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TRACIE
HEALTHCARE EMERGENCY PREPAREDNESS
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Be a COVID-19 Vaccine Champion

May 12, 2021

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Joseph Lamana, BSN, MPA

Director, Readiness Division, Office of Emergency Management and Medical
Operations, HHS ASPR

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ASPR Mission

**Save Lives
and Protect
Americans from
Health Security
Threats**





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Moderator- Meghan Treber, MS
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Resources

- [ASPR TRACIE COVID-19 Page](#)
- [ASPR COVID-19 Page](#)
 - [COVID-19 Vaccine Planning and Considerations](#)
 - [COVID-19 Vaccine Resources](#)
- [CDC COVID-19 Page](#)
- [FDA COVID-19 Page](#)
- [Coronavirus.gov](#)



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Céline Gounder, MD, ScM, FIDSA

CEO, Just Human Productions; Clinical Assistant Professor of Medicine
& Infectious Diseases, NYU School of Medicine & Bellevue Hospital

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Four stylized virus particles are positioned around the title. They are orange with red spikes and green internal patterns. One is in the top left, one in the top right, one in the bottom left, and one in the bottom right.

COVID-19 VACCINES

THE FACTS

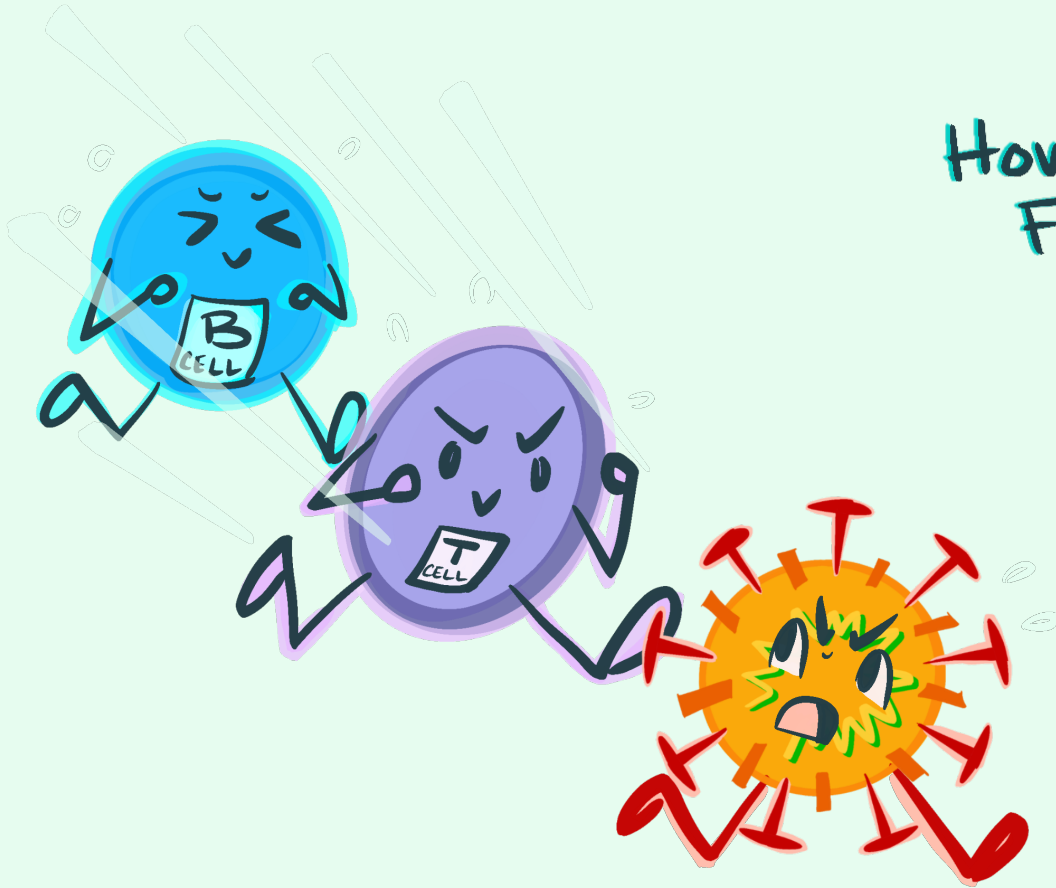
just human
Productions

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HOW THE IMMUNE SYSTEM FIGHTS A CORONAVIRUS

When you're naturally infected with coronavirus, it's a **race between the virus and your immune system.**

The virus multiplies as fast as it can. It takes time for your immune system to see the virus and launch a counterattack.



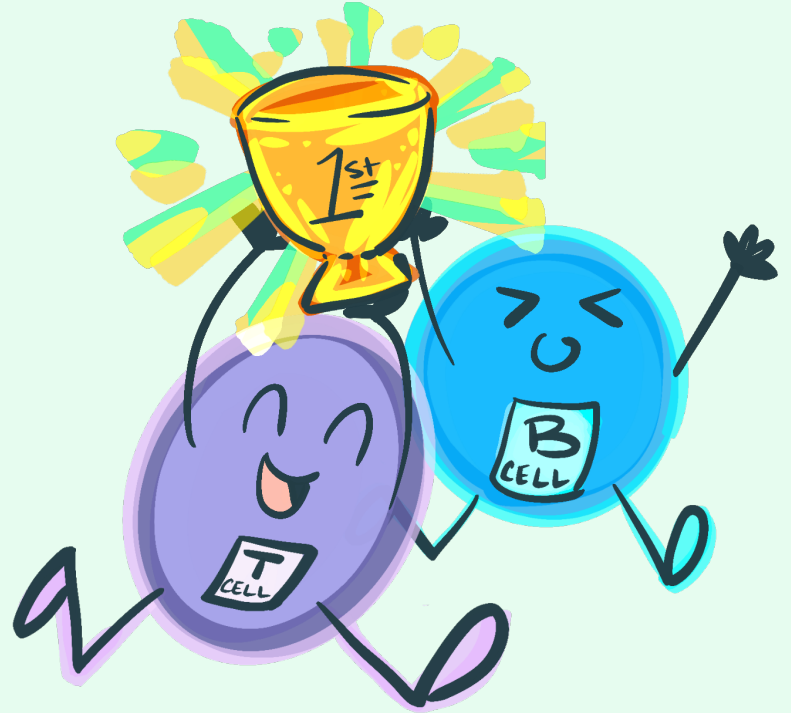
HOW THE IMMUNE SYSTEM FIGHTS A CORONAVIRUS

When the **virus** is **faster** than
your immune system, you can
get **very sick** and even **die**.



