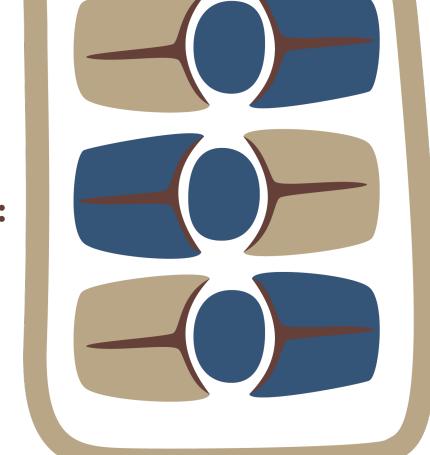


STRENGTHENING VACCINE CONFIDENCE: COVID-19 VACCINES FOR CHILDREN



PRESENTED BY: TYANNE CONNER, MS, NATIVE BOOST COORDINATOR, NPAIHB

DATE: 06/30/22

YOUR PRESENTER



TYANNE CONNER, MS

NATIVE BOOST COORDINATOR

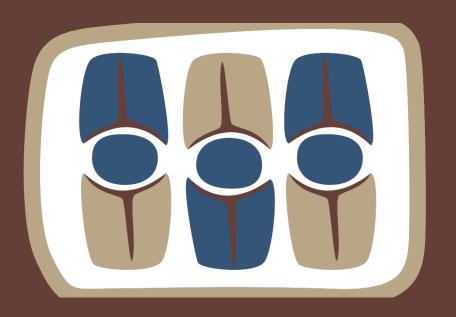
NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD

TCONNER@NPAIHB.ORG

AGENDA



- INCREASING VACCINE CONFIDENCE
- Answering Parents' Questions
- SUPPORTING VACCINATION
- RESOURCES



Increasing vaccine Confidence

WHAT IS VACCINE CONFIDENCE?



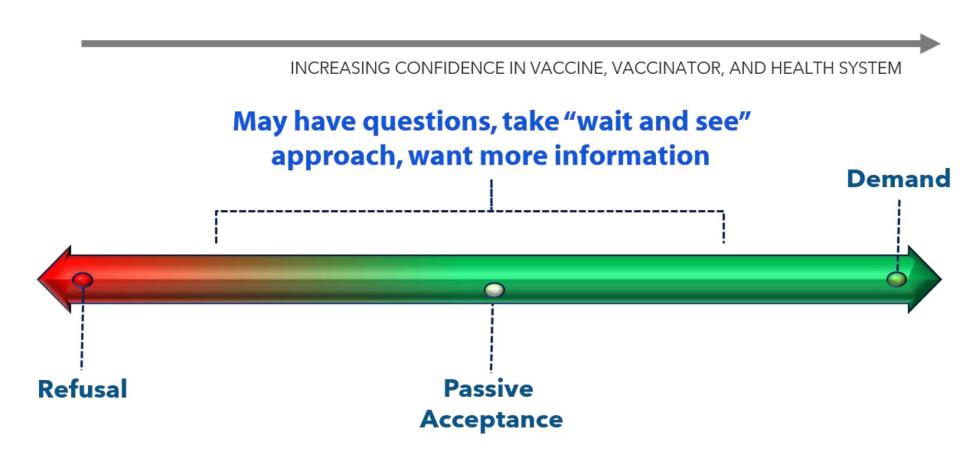
VACCINE CONFIDENCE IS THE TRUST THAT PATIENTS,
PARENTS, OR HEALTHCARE PROFESSIONALS HAVE IN:

RECOMMENDED VACCINES

*PROFESSIONALS WHO ADMINISTER VACCINES

•PROCESSES AND POLICIES THAT LEAD TO VACCINE DEVELOPMENT, LICENSURE, MANUFACTURING, AND RECOMMENDATIONS FOR USE

Willingness to Accept a Vaccine Falls on a Continuum





FOUR WAYS ANYONE CAN BUILD VACCINE CONFIDENCE

Four Ways You Can Help Build COVID-19 Vaccine Confidence



1 Already vaccinated? Become a vaccine champion!

Share your reasons for getting vaccinated and encourage others to get vaccinated.

3 Address COVID-19 vaccine misinformation

Cross check COVID-19 vaccine information with CDC.gov and share facts to counter inaccurate information.

2 Talk to your friends and family about getting vaccinated

Use CDC's resources to help you talk to others about COVID-19 vaccines. Listen to their concerns with empathy and answer their questions about vaccination.

4 Celebrate and share your decision to get vaccinated

Share your COVID-19 vaccination story on social media and use COVID-19 vaccination stickers and frames available on CDC.gov and social media platforms.

- SHARE YOUR REASONS FOR GETTING
 YOUR CHILDREN VACCINATED
- TALK TO OTHERS ABOUT VACCINES AND LISTEN WITH EMPATHY TO CONCERNS
- ADDRESS MISINFORMATION AND SHARE FACTS
- CELEBRATE!

