

Talking to Patients About the COVID- 19 Vaccine

... and an update on the
distribution plan

WE WILL BEGIN AT 6:00PM

COVID-19 in Arizona and the US

ARIZONA

743,232 cases

- Confirmed and probable

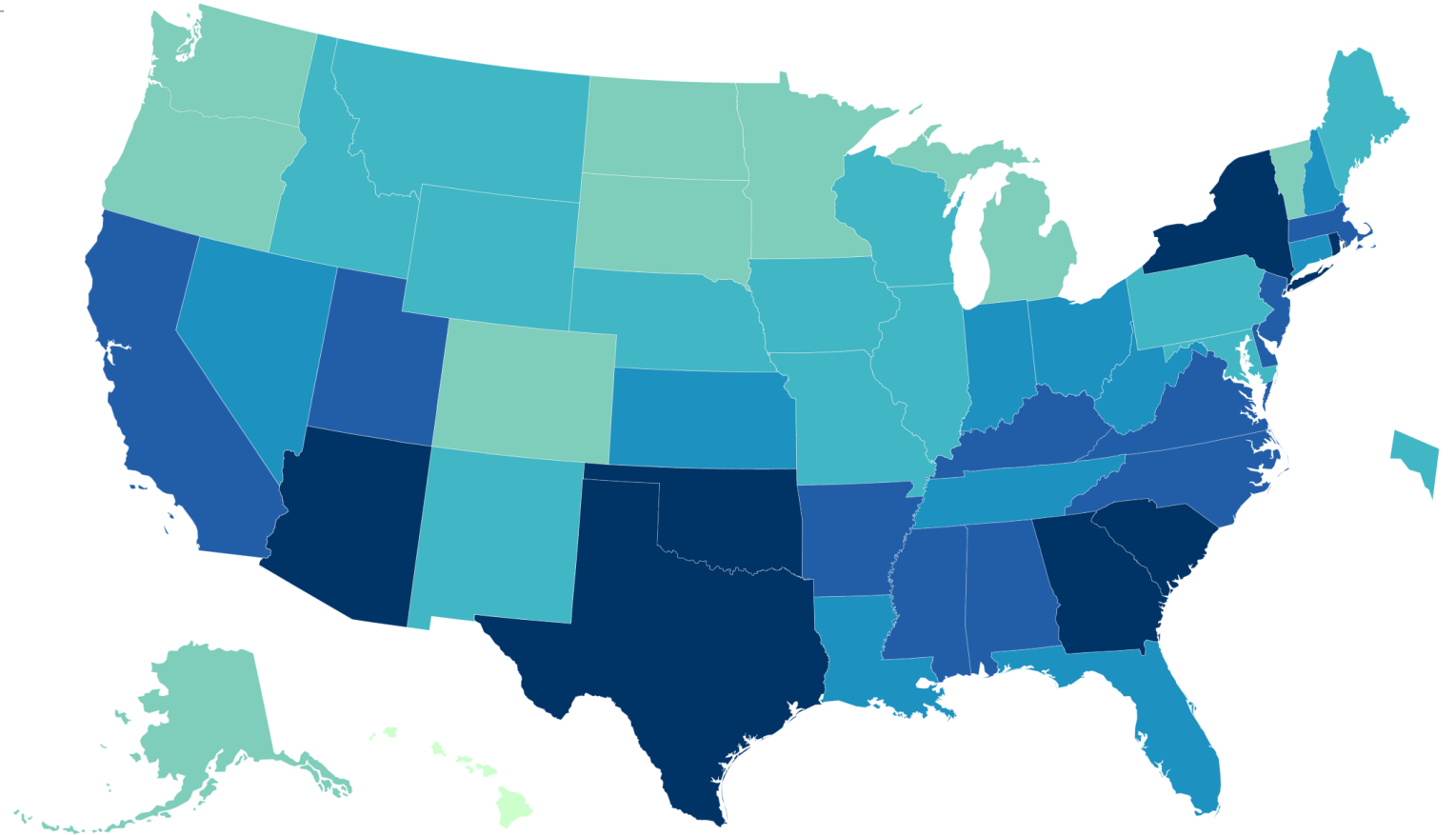
12,819 deaths

Data updated: 1/28/21

National Data from CDC

- 25,301,166 Total Cases
- 423,519 Total Deaths

US COVID-19 Average Daily Case Rate in Last 7 Days, by State/Territory (cases per 100K)