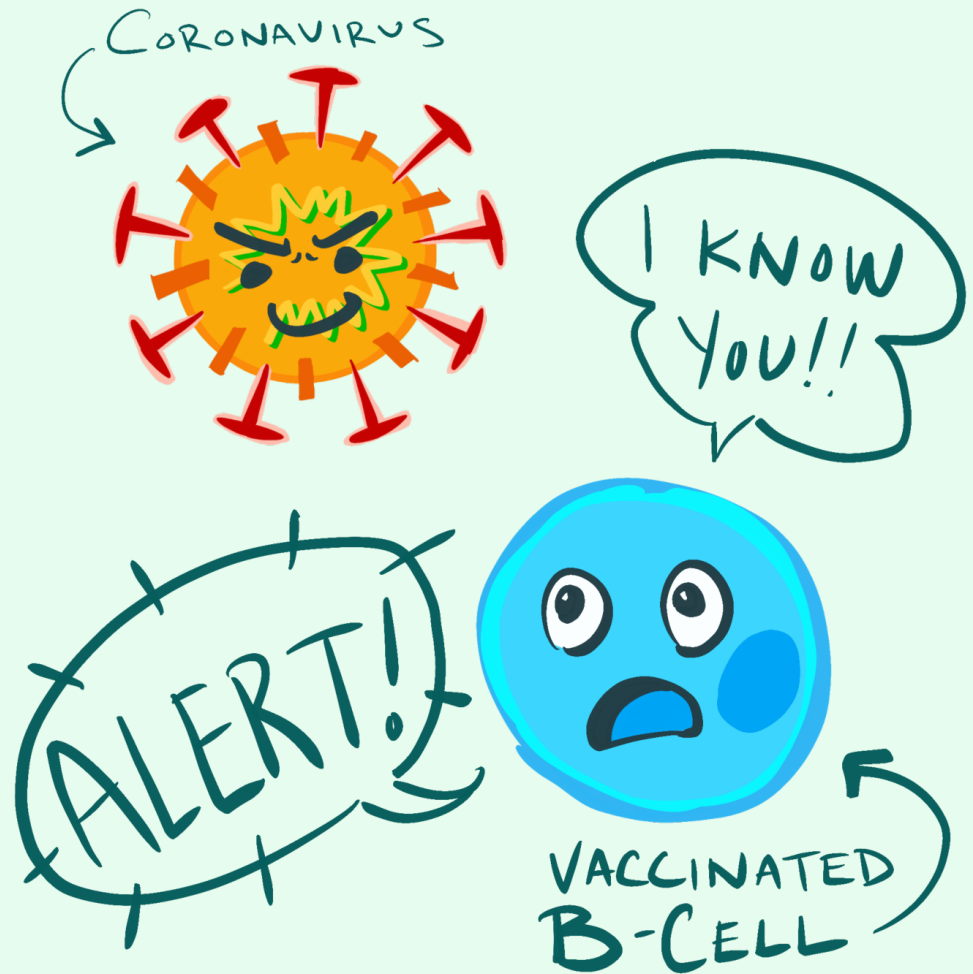
HOW THE IMMUNE SYSTEM FIGHTS A CORONAVIRUS

When your **immune system**
faster than the virus, you may
have only **mild symptoms** or
none at all.



How VACCINES WORK

Vaccines protect you against disease by **teaching your immune system** to recognize an infectious pathogen (like viruses and bacteria) **before you're exposed** to that pathogen.



COVID-19 VACCINES

	Non-replicating adenovirus	
Pfizer FDA EUA for 12+	Johnson & Johnson FDA EUA for 18+	<i>Novavax (trials ongoing)</i>
Moderna FDA EUA for 18+	<i>AstraZeneca (trials ongoing)</i>	

mRNA VACCINES

Both the Pfizer and Moderna COVID vaccines are mRNA vaccines.

COVID is new, but mRNA vaccines aren't.

Scientists have been working on mRNA vaccines since the 1990s for diseases like influenza, HIV, Zika, and cancer.

The first coronavirus mRNA vaccines were developed 20 years ago against SARS and MERS.

mRNA vaccines are easy to manufacture, and they're easy to update for variants.

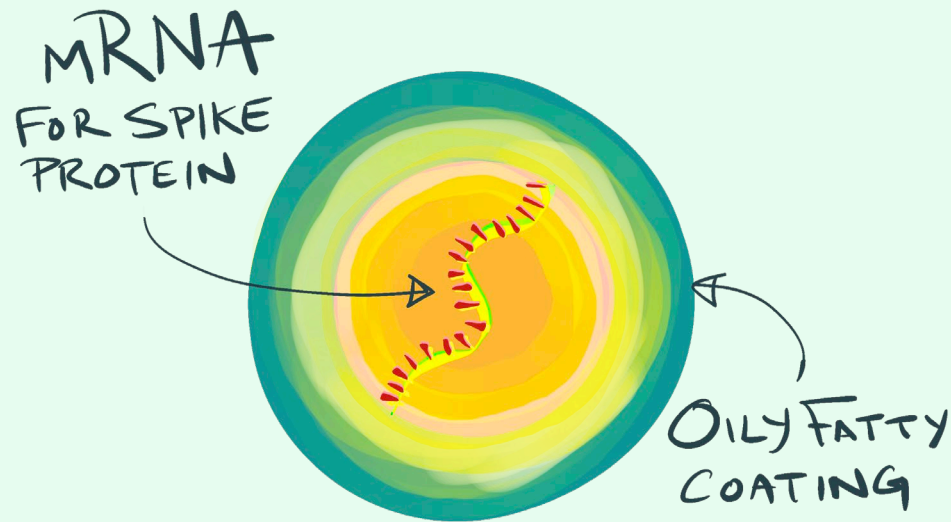
mRNA VACCINES

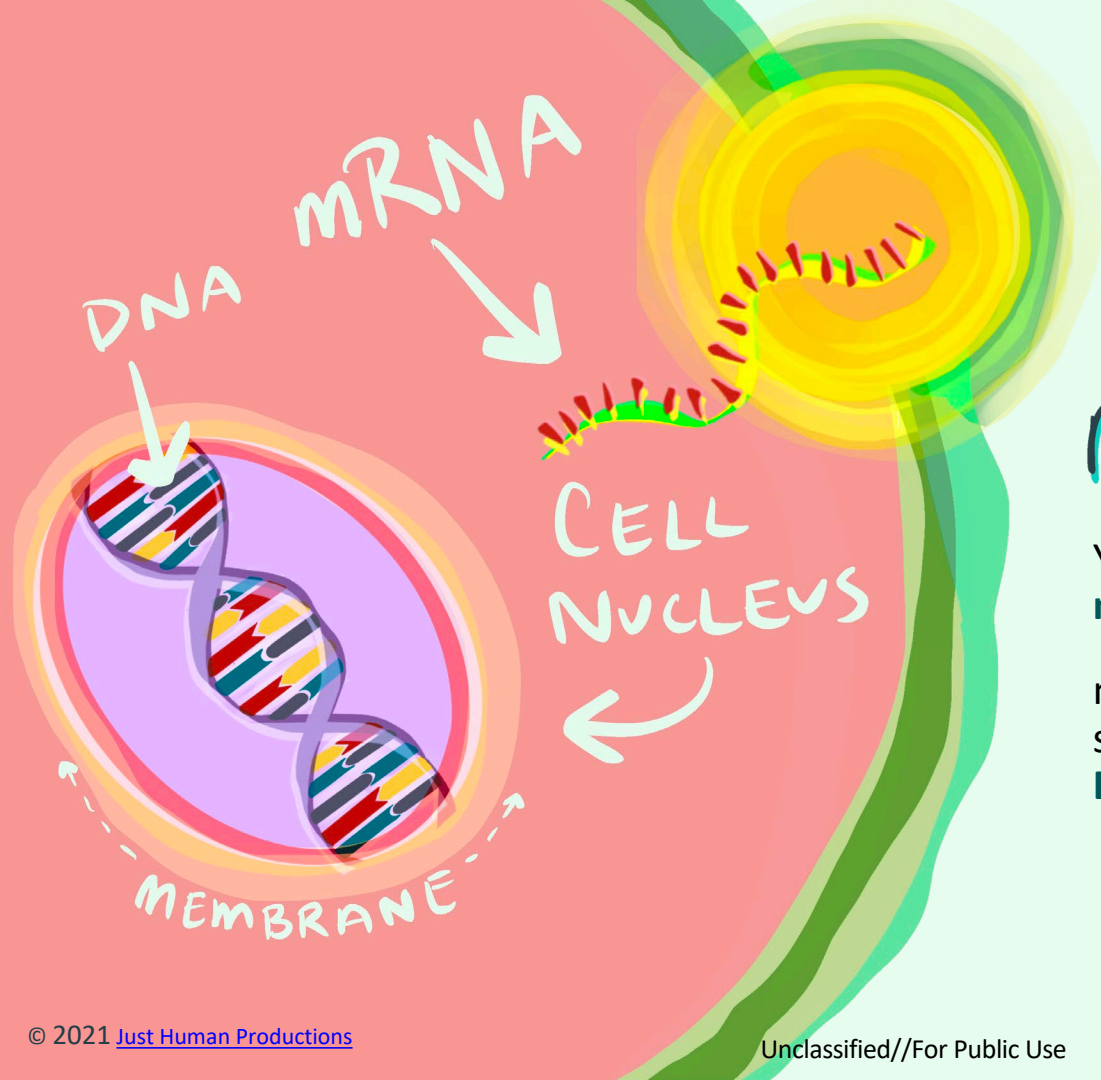
These vaccines are made of an oily, fatty envelope surrounding mRNA.

