

Strategies to Build COVID-19 Vaccine Confidence

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Overview:

Vaccine confidence is the trust that patients, parents or providers have in:

- Recommended vaccines.
- Providers who administer vaccines.
- Processes and policies that lead to vaccine development, licensure, manufacturing and recommendations for use.

A person must have trust in all three of these items to feel fully confident in their decision to get vaccinated. The foundation of trust is critical, and this is something that must be built over time. This is a critical concept to think about when working with populations who may have a history of mistrust in the medical establishment or the government.

Factors weighing on vaccine acceptance:

- Are there side effects?
- Does it work?
- Is it safe?
- How much does it cost?

A COVID-19 vaccine is more acceptable if:

- Health care personnel say it is safe.
- No costs to the individual.
- It would help get back to school and work.
- They could get it easily.

You can build trust and vaccine acceptance and confidence by sharing clear, complete and accurate messages about COVID-19 vaccine in collaboration with federal, state and local agencies and partners.

Strategies to Build Vaccine Confidence:

1. Encourage senior leaders to be vaccine champions.

- Talk to leaders about vaccine confidence and why it is important.
- Ask leaders to lead by example.
 - Photograph or take a video of leaders getting the COVID-19 vaccine to share with members of your community.
- Invite leaders to share their personal reasons for getting vaccinated and the importance of vaccination. Share via:
 - Testimonials
 - Short videos
 - Email blasts
 - Social media
 - Blogs or web articles

2. Host and encourage vaccine discussions.

- Purpose: To provide a forum for questions and generate ideas for how to increase COVID-19 vaccine confidence and make it visible.
- Format: Facilitated meeting (suggest 60-minutes)
- Participants: Community members, labor unions, health care personnel, health department personnel, local businesses, local leaders, etc.
- Facilitator: Someone who is well-respected and seen as a neutral convener on the topic.

3. Promote vaccine education and resources.

- Educate community members and leaders about COVID-19 vaccines, how they are developed and monitored for safety and how they can talk to others about vaccines.
- Teach community members and leaders how to have effective COVID-19 vaccine conversations and answer common questions.
- Promote Centers for Disease Control and Prevention (CDC), U.S. Food and Drug Administration (FDA) and Florida Department of Health (FDOH) resources:
 - CDC Coronavirus (COVID-19): www.cdc.gov/coronavirus/2019-ncov/index.html
 - CDC COVID-19 Vaccination Communication Toolkit: www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html
 - CDC Frequently Asked Questions about COVID-19 Vaccination: www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html
 - FDA COVID-19 Vaccines: www.fda.gov/emergency-preparedness-and-response/coronavirus-disease-2019-covid-19/covid-19-vaccines
 - FDOH COVID-19 Vaccines in Florida: <https://floridahealthcovid19.gov/covid-19-vaccines-in-florida>
 - FDOH Infographics: <https://floridahealthcovid19.gov/resources>

4. Make the decision to get vaccinated visible and celebrate it!

- Create and provide “I got my COVID-19 vaccine!” pins, lanyard, masks, bracelets, etc.
- Post photos in common or break areas or online showing cheerful people who just got vaccinated.
- Offer a small, sincere token of gratitude for early adopters.
- Record and share testimonials on why someone decided to get vaccinated.
- Reach out to local news outlets to highlight your community’s leadership in COVID-19 vaccine introduction.

5. Share key messages.

Share the messages below through social media, email, common/break area posters or boards and other channels:

Building Trust and Confidence

- Get a COVID-19 vaccine to protect yourself, your peers, your friends and your family from infection.
- Vaccine confidence starts with you! Building defenses against COVID-19 is a team effort.
- Getting the COVID-19 vaccine is an added layer of protection against infection for yourself, your colleagues, your friends and your family.
- There are several things you can do to help build vaccine confidence:
 - Choose to get vaccinated yourself (and get the recommended number of doses).
 - Share your reasons for getting vaccinated and encourage others.
 - Learn how to have effective COVID-19 vaccine conversations.

Vaccine Safety

- COVID-19 vaccines are being held to the same safety standards as all vaccines.
- The U.S. Food and Drug Administration carefully reviews all safety data from clinical trials.
- The U.S. Food and Drug Administration authorizes emergency vaccine use only when the expected benefits outweigh potential risks.
- The Advisory Committee on Immunization Practices, composed of scientific and clinical experts, reviews safety data before recommending any vaccine for use.
- The U.S. Food and Drug Administration’s and Centers for Disease Control and Prevention will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified.
- The reason why these vaccines became available more quickly is because Operation Warp Speed allowed for widespread production and preparations to distribute vaccine before the U.S. Food and Drug Administration issued emergency use authorization. This effort through the federal government accelerates vaccine delivery, while also ensuring vaccines are safe and effective.

