Talking with Vaccine-Hesitant Colleagues about COVID-19 Vaccination

April 15, 2022

If not us, then who?

These doctors and nurses battle covid all day. Then they go online and fight misinformation.

Photo Courtesy of The Washington Post
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
During today's session, please use the Q&A panel to ask your questions.
Webinar Objectives

Provide attendees with:

• facts of vaccine hesitancy among healthcare workers

• an evidence-based methodology to effectively speak with colleagues about COVID-19 vaccines
# Agenda: Friday, April 15, 2022

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<td><strong>Questions &amp; Answers</strong></td>
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<td>Resources, Poll, and Wrap-Up</td>
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We appreciate your feedback

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

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident
Talking with Vaccine-Hesitant Colleagues about COVID-19 Vaccination

Atul Nakhasi, MD, MPP
Physician & Policy Advisor, LA County Department of Health Services
Co-Founder, #ThisIsOurShot
Journey to a COVID-Free World

#ThisIsOurShot National movement

MISSION: To build healthier communities by elevating trusted voices of health heroes.
What Is Vaccine Hesitancy?

Vaccine hesitancy is defined by the Strategic Advisory Group of Experts on Immunization (SAGE) working group as a “delay in acceptance, or refusal of vaccines despite availability of vaccine services.”
What Are The Facts?

- The World Health Organization (WHO) has identified vaccine hesitancy as a leading global health threat.
- Delays or rejection of the COVID-19 vaccination amongst healthcare workers and the general population will ultimately prolong the time it takes to achieve herd immunity and can cause an increase in the number of COVID-19-related illness and deaths.
- Understanding and addressing the reasoning of vaccine hesitancy amongst healthcare workers is a crucial component to promoting the acceptance of the COVID-19 vaccine and other vaccines for future public health crises.
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:

- Their own doctor or health care provider: 85%
- The CDC: 73%
- Their local public health department: 70%
- The FDA: 70%
- Dr. Anthony Fauci: 68%
- Their state government officials: 58%

KFF COVID-19 Vaccine Monitor
Why Is It Important for Healthcare Workers to Support Vaccination?

- Healthcare workers have increased workplace exposure to COVID-19 and have contact with “at-risk” patients.
- Healthcare workers have an ethical responsibility to protect themselves and those they serve.
- Vaccinated healthcare workers are more likely to recommend vaccination to others (thereby increasing herd immunity).
Why Are Some Healthcare Workers Vaccine Hesitant?

- Vaccine hesitancy among healthcare workers is a complex structure that is built on “emotions, beliefs, values, and narratives.”
- Vaccine hesitancy is oftentimes related to one’s perception of health and illness.
- Vaccine hesitancy can be based on:
  - Fears about safety and efficacy
  - Preference for physiological herd immunity
  - Distrust in government
  - Desire to maintain a sense of personal freedom
How Can You Talk To Your Colleagues About Vaccination?

- Validate their concerns.
- Have an open dialogue about the science.
- Remind them of the importance of their voice when it comes to patients.
- Be kind and let them know you have an open door.
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.
5 Key Messages

1. The vaccine will keep you safe.
2. Minor side effects are common (severe side effects are rare).
3. Vaccines are very effective.
4. The vaccine is built on 20 years of research.
5. Have questions? Ask.
3 Steps Post-Conversation

1. **Acknowledge their agency and personal choice**
   
   1. “I want you to get vaccinated today, but ultimately it’s your choice.”
   
   2. “I’m here as a resource to help you.”

2. **Keep lines of communication open**
   
   1. 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**
   
   1. 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.
Key Takeaways

• Vaccine hesitancy should be addressed early.
• Don’t give up on your colleagues! Continue to have open conversations with them.
• Targeted and accurate messaging can increase vaccination uptake when delivered by someone people trust.
• We should explore new ways to communicate and increase the understanding of empirical evidence.
What You Can Do Today

Make a social media post about a past missed moment you can now enjoy because of vaccination and encourage your colleagues to do the same. Don’t forget to let your friends know to find their free vaccine at vaccines.gov and myturn.ca.gov to get back to things they love.

Tags: #crucialcovidconversations @ThisIsOurShot #ThisIsOurShot @vacunate_ya #VacunateYa
During today's session, please use the Q&A panel to ask your questions so our subject matter expert can respond directly.
Resources & Poll

Leslie Amani, CDPH
We appreciate your feedback

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

1. Very confident
2. Confident
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4. Slightly confident
5. Not confident
Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit
Crucial COVID-19 Conversations Campaign
Next Crucial COVID-19 Conversations Webinar

Next week, please join Dr. Eric Ball, pediatrician, for a webinar training on talking to parents about COVID-19 vaccines for children.

**When:** Friday, April 22 at 12:00PM-1:00PM

[Register here!](#)
For California COVID-19 Vaccine Providers

Every Monday:
My Turn myCAvax Office Hours
Next session: Monday, April 18, 12PM

Every Friday:
Provider Office Hours
Next session: Friday, April 22, 9AM
## Additional 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@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.  
  For job aids, demos, and training opportunities: flu at https://eziz.org/covid/myturn/flu/ and COVID at https://eziz.org/covid/myturn/ |                 |
| **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:
Atul Nakhasi, MD, MPP

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

And for joining today's webinar!