But instead of carrying all of the coronavirus mRNA, these vaccines **only carry the mRNA for the coronavirus' Spike protein**.

There is no live virus in mRNA vaccines, so you can't get COVID from mRNA vaccines.

The Pfizer and Moderna COVID vaccines are mRNA vaccines.





mRNA VACCINES

Your **DNA** is **protected** inside the **cell nucleus**.

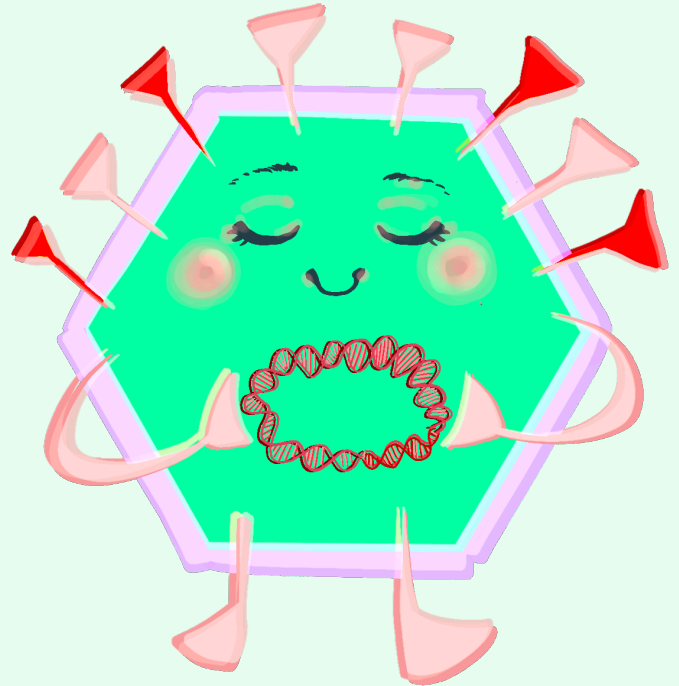
mRNA can't travel into the cell nucleus, so mRNA vaccines **can't change your DNA**.

Non-REPLICATING ADENOVIRUS VECTOR VACCINES

The Johnson and Johnson COVID vaccine is a non-replicating adenovirus vector vaccine.

Scientists have been working on non-replicating adenovirus vector vaccines since the 1970s for diseases like influenza and HIV.

Ebola vaccines are made using this same technology.



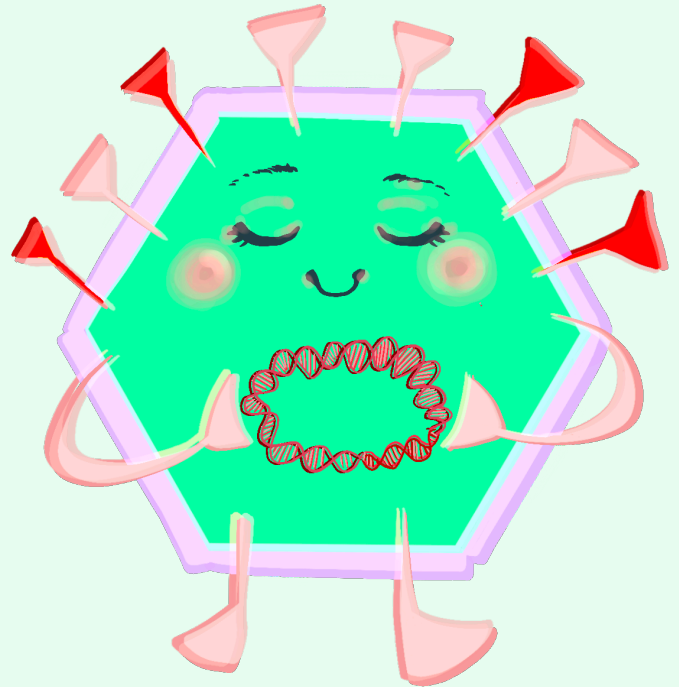
Non-REPLICATING ADENOVIRUS VECTOR VACCINES

Just like mRNA vaccines, non-replicating adenovirus vector vaccines deliver the code for Spike protein to your cells.

What's different is the technology used to deliver that code.

These vaccines are **non-replicating** virus vectors, which means they're not live virus and can't give you COVID.

These vaccines cannot change your DNA.



THE CLINICAL TRIALS

A SUMMARY of the KEY RESULTS

	Pfizer	Moderna	Johnson & Johnson
Technology	mRNA	mRNA	Adenovirus vector
Number of participants	43,448	30,420	44,325
Vaccine effectiveness: hospitalization or death	100%	100%	100%

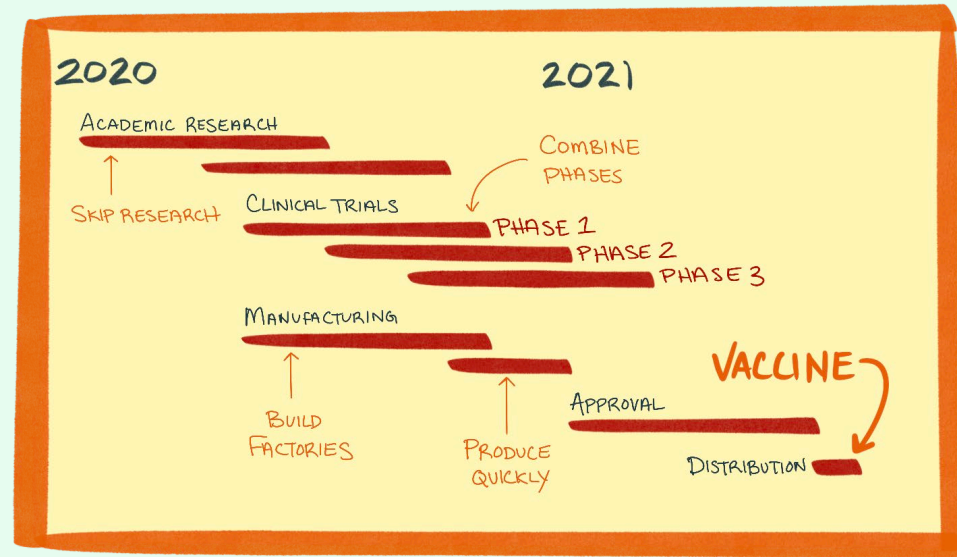
Not one person in the three vaccine trials who got the vaccine died of COVID