Vaccine Successes

- In the late 1940s, polio outbreaks in the U.S. increased in frequency and size, disabling an average of more than 35,000 people each year. By developing and utilizing a polio vaccine, no cases of polio have originated in the U.S. since 1979.¹
- For hundreds of years, smallpox was a major cause of death worldwide, and was fatal for approximately 3 of every 10 individuals who contracted the virus. Due to the development and utilization of a smallpox vaccine, the World Health Assembly declared that it had been eradicated in 1980.²
- Before the measles vaccination program began in 1963, an estimated 3 to 4 million people got measles each year in the U.S. Of those cases, 400 to 500 died, 48,000 were hospitalized and 1,000 developed brain swelling. Since then, widespread use of the measles vaccine has led to a greater than 99% reduction in measles cases.³
- To learn more about standard vaccines in Florida visit: [ThePowerToProtect.org](https://www.floridapower.org/).

Reinforcing the Continuation of Mitigation Strategies

It is important to continue the Centers for Disease Control and Prevention's best practices and mitigation strategies that are currently recommended when possible, including:

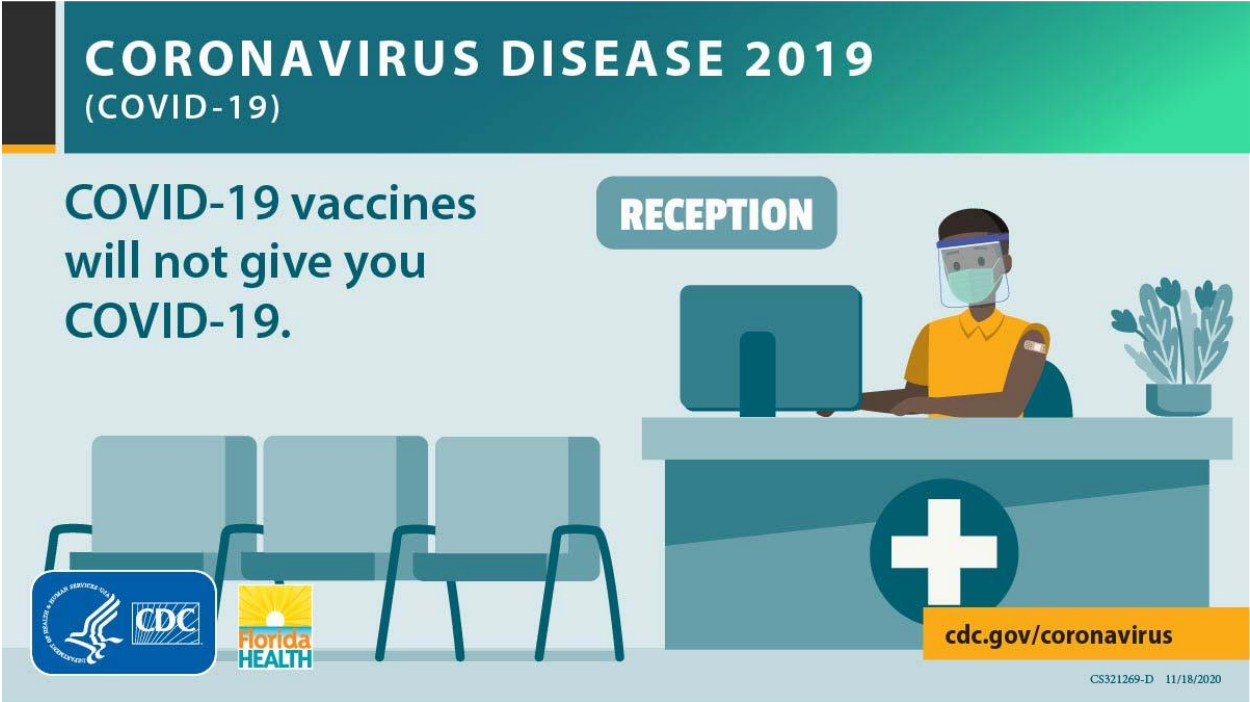
- Practicing social distancing (maintaining 6 feet of separation) and staying at home when you are sick.
- Limiting the size of social gatherings, especially in indoor settings.
- If you are around other people, wear a mask, avoid groups or crowds and maintain 6 feet of separation.
- Washing your hands frequently and for at least 20 seconds. If soap and water are not readily available, use a hand sanitizer that contains at least 60% alcohol in the ingredients.
- Avoiding touching your eyes, nose and mouth.
- Covering your cough or sneeze with a tissue, then throwing it in the trash. If you do not have a tissue, using your sleeve or elbow, but not your hands.
- Cleaning and disinfecting frequently touched objects and surfaces at least daily.
- Using telemedicine/telehealth options for regular medical visits.
- Taking regular medications on time and as directed.
- Keeping up the healthy habits that your health care provider recommends, including healthy eating, exercise, getting enough sleep, quitting smoking and managing chronic or underlying health conditions.

¹ Centers for Disease Control and Prevention. (2019). Polio Elimination in the United States. Retrieved from Centers for Disease Control and Prevention: www.cdc.gov/polio/what-is-polio/polio-us.html.

² Centers for Disease Control and Prevention. (2016). History of Smallpox. Retrieved from Centers for Disease Control and Prevention: www.cdc.gov/smallpox/history/history.html.