Agenda

COVID-19 Vaccine Distribution in Arizona

Jennifer Tinney, TAPI Program Manager

Talking to Patients about COVID-19 Vaccine

Dr. Edmond Baker, Equality Health

Discussion

Group

*** Un-mute to ask questions & share experiences**

*** Use the chat box**





WhyImmunize.org

Mission

We foster community wellness and advocate for good public policy and best immunization practices.

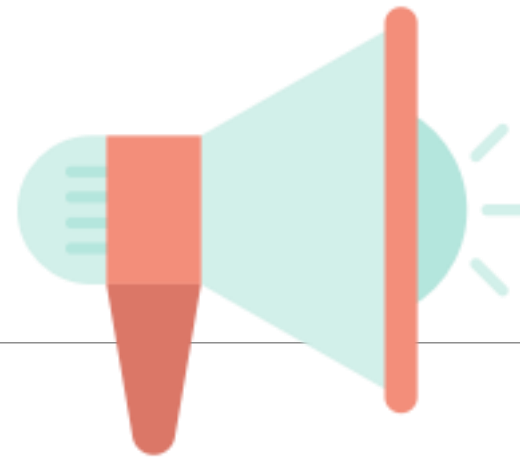
About Us

Public/ private partnership

Over 400 coalition members

Working together can improve outcomes

Calls to Action



No questions
off-limits

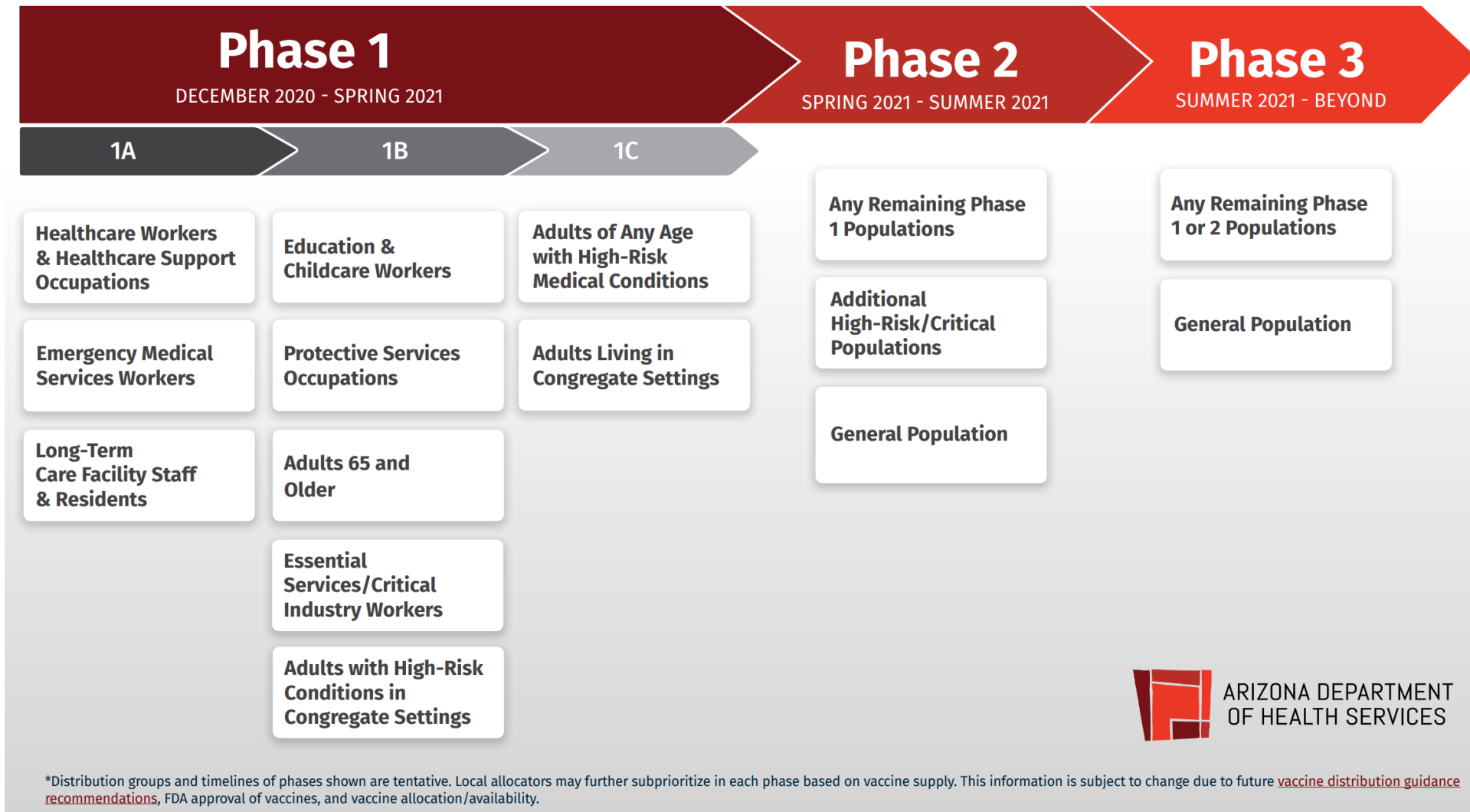
It's okay to
interrupt

If your
question isn't
answered,
ask again



Who's Eligible?

Arizona COVID-19 Vaccine Prioritization*



Potential COVID-19 Vaccine Prioritization Overview*

Phase 1

DECEMBER 2020 - SPRING 2021

1A

Healthcare
Workers

Emergency Medical
Services Workers

Long-term care Facility
Staff & Residents

1B

Education and
Childcare Providers
Priority Within 1B

Law Enforcement/
Protective Services
Priority Within 1B

Adults Age 75 and
Older
Priority Within 1B

Adults Living in
Congregate Settings

Adults 65 and
Older

Other Essential
Workers**

1C

Adults of Any Age
with High-Risk
Medical Conditions

Phase 2

SPRING 2021 - SUMMER 2021

Any Remaining
Phase 1 Populations

Additional
High-Risk/Critical
Populations

General Population

Phase 3

SUMMER 2021 - BEYOND

Any Remaining Phase
1 or 2 Populations

General Population



*Distribution groups and timelines of phases shown are tentative. This information is subject to change due to future vaccine distribution guidance recommendations, FDA approval of vaccines, and vaccine allocation/availability.

**Power and utility workers; food and agriculture-related occupations; transportation and moving material occupations; state and local government workers providing critical services; other essential workers



POLL

WHAT ARE YOU DOING TO IDENTIFY ELIGIBLE PATIENTS?

The Problem:

Patients may be hesitant to receive COVID-19 Vaccine

- Only **58%** of the general public said they would receive a COVID-19 vaccine

Factors weighing on acceptance

Are there side effects?

Does it work?

Is it safe?

How much does it cost?