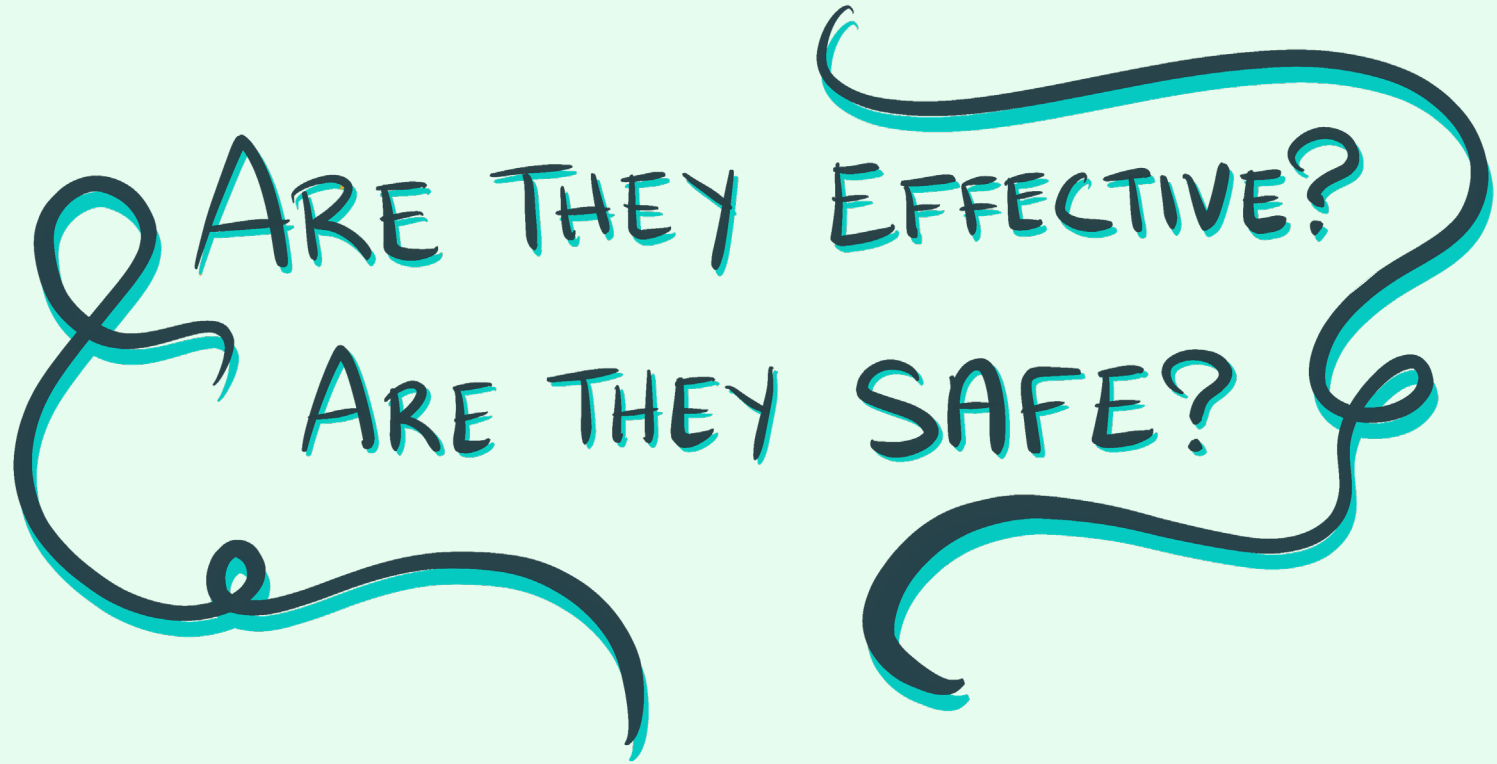
Data showing the vaccines also prevent (but do not eliminate) transmission of the virus

HOW WERE THEY DEVELOPED SO FAST?

- Researchers used existing study networks to enroll patients
- Parts of Phase I-II-III-IV studies were conducted simultaneously
- Manufacturing of the vaccine began even before the studies had been completed
- mRNA vaccines are easier to produce

COVID-19 vaccines are being held to the same safety standards as all other vaccines





ARE THEY EFFECTIVE?
ARE THEY SAFE?

VACCINE EFFECTIVENESS

Vaccine	Pfizer	Moderna
Dosing	2 doses, 3 weeks apart	2 doses, 4 weeks apart
Participants	Over 43,000	Over 30,000
VE: hospitalization & death	100% (2 weeks after 2 nd dose)	100% (2 weeks after 2 nd dose)
VE: COVID	95%	94%
Risk of transmitting virus	↓↓	↓↓

VACCINE EFFECTIVENESS

Vaccine	J&J
Dosing	1 dose
Participants	Over 40,000
VE: hospitalization & death	100% (4 weeks after 1 st dose)
VE: COVID	72% (in USA)
Risk of transmitting virus	↓

WILL THESE VACCINES WORK FOR SOMEONE LIKE ME?

HERE'S WHO WAS IN THE STUDIES:

Vaccine	Pfizer	Moderna	J&J
Race/Ethnicity	28% Latinx 9% Black 4% Asian 1% Indigenous	21% Latinx 10% Black 5% Asian 1% Indigenous	44% USA: 15% Latinx 13% Black 6% Asian 1% Indigenous
Sex	51:49 Male:Female	53:47 Male:Female	
Age	42% ages 55+	25% ages 65+	34% age 60+
Comorbidities	Lung/heart/liver disease, obesity, diabetes, cancer, HIV		41%

THE PFIZER, MODERNA, and J+J VACCINES
ARE EFFECTIVE IN
ALL RACIAL AND ETHNIC GROUPS
ALL AGE GROUPS
ALL GENDERS
AND IN PEOPLE WITH
UNDERLYING MEDICAL CONDITIONS

ARE THE VACCINES SAFE?

- No significant safety concerns were identified in the clinical trials.
- It is unusual for vaccine side effects to appear more than 8 weeks after vaccination.
- The pharmaceutical companies waited until they had at least 8 weeks of safety data after vaccination on all participants before submitting their data to the FDA.
- Our real-world experience is also reassuring. As of May 5, 2021, 250 million COVID vaccine doses had been administered in the USA and a total of 1.2 billion doses worldwide.
- **The vaccines are safe.**

ARE THE VACCINES SAFE?

Pfizer	Moderna	Johnson & Johnson
Injection site reaction 84%	Injection site reaction 92%	Injection site pain 49%
Fatigue 63%	Fatigue 69%	Fatigue 38%
Headache 55%	Headache 63%	Muscle pain 33%
Muscle pain 38%	Muscle pain 60%	Headache 39%
Chills 32%	Joint pain 45%	Nausea 14%
Joint pain 27%	Chills 43%	
Fever 14%		
Serious allergic reactions/anaphylaxis 0.0005%	Serious allergic reactions/anaphylaxis 0.0005%	Blood clots (TTS) 0.0002%

THROMBOSIS WITH THROMBOCYTOPENIA SYNDROME (TSS)

- Low platelets and blood clots
- Symptoms begin ~1-2 weeks after receiving vaccination: headache, shortness of breath, abdominal pain, leg pain/swelling

Rate of TTS after J&J vaccination	Risk of blood clots if hospitalized with COVID
Females 18-49: 0.0007% Female 50+: 0.00009% Males: 0%	20%

YOU'RE 10x MORE
LIKELY TO BE STRUCK BY
LIGHTNING
... THAN TO GET
TSS from J+...

