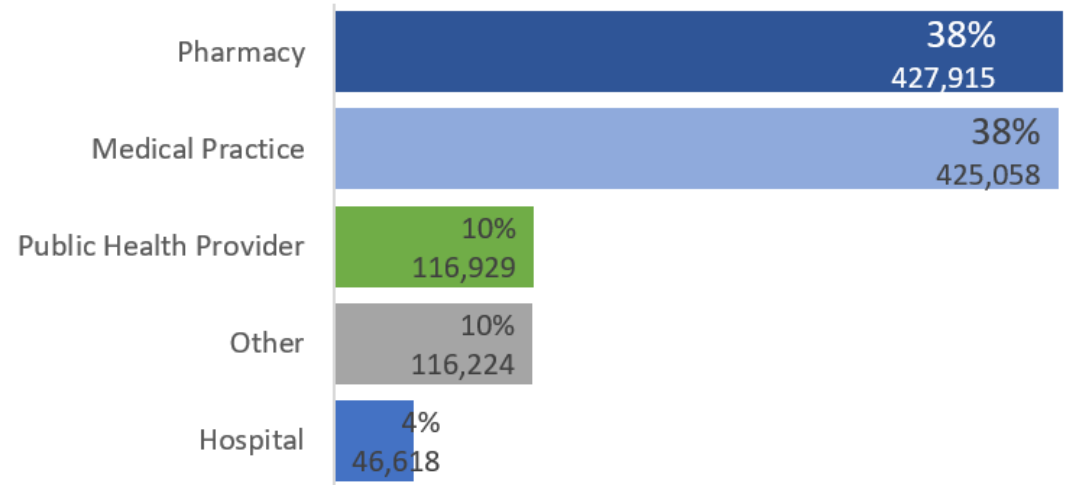
1,132,744

Total Doses Administered

21%

of all 5-11-year-olds in CA
have received **at least 1 dose**

5-11 Doses By Provider Type



Booster Vaccinations

as of December 13, 2021

7,622,081

Total Doses Booster Doses Administered

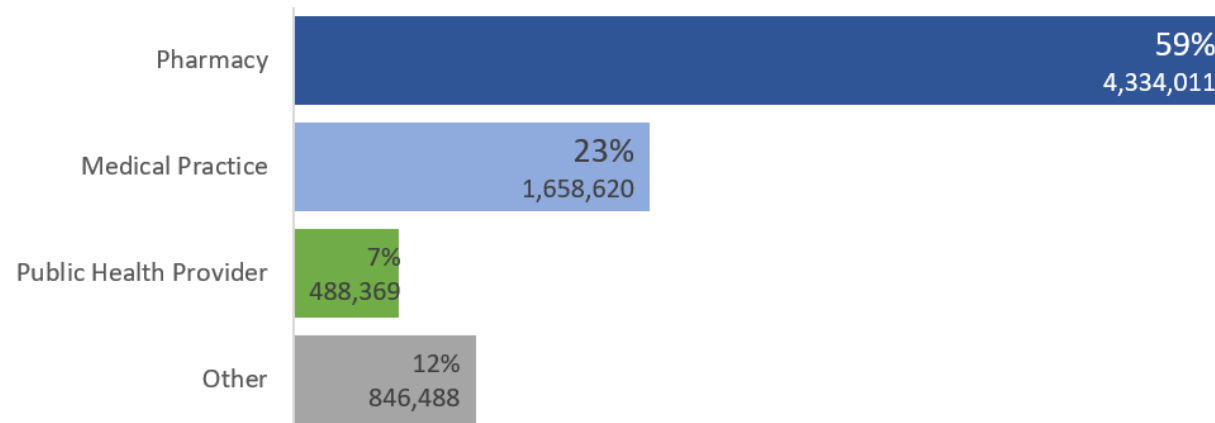
33% of eligible* population

20,185,967 individuals, 18+ years of age,
and J&J + 2 months or MRNA + 6 months

60% of 65+ eligible population

*Includes Additional Doses

Booster Doses By Provider Type



Overview: COVID-19 Vaccine Eligibility

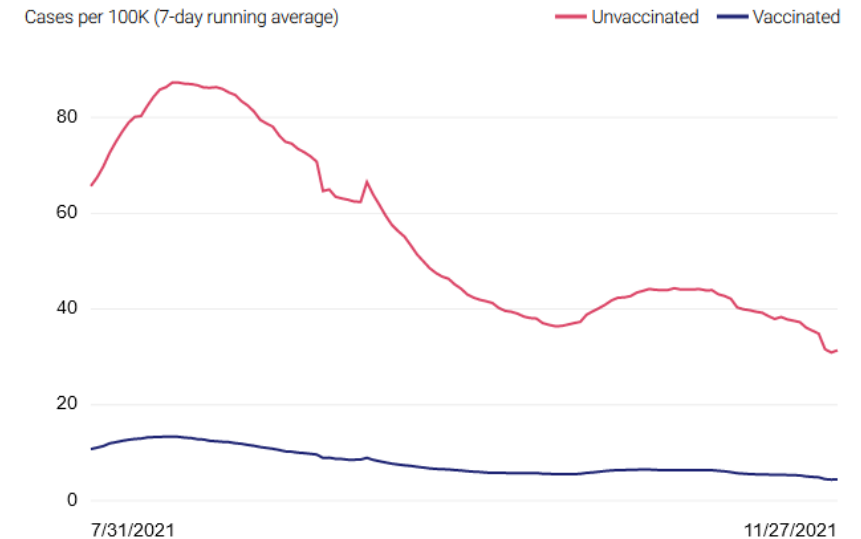
Use [this chart](#) to determine when to recommend COVID-19 vaccination based on age and health conditions.

	Dose	Age: 5-11	12-15	16-17	18+
Pfizer– Pediatric (5-11)	Primary 2 doses (21 days apart)	✓			
	Primary 2 doses (21 days apart)		✓	✓	✓
	Additional (3rd) dose for immunocompromised , at least 28 days after 2nd Pfizer dose		✓	✓	✓
Pfizer– Adolescent/ Adult (12+)	Booster dose* of Pfizer (or different brand if age 18+), at least 6 months after 2nd dose of Pfizer			✓	✓
	Primary 2 doses (28 days apart)				✓
	Additional (3rd) dose for immunocompromised , at least 28 days after 2nd Moderna dose				✓
Moderna (18+)	Booster dose* of Moderna (half-dose) or different brand, at least 6 months after 2nd dose of Moderna				✓
	Primary 1 dose				✓
	Booster dose* of J&J or different brand, at least 2 months after primary J&J dose				✓
Johnson & Johnson (18+)					

Vaccinated vs. Unvaccinated Cases in California

- From November 21 to November 27, 2021:
Unvaccinated people were **7.1 times more likely** to get COVID-19 than fully-vaccinated people.
- From November 14 to November 20, 2021:
Unvaccinated people were **12.5 times more likely** to be hospitalized than fully-vaccinated people.
- From November 7 to November 13, 2021:
Unvaccinated people were **13 times more likely** to die from COVID-19 than fully-vaccinated people.

Cases



Guidance: Pediatric COVID-19 Vaccination

- A COVID-19 primary series is recommended for everyone aged 5 years and older in the United States.
 - Pfizer-BioNTech 10 µg formulation is available for children aged 5–11 years
- Boosters are now recommended for 16-17-year-olds
- CDC's ACIP has consistently stated that the benefits of vaccination outweigh the risks for pediatric age groups.
- Vaccination in the medical home (as opposed to other community settings) is more important for younger children.

Resources and Recommendations: Booster Doses

- Boosters are available for everyone 16 years of age and older
- FDA authorized Pfizer-BioNTech COVID-19 boosters for 16-17- year-olds on 12/9/21.
[FDA Press Release](#)
 - Authorization based on the FDA's previous analysis of immune response data that supported use of a booster dose in individuals 18 years of age and older.
 - CDC and Western States Scientific Safety Review Workgroup encourage boosters for 16-17-year-olds
- Homologous (same vaccine) and heterologous (different vaccines) are both supported
- CDC booster guidance: [For providers](#) | [For the public](#)
- ACIP [meeting materials](#) (detailed discussions of risks and benefits)

