

# KEY MESSAGES ABOUT COVID 19 VACCINES

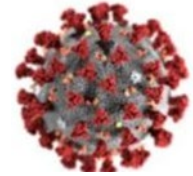
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Healthcare-Associated Infections Program  
Center for Health Care Quality  
California Department of Public Health



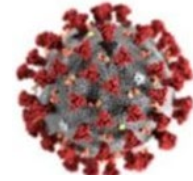


## 4 Key messages

- Vaccines are the most **effective** tool to control smallpox, polio, measles, and now the SARS-CoV-2 pandemic
  - 2 doses of COVID-19 vaccine achieve 94% effectiveness against symptomatic disease
- *The new COVID-19 vaccines are safe*
  - All safety steps in development and testing have been followed
  - Vaccine trial data have been evaluated by several respected, independent expert groups and will continue to be evaluated
  - Vaccine does not cause COVID-19 disease (not a live vaccine) and does not cause a positive SARS-CoV-2 test



## 4 Key messages



- *All healthcare personnel (HCP) are prioritized because*
  - *YOU* have the closest and most frequent contact with people who have COVID-19 and are essential, highly valued workers in healthcare facilities
- *Vaccine prioritization and outreach plans include groups at **increased risk** of severe complications from COVID-19 and strive to achieve **equity** and reduce racial/ethnic disparities*

# The Problem: Some persons may be hesitant to receive 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>



# Effective COVID 19 Vaccination Conversations

- Start from a place of empathy and understanding
- Assume residents and staff will want to be vaccinated but may not know when to expect it
- Give your strong recommendation
- Listen to and respond to questions
- Wrap up conversation
  - Schedule another appointment
  - Allow time to read the additional information you provide them about COVID-19 vaccination



# Vaccinate with **Confidence**

## CDC's 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.**

- ✓ Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.
- ✓ Provide regular updates on benefits, safety, side effects and effectiveness; clearly communicate what is not known.
- ✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

### Empower Healthcare Personnel

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

- ✓ Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- ✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
- ✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.

### Engage Communities & Individuals

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

- ✓ Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.
- ✓ Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.
- ✓ Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

# To the vaccinators: Vaccinate with Confidence

- **Build trust**
    - Provide clear, consistent messages, listen with compassion and empathy
    - Be culturally sensitive, use languages spoken by specific groups
  - **Empower healthcare personnel**
    - Promote confidence in decision to be vaccinated and to recommend vaccine
  - **Engage communities and individuals**
    - Sustainability, equity, inclusiveness
    - Reach out to all groups in the community, especially those at increased risk of COVID 19 complications
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# Potential reactions that may occur after receiving COVID 19 vaccine

## 3 categories of reactions

- Immediate allergic reactions (including anaphylaxis)
  - Within 15-30 minutes after vaccination
- Vasovagal reaction
  - Within 15 minutes
- Vaccine side effects
  - 1-3 days after vaccination
  - More likely to occur after the second dose

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[www.cdc.gov/vaccines/covid-19/info-by-product/clinical-considerations.html?CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Fvaccines%2Fcovid-19%2Finfo-by-product%2Fpfizer%2Fclinical-considerations.html](https://www.cdc.gov/vaccines/covid-19/info-by-product/clinical-considerations.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fvaccines%2Fcovid-19%2Finfo-by-product%2Fpfizer%2Fclinical-considerations.html)



# About side effects

- Awareness is extremely important because:
  - New COVID-19 vaccines are likely to cause side effects, especially after the 2<sup>nd</sup> dose.
  - Patients may confuse these side effects with COVID-19 or flu symptoms.
  - Patients may worry that the vaccine gave them COVID-19.
- Things to emphasize:
  - Side effects indicate a good immune response.
  - Side effects are generally short-lived.
  - It is important to return for second dose, even if the first dose has unpleasant side effects.



## Three Reasons Why You Were Given Top Priority to Be Vaccinated Against COVID-19



- 1 You are on the front lines and risk being exposed to people with COVID-19 each day on the job.
- 2 Protecting you also helps protect your patients and especially those who may be at higher risk of illness from COVID-19.

### Información sobre las vacunas contra el COVID-19

Las vacunas son una de las herramientas que tenemos para luchar contra la pandemia del COVID-19.