For more help visit: www.cdc.gov/coronavirus







Health Care Provider Discussion Guide: Building Confidence in COVID-19 mRNA Vaccines

Open the Discussion

APPROACH Start the conversation as early as possible with your patient.

ASK "Have you thought about whether or not you will get the COVID-19 vaccine?"

INTERNAL REMINDERS

- ✓ Do not assume vaccine acceptance from your patient.
- ✓ Encourage sharing what they have been hearing, positive and negative.
- ✓ People often remember the earliest information they hear, so it is important to have this discussion early.



Unsure

Patient is reluctant to make a firm decision

APPROACH Acknowledge and address concerns; don't provide reassurance prematurely. (See page 2 for common concerns and FAOs.)

SAY "Sounds like you're feeling unsure. Tell me more about what you've been hearing about the vaccine."

"I also wondered/heard about that. Here's what I learned after looking into it."

INTERNAL REMINDERS

- ✓ Be empathetic and thank patient for sharing concerns.
- ✓ Link vaccine acceptance to patient's hopes and goals.
- ✓ Cite your trustworthy sources of information. To facilitate trust, acknowledge uncertainty where it exists.
- ✓ Allow the patient to bring family or other community members into the decision-making process, if requested.
 ✓ Reinforce your personal decision to get vaccinated.

Patient declines vaccine

Opposed

APPROACH Acknowledge and ask permission to learn more. (See page 2 for common concerns and FAQs.)

ASK "OK, I'd like to learn more about what is most concerning to you. Would you be willing to share your concerns about the vaccine?"

Consider your patient's unique viewpoint. They may have concerns due to personal experiences in the health care system or mistrust because of the history of abuse in the medical system due to racism and other forms of discrimination. They could also be concerned about safety due to the speed of the trials, their age or disability, disinformation, or mistrust of the government.

INTERNAL REMINDERS

- ✓ Your influence as a messenger matters, you are viewed as a trusted source of information.

 Ask permission to share your recommendation.
- ✓ If you had similar questions or concerns, share your decision-making thought process.
- ✓ To facilitate trust, acknowledge uncertainty where it exists.
- ✓ Reinforce your personal decision to get vaccinated.
- ✓ Link vaccine acceptance to patient's hopes and goals.

FOLLOW-UP After addressing concerns, provide strong recommendation for vaccination and ask again about willingness to get vaccinated.



Yes

Patient

wants

vaccination

Inclined

Patient is interested in vaccination

APPROACH Affirm and recommend next step.

SAY "I'm glad we had this discussion and I appreciate that you shared your concerns with me today. Making an informed decision is important."

Patient is not interested in further discussion

Refusing

APPROACH Advise and educate (alternative resources); provide opportunity to revisit discussion and offer additional resources from trusted sources.

SAY "This is definitely your decision. If you have any questions at all, I am here for you."

ASK "Would it be helpful for me to provide more information?"

ENCOURAGE AN ACTION STEP

- ✓ Vaccinate same day, or schedule vaccine appointment.
- ✓ Ask them to read information you provide them.
- ✓ Ask them to share the information they learned to support family and friends in making the same decision, if they feel comfortable doing so.

PROVIDE INFORMATION

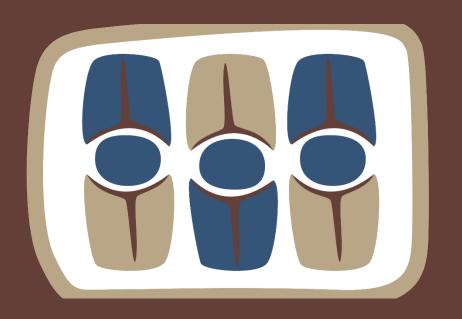
- ✓ One sheet handout (variety of separate topics) addressing any concerns that may have been stated.
- ✓ Websites with culturally-appropriate information.
- ✓ Phone number to call with any questions if they want to talk later.

The best way for your patient to get up-to-date information about when and how to get vaccinated is by visiting the Washington State Department of Health website *CovidVaccineWA.org* or by calling the Department of Health phone line **1-800-525-0127**, then press #. (For interpretive services, say your language when the call is answered.)

VACCINE CONFIDENCE



- Use open-ended questions to promote dialogue. Ask about readiness to vaccinate their child and what questions or concerns they may have.
- Paraphrase any information shared to show that you have heard and understood it.
- Praise measures already taken to protect their children, like keeping up-to-date with other vaccinations.
- Then frame vaccination as a safe and effective way to help protect them from serious disease.
- Ask for permission to share more information on vaccines.
 This will foster openness and connection.
- Help them make a plan to get their child vaccinated.