- Do **NOT** treat with heparin
- 15 reports of blood clots with low platelet counts out of 4M doses were given to women

IS IT SAFE FOR ME TO GET VACCINATED IF...

I have...	I am...
Already had COVID Cancer An organ transplant HIV/AIDS Food allergies (e.g. eggs, peanuts, shellfish)	Trying to get pregnant Pregnant Breastfeeding A cancer survivor

YES !!!

WHO SHOULD NOT GET A VACCINE?

Contraindications (avoid)

- Severe/immediate allergic reaction to the first dose
- Known severe/immediate allergy to polyethylene glycol or polysorbate (found in many medications, laxatives, antacids, toothpaste, skin care products)

Precautions (weigh risk vs benefit)

- History of immediate allergic reaction to any other vaccine/injectable therapy

THE VARIANTS	United Kingdom	South Africa	Brazil	New York	India
Name	B.1.1.7	B.1.351	P.1	B.1.526	B.1.617
Key mutation	N501Y	N501Y, E484K	N501Y, E484K	E484K, S477N	L452R, E484K, P681R
Infectiousness	↑↑	?	?	↑	?↑
Virulence (disease severity)	↑	?	?	—	?↑
Immune response to earlier strains still protective?	↓	↓↓↓	↓↓↓	↓	↓
Vaccine effectiveness	Yes, but ↓	Yes, but ↓↓↓	Yes, ↓↓	Yes, but ↓	Yes, but ↓

VACCINE EFFECTIVENESS AGAINST THE VARIANTS

- The Pfizer, Moderna, and J&J vaccines all remain effective against the known variants.
- The Pfizer and Moderna clinical trials were conducted prior to the emergence of variants.
- Only the J&J vaccine was formally tested in clinical trials against variants.
- J&J vaccine is highly effective against severe disease from known immune-evading variants:
 - USA: 86% protective
 - Brazil (P.1 widespread): 87% protective
 - South Africa (B.1.351 widespread): 82% protective



T R A C I E
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Syra Madad, DHSc, MCP

Senior Director, System-wide Special Pathogens Program, NYC
Health + Hospitals

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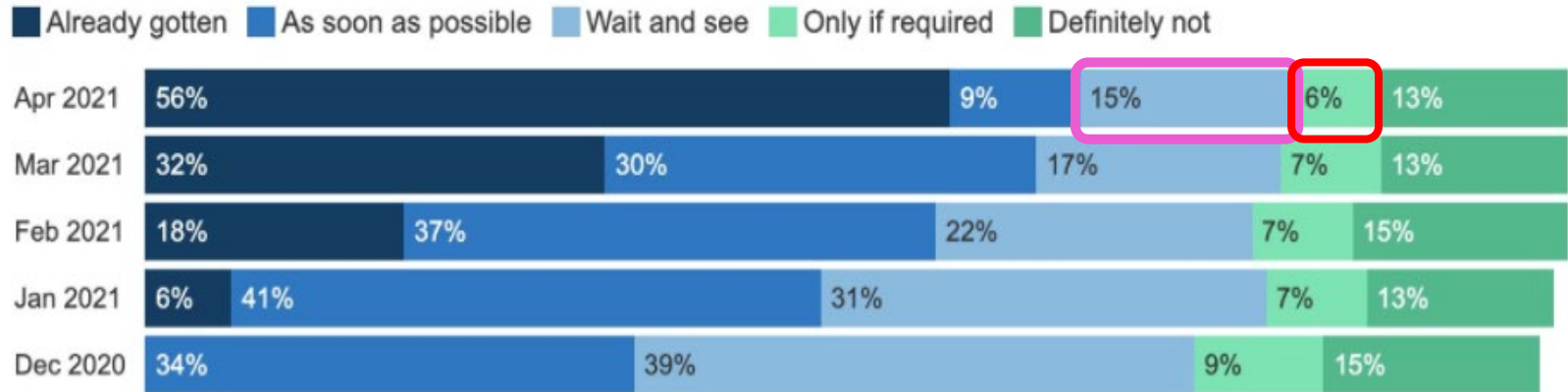
Effective Communication Strategies

1. Starting a conversation
2. Word and phrase choices
3. Motivational discussions
4. Debunking myths and addressing misinformation through truth sandwich approach
5. Keeping the conversation ongoing

Figure 1

Over Half Of Adults Report Receiving A COVID-19 Vaccine, But Demand May Be Slowing As Eager Group Shrinks

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?



NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor • [Download PNG](#)

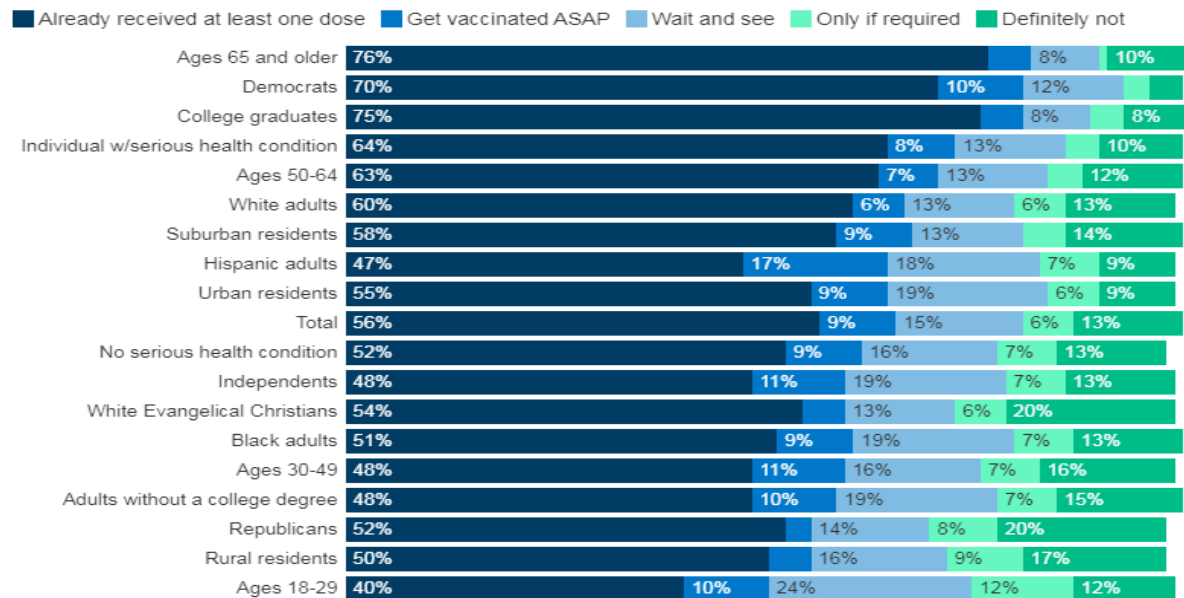
KFF COVID-19
Vaccine Monitor

<https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-april-2021>

Figure 4

Majorities Across Demographic Groups Are At Least Somewhat Open To COVID-19 Vaccine; Older Adults, Democrats Most Enthusiastic; Younger Adults, Republicans Least Enthusiastic

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021) • [Download PNG](#)