Para detener esta pandemia, debemos usar todas nuestras herramientas más eficaces para proteger su salud y prevenir enfermedades. Las vacunas son una de las herramientas más eficaces para proteger su salud y prevenir enfermedades. Las vacunas trabajan con las defensas naturales del cuerpo para que su cuerpo esté preparado para luchar contra el virus si usted está expuesto (esto también se llama inmunidad). Hay otras medidas que también ayudan a detener la propagación del COVID-19, como ponerse una mascarilla que le cubra la nariz y la boca, y mantenerse al menos a 6 pies o 2 metros de distancia de las personas que no vivan con usted.

Hay estudios que muestran que las vacunas contra el COVID-19 son muy eficaces para que usted no contraiga la enfermedad. Los expertos también creen que ponerse la vacuna contra el COVID-19 podría ayudar a que usted no se enferme gravemente, incluso si contrae el COVID-19. Estas vacunas no pueden darle la enfermedad.



**Las vacunas son seguras.** El sistema de vacunas de los Estados Unidos se asegura de que todas las vacunas sean lo más seguras posible. Todas las vacunas contra el COVID-19 que se están usando han pasado por las mismas pruebas de seguridad y cumplen con los mismos estándares que cualquier otra vacuna producida a lo largo de los años. Se ha establecido un sistema en todo el país que permite que los CDC estén atentos por si hay problemas de seguridad y verifiquen que las vacunas sigan siendo seguras.

**Habrán diferentes tipos de vacunas contra el COVID-19 disponibles.** La mayoría de estas vacunas se aplican en dos inyecciones, una a la vez y de manera separada. La primera inyección prepara su cuerpo. La segunda inyección se aplica al menos tres semanas después para garantizar que usted tenga protección completa. Si le dicen que necesita dos inyecciones, asegúrese de ponerse las dos. Puede que las vacunas funcionen en maneras ligeramente distintas, pero todos los tipos de vacuna ayudarán a protegerlo.

## Answering Your Questions About the New COVID-19 Vaccines

### Do clinical trial results show whether COVID-19 vaccines are effective?

Yes. Clinical trials provide data and information about how well a vaccine prevents an infectious disease and about how safe it is. The Food and Drug Administration (FDA) evaluates these data, along with information from the manufacturer, to assess the safety and effectiveness of a vaccine. FDA then decides whether to approve a vaccine or authorize it for emergency use in the United States.

After a vaccine is either approved or authorized for emergency use by FDA, more assessments are done before a vaccine is recommended for public use. The goal of these assessments is to understand more about the protection a vaccine provides under real-world conditions, outside of clinical trials.

### How will experts evaluate the COVID-19 vaccines in real-world conditions?

Experts are working on many types of real-world studies to determine vaccine effectiveness, and each uses a different method:

- **Case-control studies** will include cases (people who have the virus that causes COVID-19) and controls (people who do not have the virus that causes COVID-19). People who agree to participate in a case-control study will provide information on whether they received a COVID-19 vaccine or not. Experts will look to see if the cases were less likely to have received the vaccine than controls, which would show that the vaccine is working.
- **A test-negative design study** will enroll people who are seeking medical care for symptoms that could be due to COVID-19. In this special type of case-control study, experts will compare the COVID-19 vaccination status of those who test positive (meaning they have COVID-19) to those who test negative (meaning they do not have COVID-19).

CDC NCIRD Facts about COVID-19 vaccines



The vaccines may cause side effects in some people, like sore muscles, feeling tired, or mild fever. These reactions mean the vaccine is working to help teach your body how to fight COVID-19 if you are exposed. For most people, these side effects will last no longer than a day or two. **Having these types of side effects does NOT mean that you have COVID-19.** If you have questions about your health after your shot, call your doctor, nurse, or clinic. As with any medicine, it is rare but possible to have a serious reaction, such as not being able to breathe. It is very unlikely that this will happen, but if it does, call 911 or go to the nearest emergency room.



**When you get the vaccine, you and your healthcare worker will both need to wear masks.**

CDC recommends that during the pandemic, people wear a mask that covers their nose and mouth when in contact with others outside their household, when in healthcare facilities, and when receiving any vaccine, including a COVID-19 vaccine.



**Even after you get your vaccine, you will need to keep wearing a mask that covers your nose and mouth, washing your hands often, and staying at least 6 feet away from other people you do not live with.** This gives you and others the best protection from catching the virus. Right now, experts don't know how long the vaccine will protect you, so it's a good idea to continue following the guidelines from CDC and your health department. **We also know not everyone will be able to get vaccinated right away, so it's still important to protect yourself and others.**

# Questions?

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