Guidance: COVID-19 Boosters at a Glance

If patient received	Who is eligible	When to get a booster	Which vaccine for booster?
Pfizer-BioNTech	<ul style="list-style-type: none"> • Teens 16-17 years old can get a booster • Adults 18 years and older should get a booster 	At least 6 months after completing the primary COVID-19 vaccination series	<ul style="list-style-type: none"> • Teens 16-17 years old can get a Pfizer booster • Adults 18 years and older can get any of the available COVID-19 vaccines
Moderna	<ul style="list-style-type: none"> • Adults 18 years of age and older 	At least 6 months after completing the primary COVID-19 vaccination series	<ul style="list-style-type: none"> • Any of the available COVID-19 vaccines
Johnson & Johnson	<ul style="list-style-type: none"> • Adults 18 years of age and older 	At least 2 months after completing the primary COVID-19 vaccination series	<ul style="list-style-type: none"> • Any of the available COVID-19 vaccines

Conversation Tips and Messaging for “Hot Topics”

Asha Shajahan, MD, MHSA
#ThisIsOurShot



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
- Minor side effects are common (severe side effects are rare)
- 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



Messaging: Omicron Variant - What We Know

- “Omicron was declared a variant of concern due to its large number of mutations. Omicron’s spike protein (how COVID19 enters the cell) is heavily mutated, more so than other variants.”
- “Omicron seems to spread rapidly, but we don’t know yet if it’s more transmissible. Omicron cases have been reported in more than 20 U.S. states. Importantly, Delta is still the dominant variant in the U.S.”
- “Getting the vaccine and getting a booster shot remain the best ways to prepare.”



Messaging: Omicron Variant - What We Don't Know

- Is Omicron more or less transmissible than Delta?
- Does Omicron cause more severe illness?
- Will Omicron be able to partially evade the vaccines?
- Will existing COVID-19 treatments be as effective against Omicron?



Messaging: Omicron Variant - What We Can Do

- **Get vaccinated.** We've yet to encounter a variant that evades the vaccines.
- **Get your booster.** Boosters more than make up for the drop in neutralizing antibodies from Omicron.
- **Wear a mask.** Masks protect against all COVID-19 variants.
- **Get tested** if you're sick, have been in contact with someone who has COVID-19, or before going to indoor gatherings.
- **Don't travel** if you're not fully vaccinated.

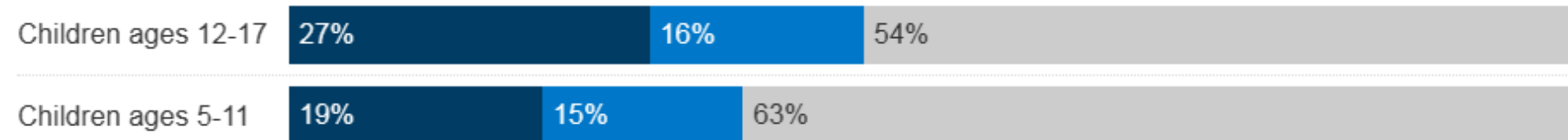


Messaging: Pediatric Vaccination

One In Six Parents Say Their Pediatrician Did Not Recommend A COVID-19 Vaccine For Their Child

Did your child's health care provider recommend that your child get vaccinated for COVID-19?

■ Pediatrician recommended vaccine ■ Pediatrician did not recommend vaccine ■ Did not talk to pediatrician



NOTE: Among parents or guardians of children between the ages of 5 and 17. 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](#)



Messaging: Pediatric Vaccination

- "COVID-19 is one of the top 10 causes of death among children. The COVID-19 vaccine is the best way to protect your child from getting sick, being hospitalized, or developing long-term symptoms."
- "Having your child vaccinated will protect family members and friends, especially those who may be at high risk."
- "Being vaccinated will help kids be kids. It will enable them to safely do more of the activities they enjoy, like attending birthday parties, playing sports, and spending time indoors with friends and family members."