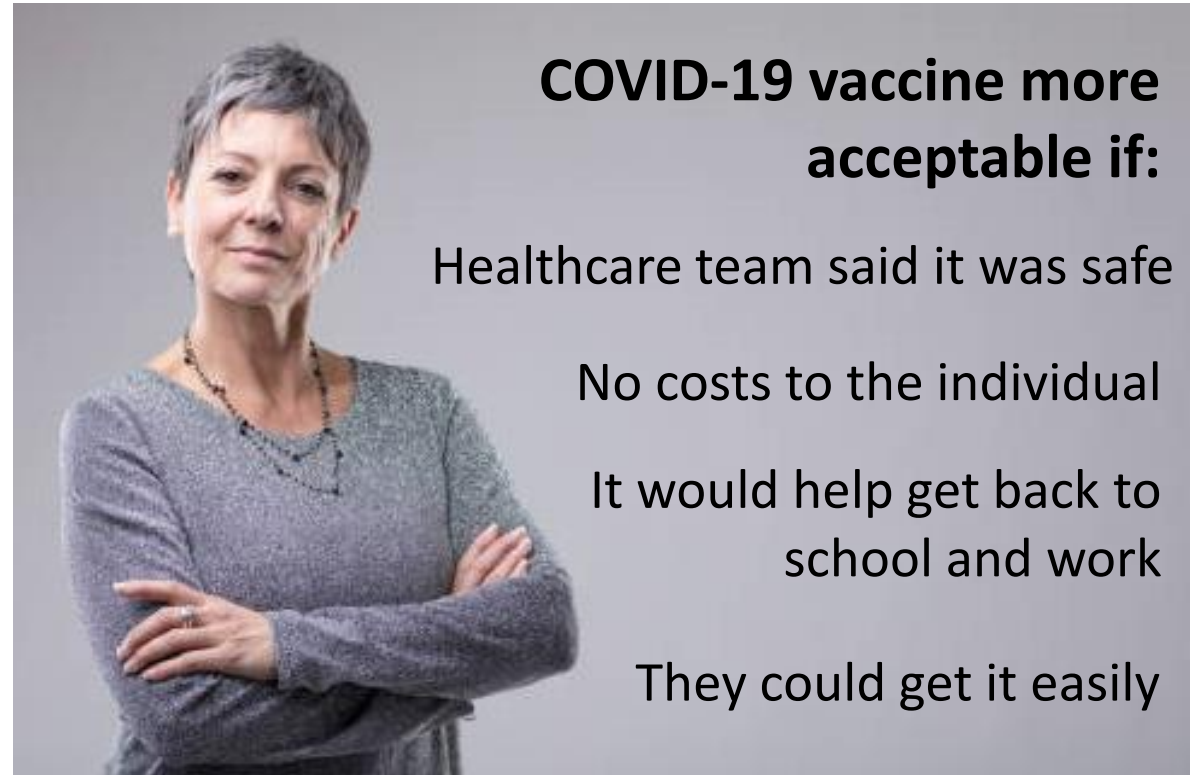
COVID-19 vaccine more acceptable if:

Healthcare team said it was safe

No costs to the individual

It would help get back to school and work

They could get it easily



Tyson, A, Johnson, C, & Funk, C. (2020, September 17). *U.S. Public Now Divided Over Whether to Get COVID-19 Vaccine*. Pew Research Center. <https://www.pewresearch.org/science/2020/09/17/u-s-public-now-divided-over-whether-to-get-covid-19-vaccine/>

Jackson, C., & Newall, M. (2020, September 29). *Despite COVID-19 spike, few individual behaviors are changing*. Ipsos. <https://www.ipsos.com/en-us/news-polls/axios-ipsos-coronavirus-index>

L



Vaccinate with **Confidence**

A National Strategy to Reinforce Confidence in COVID-19 vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.



Dr. Edmond Baker

EQUALITY HEALTH

Patient-Centered Vaccine Conversations





What questions are you hearing?

Are they Safe?

- FDA carefully reviews all safety data from clinical trials.
- FDA authorizes emergency vaccine use only when the expected benefits outweigh potential risks.
- ACIP reviews safety data before recommending any vaccine for use.
- FDA and CDC will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified.

“COVID-19 vaccines were tested in large clinical trials to make sure they meet safety standards. Many people were recruited to participate in these trials to see how the vaccines offer protection to people of different ages, races, and ethnicities, as well as those with different medical conditions.”

Were they tested on people like me?