KFF COVID-19
Vaccine Monitor

**This varies by
age, race, and
political beliefs**

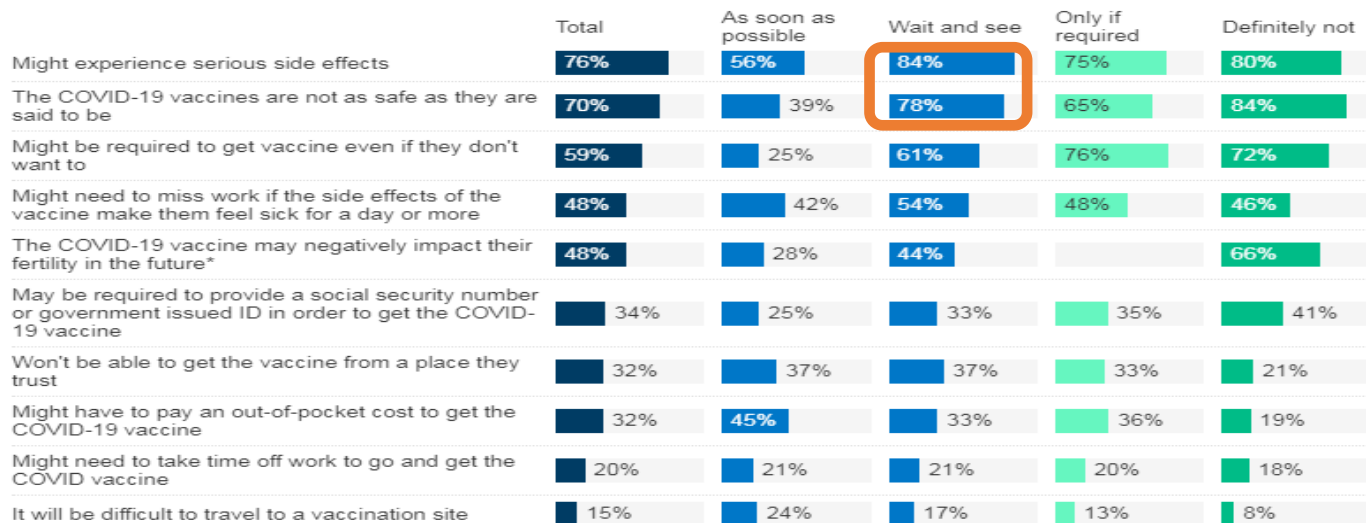
<https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-april-2021>

Side Effects and Safety are Leading Concerns

Figure 12

Concerns About COVID-19 Vaccines Vary By Vaccination Intention

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:



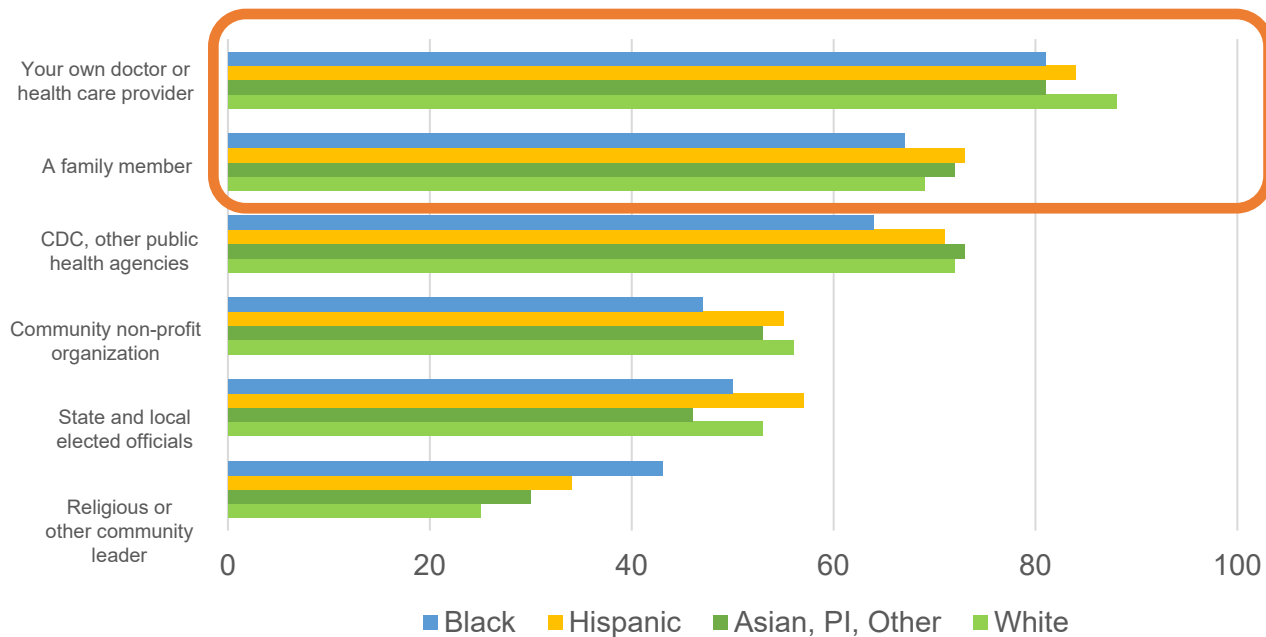
NOTE: Among those who have not been vaccinated for COVID-19. *Item only asked of those ages 18-49 and had too small a sample size to show the "Only if required" group. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021) • [Download PNG](#)

KFF COVID-19
Vaccine Monitor

<https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-april-2021>

NY Survey: Family Members and Healthcare Providers are New Yorkers' Most Trusted Sources for COVID-19 Vaccine Information



Starting a Conversation: Guiding Principles

- Lead with **Empathy**
 - “The last year has been really hard for all of us. Do you want to talk about your experience?”
 - *“You may be hearing a lot about COVID vaccines. Tell me what you think about them.”*
- Be an **Active Listener** and Provide **Tailored Information**
 - “Can you tell me more about your concerns?”
 - “Even young people are at risk for bad outcomes from getting COVID19.”
- Ask **Open-Ended Questions** and **Validate Their Emotions and Concerns**
 - “How did watching that news report make you feel? What did you do next?”
 - “You’re not alone in thinking that. Several of my coworkers / friends / family members have similar concerns.”

Word Choice

- Use simple, clear words that are positive and proven to be effective

More of These	Less of These
Benefits	Consequences
Family	Community
Pandemic	COVID-19
Saving lives	Deaths

Phrase Composition

- Use easy to understand phrases about effectiveness
- Positive phrases help to motivate people

Use More Positive Phrases	Instead of Negative Phrases
Getting vaccinated will help you and your family stay healthy and safe.	You could get really sick or even die if you don't get the COVID-19 vaccine or it's the right thing to do.
Getting vaccinated will allow you to spend time inside—like we used to—with other family members and friends who are also vaccinated	We'll never be able to get back to normal if enough people don't get vaccinated.
America's leading scientists and medical experts researched and lead the development of these life-saving vaccines	The drug companies developed the COVID-19 vaccines really fast to help end the pandemic



LANGUAGE THAT WORKS TO IMPROVE VACCINE ACCEPTANCE

Communications Cheat Sheet

TIPS



TAILOR YOUR MESSAGE FOR YOUR AUDIENCE. Americans' perceptions about vaccines and their safety differ by political party, race, age, and geography.



EXPLAIN THE BENEFITS OF GETTING VACCINATED, NOT JUST THE CONSEQUENCES OF NOT DOING IT. Say, "Getting the vaccine will keep you and your family safe," rather than calling it "the right thing to do." Focus on the need to return to normal and reopen the economy.



TALK ABOUT THE PEOPLE BEHIND THE VACCINE. Refer to the scientists, the health and medical experts, and the researchers – not the science, health, and pharmaceutical companies.