Answering parents' Questions

HELPING PARENTS UNDERSTAND VACCINATION

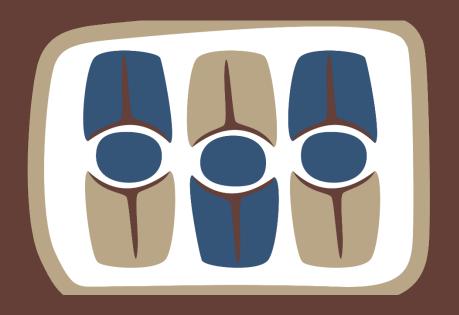
If it is okay with you, I would like to spend a few minutes talking about COVID-19 vaccines and your family.

- REMIND PARENTS THAT COVID-19 IS STILL SERIOUS FOR EVERYONE INCLUDING CHILDREN
- CHILDREN DO BECOME INFECTED, CAN BECOME SERIOUSLY ILL, CAN DIE, AND CAN SPREAD
 THE DISEASE TO VULNERABLE PEOPLE
- VACCINES ARE SAFE AND ARE EFFECTIVE AT PREVENTING SERIOUS ILLNESS AND DEATH

HELPING PARENTS AND CHILDREN PREPARE



- ENCOURAGE PARENTS TO TALK TO THEIR CHILD'S PROVIDER
- TALK TO KIDS ABOUT WHAT TO EXPECT
- REMIND CHILDREN THAT VACCINES KEEP THEM HEALTHY
- IF YOUR CHILD IS AFRAID OF VACCINATIONS, HELP THEM
 TAKE DEEP BREATHS
- DISTRACT YOUR CHILD WITH STORIES OR CONVERSATION
- PREPARE A COMFORT KIT FOR CHILDREN THAT INCLUDES
 THEIR FAVORITE TOY, BLANKET, AND SNACKS



SUPPORTING VACCINATION



- UTILIZE CULTURALLY RELEVANT FRAMEWORKS
- TALK ABOUT COVID-19 VACCINES WHENEVER
 YOU CAN
- ENCOURAGE PROVIDERS TO RECOMMEND THE VACCINES AT THE APPROPRIATE TIME FOR EVERY PATIENT
- TALK ABOUT WHY YOU GOT YOUR CHILDREN
 VACCINATED

SUPPORT VACCINATION



https://www.instagram.com/npaihb

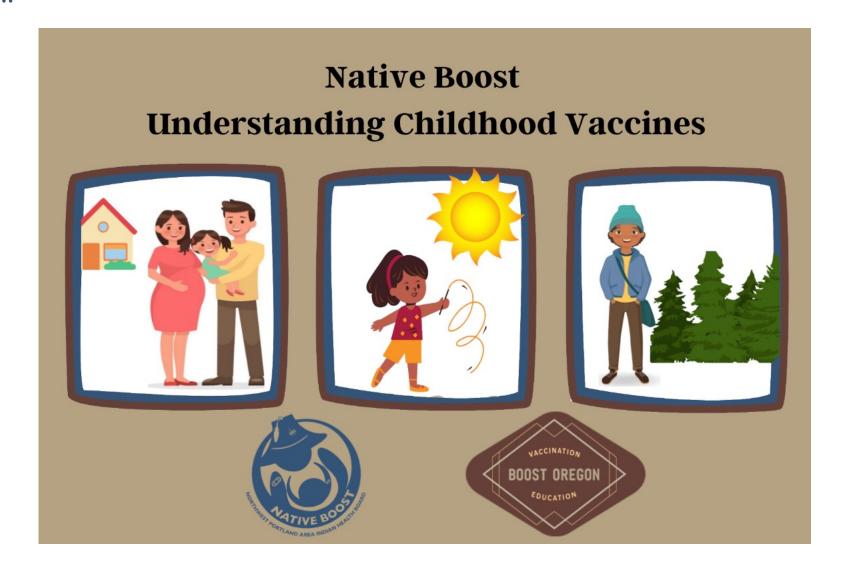
- PLAN OR JOIN VACCINATION EVENTS
- CREATE YOUR OWN AWARENESS CAMPAIGNS
- UTILIZE ALL SOCIAL MEDIA CHANNELS
 - TIKTOK IS A GREAT WAY TO REACH YOUNG PEOPLE

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- OTHER SOCIAL MEDIA PLATFORMS CAN REACH
THEIR FAMILIES









RESOURCES

• CDC QUICK GUIDE TO CHILDREN'S VACCINES:

HTTPS://WWW.CDC.GOV/VACCINES/COVID-

- <u>HTTPS://WWW.CDC.GOV/VACCINES/COVID-19/HCP/ENGAGING-</u>
 PATIENTS.HTML
- HTTPS://WWW.NPAIHB.ORG/COVID-19/
- HTTPS://WWW.NPAIHB.ORG/NATIVE-BOOST/
- USING A TRAUMA INFORMED APPROACH.
- HTTPS://CAIH.JHU.EDU/RESOURCE-LIBRARY/
- HTTPS://AIHC-WA.COM/PULLING-TOGETHER-FOR-WELLNESS/
- HTTPS://AIHC-WA.COM/

CONTACT

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THANK YOU

