How to Have Crucial Conversations about the COVID-19 Vaccine

Monday, August 2, 2021
Attendee lines are automatically muted.

Please access today's slides in the chat. The webinar is being recorded and will be available on https://EZIZ.org/covid/30conversations

Please use "Questions" pane to ask a question.

For webinar troubleshooting, please email Rachel Jacobs at rachel.jacobs@cdph.ca.gov.
Questions & Answers

Submit questions via GoToWebinar "Questions" pane.
Webinar Objectives

Provide attendees with:

• The latest updates on COVID-19 vaccination.

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

• Communication tools for effective patient conversations.
## Agenda: Monday, August 2, 2021

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
<th>Approximate Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>Leslie Amani, Moderator, CDPH</td>
<td>2 minutes</td>
</tr>
<tr>
<td>Program &amp; Vaccination Data Overview</td>
<td>Dr. Tomás Aragón, CDPH</td>
<td>8 minutes</td>
</tr>
<tr>
<td>Tips &amp; Tricks for Proactive Conversations</td>
<td>Dr. Alex McDonald, #ThisIsOurShot</td>
<td>20 minutes</td>
</tr>
<tr>
<td>30 Conversations in 30 Days</td>
<td>Dr. Tomás Aragón, CDPH</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Resources, Polls, and Q&amp;A</td>
<td>Leslie Amani, Moderator, CDPH</td>
<td>12 minutes</td>
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</tbody>
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Program Introduction and Vaccination Data
Tomás J. Aragón, M.D., Dr. P.H.
CDPH Director and State Public Health Officer
COVID-19 Vaccines Administered, Cases, and Deaths in California

- **44,060,955** vaccines administered
- **62.8%** fully vaccinated
- **9.5%** partially vaccinated
- **68,127** 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)
Confirmed COVID-19 Cases and Deaths in California (Delta Variant 82.8% in WGS)

**3,840,364 total confirmed cases**
- 10,356 new cases (0.3% increase)
- 14.9 cases per 100K (7-day average)

**63,935 total confirmed deaths**
- 44 new deaths (0.1% increase)
- 0.03 deaths per 100K (7-day average)

Data as of July 31, 2021
COVID-19 Hospitalized Patients and ICU Beds in California

4,561 COVID-19 hospitalized patients
187 more patients hospitalized from prior day total (4.3% increase)

2,035 ICU beds available
46 more ICU beds available from prior day total (2.3% increase)

Data as of July 31, 2021
COVID-19 Vaccination Progress by Race/Ethnicity in California

Percent fully vaccinated

Data as of July 31, 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

Data as of July 27, 2021
COVID-19 Vaccination Rates by County in California

Fully vaccinated individuals by Healthy Places Index (HPI) Quartile

VEM Quartile
- Null
- 1
- 2
- 3
- 4

Data as of July 26, 2021
99% of COVID-19 Cases Occurring Among Unvaccinated in California

• For the week of July 14-20, 2021, the average daily COVID-19 case rate among unvaccinated Californians was **20.7 per 100,000** and the average daily COVID-19 case rate among fully vaccinated Californians was **3.5 per 100,000**.

• Since January 1, 2021, 99% of COVID-19 cases in California were among unvaccinated people.

99% of COVID-19 cases happened to unvaccinated people.
How to Effectively Communicate about COVID-19 Vaccines

Alex McDonald, M.D. F.A.A.F.P
#ThisIsOurShot
#ThisIsOurShot’s mission is to elevate the voices of health heroes to build vaccine confidence

Give you the tools and capacity to use your voices in your communities to build vaccine trust

Over **25,000 health hero voices** elevated & over **750 million total impressions** via our viral digital grassroots campaign

#ThisIsOurShot
8 in 10 say they’ll turn to doctors, nurses, and other health providers when deciding whether to get COVID-19 vaccination.

The Problem:
37.2% of Californians remain unvaccinated.

The Solution:
You. You are the most trusted messenger.

Source: Vaccination Progress Data
“The work of a physician as a healer cannot stop at the door of an office, the threshold of an operating room, or the front gate of a hospital ... Professional silence in the face of social injustice is wrong. Either engage or assist the harm. There is no third choice.”

- Dr. Don Berwick
Hierarchy of Information Needs

As those undecided navigate the decision-making process, safety is the foundational 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?
## Language to Use with Patients and Clients

<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>
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<tr>
<td>Get the latest information</td>
<td>There are things we still don’t know</td>
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<tr>
<td>Keep you 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.
3 Steps to Initiating Conversations with the Vaccine Curious

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.

The vaccine will protect you from getting very sick. Over 150 million Americans have been safely vaccinated and are now protected.
2. Side effects are common.

They 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 nearly 100% 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.
4. This vaccine is built on 20 years of research and science.

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.
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 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 to find a free vaccine location in their neighborhood.
The Power of “I don’t know”

- It’s ok to say “I don’t know” → This actually builds trust
  - Not just that you personally don’t know, but if the data isn’t available yet, say that. Make sure to update your audience when it does become available. Your audience will trust you more if you can admit to not knowing
# Finding your Vaccine-Curious Community

**Community**: A group of people living in the same place or having a particular characteristic in common. A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

| Digital Socials: Host a social with members of your community and/or other health professionals who may want to join the TIOS advocate program. | Friends & Family: Start the conversations where you already talk to them. |
| Membership Organizations & Associations: What membership organizations and associations are you a member of? | Community Groups: Who are “your people?” PTA? Worship? Fitness class? |
Our Ask of You Today

Dr. Tomás Aragón
Our Ask of You Today

• **Commit** to talking to 30 patients in 30 days about the COVID-19 vaccine.

• Become a **champion of champions**: Volunteer to host a training to educate your colleagues and community about effectively communicating about the COVID-19 vaccine.

• Click on the link in the chat to receive #ThisIsOurShot weekly **Hero Alerts** to receive the latest COVID-19 misinformation trends and conversation resources.
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
Resources

Unvaccinated Californians can go to myturn.ca.gov or call 833.422.4255 to schedule their appointment.
Free Trifold FAQ Fliers

To request free trifold brochures with frequently asked questions about COVID-19 vaccines, please visit [EZIZ.org/covid/30conversations](http://EZIZ.org/covid/30conversations) or click the link in the chat.

- General FAQ Brochures in English and Spanish
- Pediatric FAQ Brochures in English and Spanish

**Ways To Get Vaccinated**
- Here at your visit today!
- Schedule an appointment at [MyTurn.ca.gov](http://MyTurn.ca.gov) or call the CA COVID-19 Hotline at 1-833-422-4255.
- At your retail pharmacy.
Vaccinate All 58
Together we can end the pandemic

#ThisIsOurShot
Vaccinate for a COVID Free World

#VacunateYa

Link: Vaccinate all 58
Link: #ThisIsOurShot
Link: #VacunateYa
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.
We appreciate your feedback

I want to be a champion of champions by training at least one colleague on how to proactively communicate with patients and clients about COVID-19 vaccines.

1. Yes
2. No
Special Thanks to

**Today's Presenters:**
Tomás J. Aragón, M.D. Dr. P.H.
Alex McDonald, M.D. F.A.A.F.P

**Content Support:**
Atul Nakhasi, M.D. and Hussain Lalani, M.D.

**Webinar Planning & Support:**
Leslie Amani, Mike Cappelluti, Michael Conrique, Edgar Ednacot, Jane Grey, Rachel Jacobs, Devon Keeler, Sean Lemar, Natalie Nakahara Preas, Jeff Scheel, David Tucker, Michelle Yoon
Thank you for your commitment to protect the health and well-being of all Californians

And for joining today's webinar!