- Probe what they mean by “people like me.”
- Explain that the clinical trials recruited a diverse mix of participants.
- Share any data you have about the percentages of people from communities of color, people with underlying health conditions, and older adults included in the trials.
- Reiterate that no serious safety concerns were identified.

“The first two mRNA vaccines in line for FDA authorization were tested in a diverse group of people. About 30% of U.S. participants were Hispanic, African American, Asian or Native American. About half were older adults. There were no significant safety concerns identified in these or any other groups.”

What about the side effects?

- Explain that they cannot get COVID-19 from the vaccine.
- Explain what the most common side effects from vaccination are, how severe they may be, and that they typically go away on their own within a week.
 - Make sure patients know that a fever is a potential side effect.
- Provide a comparison, if it is appropriate, for the patient (for example, pain after receiving *Shingrix* for older adults who have received it).

“These side effects are signs that your immune system is doing exactly what it is supposed to do. It is working and building up protection to disease.”

“Most people do not have serious problems after getting a vaccine. We will understand more about mild side effects of the COVID-19 vaccine before we start to use it. However, your arm may be sore, red, or warm to the touch. These symptoms usually go away on their own within a week. Some people report getting a headache, fever, fatigue, or body aches after getting a vaccine. “

Elements of an Effective Vaccine Conversation

- Start from a place of empathy and understanding.
- Assume patients will want to be vaccinated but be prepared for questions.
- Give your strong recommendation.
- Address misinformation by sharing key facts.
- Listen to and respond to patient questions.
- Proactively explain side effects.

“I strongly recommend you get a COVID-19 vaccine once it is widely available...”

“...This shot is especially important for you because of your [job or underlying health condition].”

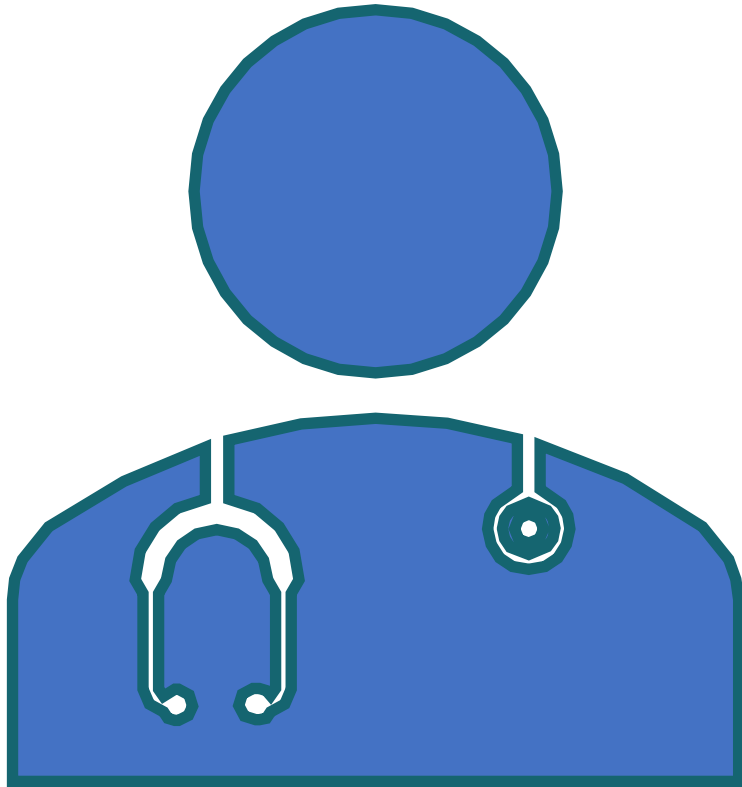
“...I believe in this vaccine so strongly that I plan to get it as soon as it is available.”

Discussion

What is “stumping” you?

What has been “working” that you want to tell your colleagues about?





POLL

Would you log onto another meeting in 3 weeks?



Thank you.

FOR EVERYTHING YOU DO