AVOID JUDGMENTAL LANGUAGE WHEN TALKING ABOUT OR TO PEOPLE WHO ARE CONCERNED. Acknowledge their concern or skepticism and offer to answer their questions.



USE (AND REPEAT) THE WORD "EVERY" TO EXPLAIN THE VACCINE DEVELOPMENT PROCESS. For example: "Every study, every phase, and every trial was reviewed by the FDA and a safety board."

Use These Words MORE:

The benefits of taking it

Getting the vaccine will keep you safe

A return to normal

Your family

Medical experts

Research

Medical researchers

Damage from lockdowns

A transparent, rigorous process

Safety

Pharmaceutical companies

Advanced/groundbreaking

Vaccination

America's leading experts

Skeptical/concerned about the vaccine

Use These Words LESS:

The consequences of not taking it

Getting the vaccine is the right thing to do

Predictability/certainty

Your community

Scientists/health experts

Discover/create/invent

Drug companies

Inability to travel easily and safely

The dollars spent; number of participants

Security

Drug companies

Historic

Injection/inoculation

The world's leading experts

Misled/confused about the vaccine



All Current COVID-19 Vaccines are Extremely Effective in Preventing Serious Illness and Death



Explaining Vaccine Development Process

Speed of Vaccine Development

Explain the reasons the COVID-19 vaccines were able to be developed so quickly:



Given the unprecedented public health emergency of the COVID-19 pandemic, there were **groundbreaking collaborations** between medical experts and researchers across the world.



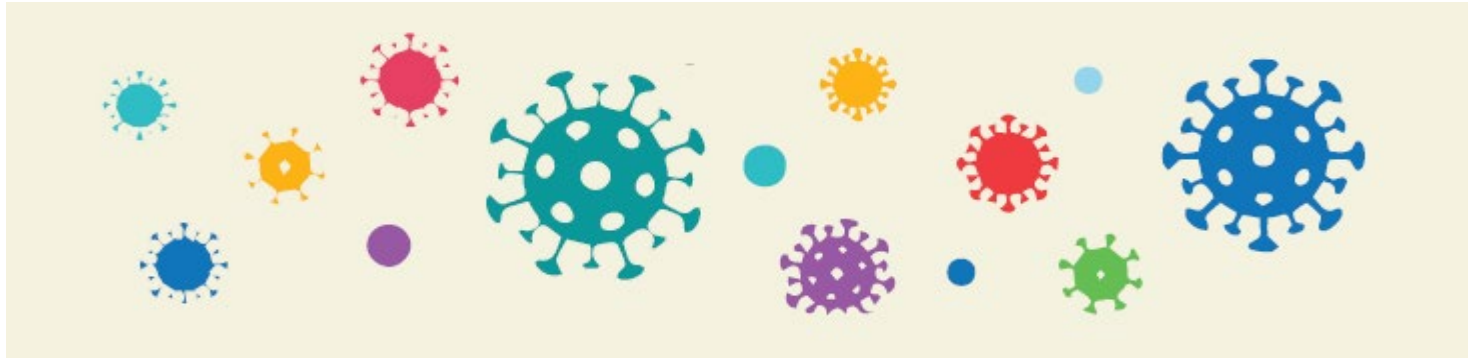
Researchers have been **studying coronaviruses for decades**, so they were able to get to work quickly on developing the COVID-19 vaccine once the genetic code of the virus that causes COVID-19 was understood.



Because of the urgency of COVID-19 pandemic, both the FDA and CDC made the review and approval of COVID-19 vaccines their **highest priority**.

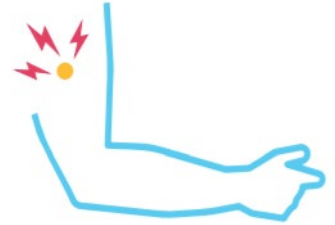
Explaining Variants and Impact to Vaccines

- Current COVID-19 vaccines still offer **substantial protection** against these variants, including the **prevention of severe disease**
- It is important to get vaccinated to **prevent continued community spread** and the **introduction of new variants**



Use Simple Sentences about Side Effects and Safety

- All COVID-19 vaccines were tested in clinical trials involving **tens of thousands of people** to make sure they are **safe and effective** in protecting adults of **all ages, races and ethnicities**
- **115 million Americans have been fully vaccinated.**
- **Real world** results show the vaccines are **extremely effective and safe**
- **Mild side effects** are **normal with any vaccine** and last a few days
- Severe allergic reactions are **extremely rare**
- **Safety monitoring** is working and the government is **prioritizing the safety** of Americans as seen with the J&J vaccine

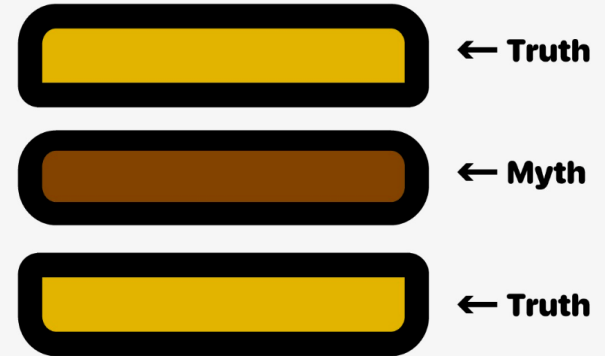


Use a “Truth Sandwich” to Debunk Myths and Misinformation

Myth: Getting the COVID-19 vaccine gives you COVID-19

- **Truth:** The vaccine for COVID-19 cannot and will not give you COVID-19.
 - Misinformation: The vaccines do not contain the live virus, so you cannot get it from the vaccine. It only contains a short code to make a 1 piece of the virus called the spike protein which helps the immune system build protection against COVID-19
- **Truth:** Getting vaccinated reduces the risk of severe disease, hospitalization and death.

The Truth Sandwich



Motivational Discussions and Benefits

- Emphasize new **benefits** of getting vaccinated:
 - Vaccinated adults can freely mingle with other vaccinated adults.
 - Gather indoors with low-risk unvaccinated people.
 - Engage in activities outdoors without wearing a mask in non-crowded settings.
 - Peace of mind!
- Share your **own reasons/story** for getting vaccinated:
 - My reasons: protect myself, family and those around me. To get back to normal, enjoy activities I love doing like hosting dinners and help end the pandemic.

My COVID-19 Battle Buddy Story

- My COVID-19 Battle Buddy was once hesitant to get the COVID19 vaccine
- Just recently she got vaccinated after **talking with loved ones** on why getting vaccinated is important as well as her own personal experience with getting COVID-19 and living with long-COVID.