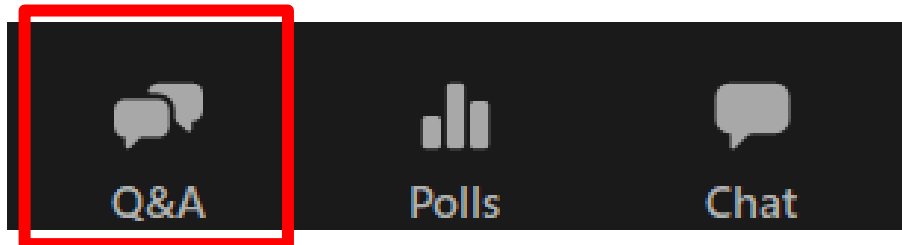
Messaging: Boosters

- “All adults who received the Pfizer or Moderna vaccine are now eligible to get a booster six months after their second shot, and those who received the Johnson & Johnson vaccine are eligible after their primary shot. All teens 16-17 who received Pfizer are eligible booster six months after their second shot.”
- “Don’t wait to get a COVID-19 booster. CDC and Scientists overwhelmingly agree that people should get their boosters as soon as possible.”
- “Boosters improve the body’s defense system against a virus and its variants”
- "Stay safe during holiday travel by getting the vaccine and booster.”



Questions & Answers

During today's session, please use the Q&A panel to ask your questions so our subject matter experts can respond directly.



Please do not put questions in Chat.

Resources & Poll

Leslie Amani, 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

Patient Referrals

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.

Note: My Turn Clinic and Public will be updated soon to include 16-17-year-old Pfizer booster functionalities. In the meantime, please see [this communication](#) for workarounds.



Resources

- [Tips to Ease Anxiety During Vaccination](#)
- [Immunization Strategies for Healthcare Practices and Providers](#)
- [Coadministration of COVID-19 Vaccines with Other Vaccines](#) | [Tips](#) | [Preteens](#)
- [Adolescent Vaccination Tips](#)

Tips to Ease Anxiety During Vaccination



People of all ages may experience stress or anxiety when getting vaccinated. It's important to give patients adequate opportunity to express fears and ask questions. Health care staff can help by suggesting these strategies or encouraging them to use their existing coping skills to reduce anxiety.



DISTRACT:

Reduce stress and ease pain.

- Interact warmly with the patient throughout the appointment.
- Point out interesting things in the room or ask them to count all the blue items they see. Tell a story. Ask them to wiggle their toes or tighten and release muscles in their face, hands, or legs.
- Suggest they play a game, watch a video, listen to music, or imagine their favorite place. Parents can try talking or singing to their child.
- Tell them to take slow, deep breaths during vaccination. Children can blow bubbles (imaginary or real) to help them take big breaths.
- Remind them to stay focused on the distraction strategy if their attention wanders.



COMFORT:

Remain calm and stay positive.

- Reassure them that it may sting, but it will only last a few seconds. (Consider using topical anesthetic before vaccination, if appropriate. Allow for time to take effect.)
- Though a seated position is preferred for vaccination, those with anxiety may lie down. Remind them to relax their arms and shoulders.
- Adults may wish to bring a support person or have a friendly hand to squeeze. Parents may hold their child on their lap during vaccination and cuddle them after.
- Allow children to cry – don't force them to "be brave."
- Reward young patients with a sticker or colorful Band-Aid. Parents may offer to take them to the park or to get a treat.
- Give positive reinforcement—tell them they did something good by protecting themselves and those around them.



EDUCATE:

Manage pain and side effects.

- Inform patients or their parents that they may experience mild side effects that should go away within a few days. This is a normal sign that their body is building immunity.
- Common side effects include soreness, redness or swelling where they got the shot, feeling tired, headache, muscle pain, chills, fever, or nausea.
- Apply a cool, wet cloth to the area to reduce any soreness where the vaccine was administered. Use or exercise the arm.
- Advise on what pain relievers can be used to help alleviate soreness or other side effects. Aspirin is not recommended for children and adolescents. Instead, use acetaminophen (e.g., Tylenol) or ibuprofen (e.g., Advil, Motrin).

Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit 30 Conversations Campaign



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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LANGUAGE DO'S & DON'TS

Do 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 Authorization¹
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-vaxers"

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.

Don't Say

Messaging Elements That Resonate

Validate Concerns & Answer Questions
Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.

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.

Protection
Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").

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.

Messaging Elements That DON'T Resonate

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.

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.

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."

"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.


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).

Upcoming 30 Conversations in 30 Days Webinar

Talking with Latinx Patients about COVID-19 Vaccines

When: January 19, 2022 at 12:00PM

Register [here](#)

Watch Archived Recordings and View Slides:

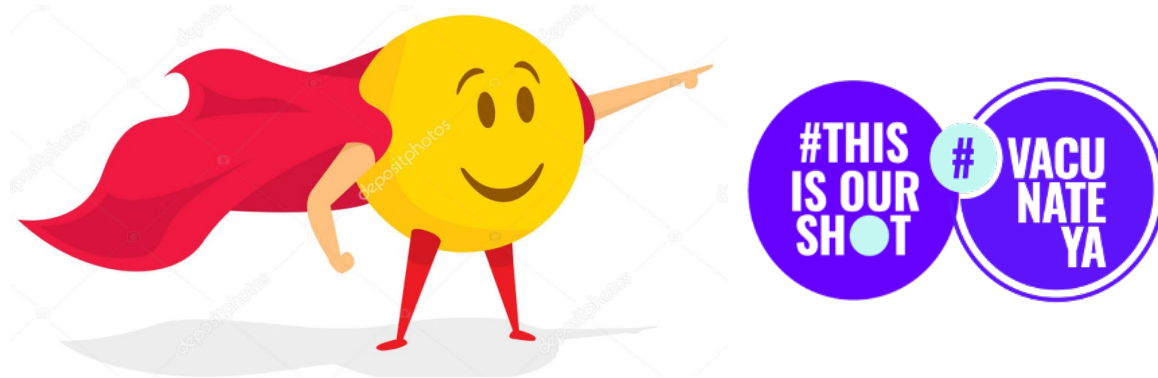
- How to Talk to Rural Patients about COVID-19 vaccines
- How to Talk to Parents of School-Aged Children about COVID-19 Vaccines
- How to Talk to Family Planning Patients about COVID-19 Vaccines



#TIOS/#VacunateYa Hero Alerts

I would like to sign up for #ThisIsOurShot/#VacunateYa weekly “Hero Alerts” to stay informed about current misinformation trends and connect with other health care heroes.

1. Yes
2. No



CA COVID-19 Vaccination Program Enrollment & CalVaxGrant

- [Enroll in the CA COVID-19 Vaccination Program](#) today!
- Apply for the [CalVaxGrant](#) which offers up to \$55,000 to help with expenses such as staffing, technology, supplies/equipment, and administrative overhead. The deadline to apply for the CalVaxGrant program has been extended to December 17, 2021.



Where can I go for additional help?

Type of Support

Description

Updated 11.19.21



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.

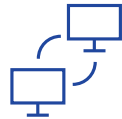
- Email: covidcallcenter@cdph.ca.gov
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



Enrollment Support

For Provider enrollment support, please contact myCAvax Clinic Operations at

- Email: myCAvaxinfo@cdph.ca.gov

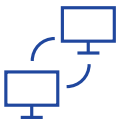


myCAvax Help Desk

Dedicated staff provide up-to-date information and technical support on the myCAvax system.

- Email: myCAvax.HD@Accenture.com
- Phone: (833)-502-1245, option 3, Monday through Friday 7AM–7PM, Saturday and Sunday 8AM-1PM

For training opportunities: <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: MyTurn.Clinic.HD@Accenture.com or (833) 502-1245, option 4: Monday through Friday 7AM–7PM, Saturday and Sunday 8AM–1PM.

For job aids and demo and training opportunities: Flu: <https://eziz.org/covid/myturn/flu/> COVID: <https://eziz.org/covid/myturn/>



CalVaxGrant Program Support

For questions and support around [CalVaxGrant](#), contact the program's administrator, Physicians for a Healthy California.

- Email: calvaxgrant@phcdocs.org
- Phone: (916) 551-2565

Special Thanks to

Today's Presenters:

Cora Hoover, MD, MPH

Asha Shajahan, MD, MHSA

Webinar Planning & Support:

Leslie Amani, Michael Conrique, Samuel Kerr,
Polly Dong, Alex McDonald, Rachel Jacobs



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



And for joining today's webinar!