Dr. Syra Madad
@syramadad

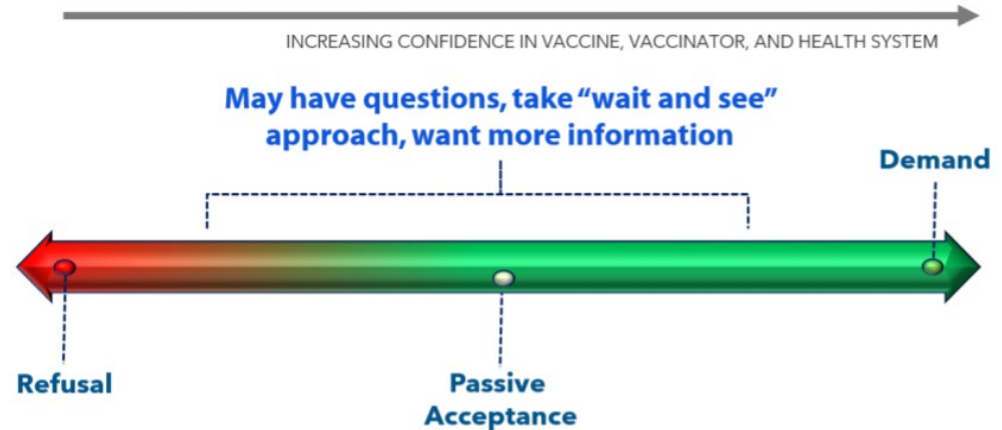
Today, after months of communicating with my assigned COVID19 Battle Buddy @NYCHealthSystem, checking up on one another, and helping each other cope through this public health crisis, we finally met in person during one of my site visits to Jacobi Medical Center 🌟



Keep the Conversation Ongoing

- Help make their vaccination happen:
 - Offer to make their appointment
 - Provide transportation
 - Offer childcare

Willingness to accept a vaccine falls on a continuum



https://emergency.cdc.gov/coca/ppt/2021/030921_slide_2.pdf

Understanding COVID-19 Vaccines

Understanding COVID-19 Vaccines

A guide to learning about COVID-19 vaccines



<https://hhinternet.blob.core.windows.net/uploads/2021/03/understanding-covid-19-vaccines.pdf>

About This Guide

This guide shares information about vaccination and COVID-19 vaccines, to help answer your questions and address your concerns. You will find information to help keep you, your family and community safe. You will be able to use what you learn and be empowered to make decisions that work for **YOU**. You have a voice, and can also share this knowledge with your loved ones, on social media, or in your community.

A Glance at What's Inside

Section 1: Understanding Vaccination and Immunity

- ◆ The importance and purpose of vaccination 3
- ◆ How do vaccines work? 4
- ◆ What are mRNA vaccines? 5
- ◆ What are adenovirus vector vaccines? 6
- ◆ Natural immunity and vaccine-induced immunity 7

Section 2: Vaccine Development, Safety, and Efficacy

- ◆ COVID-19 vaccine development and clinical trials 9
- ◆ Safety and efficacy of vaccines 13
- ◆ Variant strains 14

Section 3: Safety Tips and Resources

- ◆ Common short term side effects 16
- ◆ Staying safe before and after vaccination 17
- ◆ Trusted sources for more information 18

NYC Health + Hospitals Voices

"I got the COVID vaccine to protect myself, my family, my patients, and my community. The sooner we can all get vaccinated, the sooner we can all together return to normal life!"

— Celine Gounder, MD
Former member of the Biden-Harris Transition
COVID-19 Advisory Board

"As a Pediatrician and Director of Equity, Quality & Safety at NYC H+H, I believe strongly that vaccines are safe, effective and are the most promising path forward to regaining our humanity and putting this devastating pandemic behind us forever. The medical evidence shows that the approved COVID vaccines are safe and work well in all people, something that can truly unite us in the fight against this virus. Therefore, we all have to do our part to get vaccinated to protect ourselves, our families, and our communities so we can all emerge on the other side of this stronger together!"

— Louis H. Hart III, MD
Director of Equity, Quality & Safety

"New York City has gotten through this pandemic by standing in solidarity with mask wearing, social distancing, and testing – getting your vaccine is the final step in keeping your family, community, and city safe."

Theodore Long, MD, MHS
Senior Vice President, Ambulatory Care and
Population Health

"The COVID vaccine is one powerful tool that we have to protect ourselves and each other from COVID. The reality of vaccine acceptance among the community is complex. The responsibility of making the experience safe and trusting are responsibilities that we share as a community."

Khori Luong, MD
Post-Acute Chief Medical Officer

حی نفسک عائلتک
وأحبابک. تلقح ضد الکورونأ. الوقایة خیرمن العلاج

— Rabee Khedimi, MD
Infectious Disease Physician

"As nurses, we all understand the critical importance of preventative medicine, and today, we have one of the most important tools available to us to help prevent the continuing spread of COVID-19: a safe and effective vaccine. Getting the COVID-19 vaccine yourself, and encouraging others to get vaccinated, is the best way to protect yourself and the people around you. Stopping a pandemic requires using every available resource...so we are all able to connect face to face again."

— Natalia Cines, DNP, RN, NEA-BC
Chief Nurse Executive

میں نے COVID-19 ویکسین کے دو قطرے لگائے۔ میں نے اپنی زندگی بچائی۔ میں نے اپنی زندگی بچائی۔ میں نے اپنی زندگی بچائی۔

— Christopher Ding, MD
Emergency Medicine Resident

"Me vacuno para proteger a mi familia, amigos, y pacientes. La vacuna es segura, y nos ayudara volver a la normalidad."

Leonel Lopez III, MD, MHS
Director, Equity and Evaluation, Office of
Ambulatory Care and Population Health

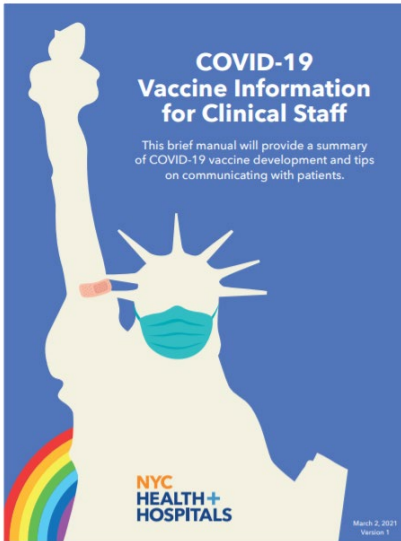
کوویڈ 19 ویکسین ہمارے جسم کو بیماری سے لڑنے میں مدد دیتی ہے اور ہمیں کوویڈ 19 وائرس سے محفوظ رکھتی ہے

Syra Macdonald, DHS, MSc
Senior Director, System-wide
Special Pathogens Program

"I can understand the concerns about a new vaccine, but when you look at what we know about COVID – how devastating an illness it is, the deaths and the long-term consequences that we are still learning about, and you compare that to the science of the vaccine and how well they work at preventing severe sickness and death from COVID, for me it was a clear choice. I am vaccinated, and I feel a bit more at ease knowing that many of my family members are also vaccinated."

— Nichola Davis, MD, MSc
Vice President and Chief Population Health
Officer, Office of Population Health

COVID19 Vaccine Information & Communication Strategies for Clinical Staff



<https://hhinternet.blob.core.windows.net/uploads/2021/03/covid-19-vaccine-information-for-clinical-staff-and-communication-strategies.pdf>

Section 1

What You Need To Know

- ✦ Know Your Role 2
- ✦ Review Vaccine Development and FDA Authorization 3
- ✦ Differentiate Between FDA Emergency Use Authorization and Approval 3
- ✦ Current Authorized COVID-19 Vaccines 4
- ✦ Additional COVID-19 Vaccines Planned in the US 6
- ✦ COVID-19 Variants of Concern..... 7

Section 2

Tips for Communicating Effectively with Patients about COVID-19 Vaccines

- ✦ Use Empathy and Evidence-Based Communication Strategies..... 9
- ✦ Review Specific Talking Points 10
- ✦ Describe Language that Works to Improve Vaccine Acceptance 11
- ✦ Address Questions about Safety and Efficacy and What to Expect After Vaccination..... 12
- ✦ Discuss Expanded Safety Monitoring System 14
- ✦ Share Facts 15
- ✦ Truth Sandwich..... 16

Question & Answer



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