³ Centers for Disease Control and Prevention. (2019). Measles Vaccination. Retrieved from Centers for Disease Control and Prevention: www.cdc.gov/vaccines/vpd/measles/index.html.

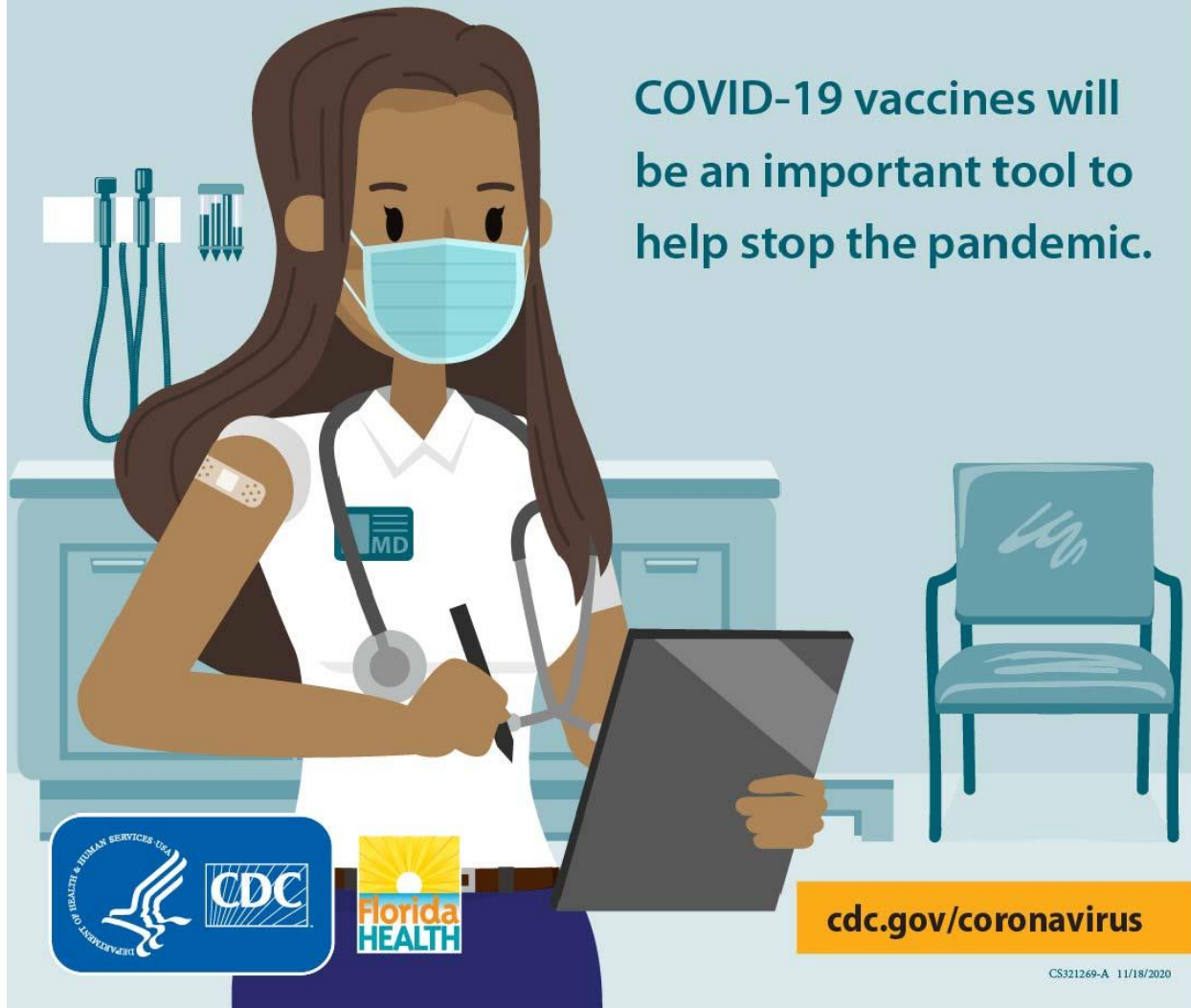
Infographics:



Infographic available at: FloridaHealthCOVID19.gov/Resources

CORONAVIRUS DISEASE 2019 (COVID-19)

COVID-19 vaccines will
be an important tool to
help stop the pandemic.



Infographic available at: FloridaHealthCOVID19.gov/Resources



Why Get Vaccinated?

To Protect Yourself, Your Coworkers, Your Patients, Your Family, and Your Community

- Building defenses against COVID-19 in this facility and in your **community is a team effort. And you** are a key part of that defense.
- Getting the COVID-19 vaccine adds **one more layer of protection** for you, your coworkers, patients, and family.



Here are ways you can **build people's confidence** in the new COVID-19 vaccines in your facility, your community, and at home:

- ✓ **Get vaccinated** and enroll in the **v-safe** text messaging program to help CDC monitor vaccine safety.
- ✓ **Tell others why** you are getting vaccinated and encourage them to get vaccinated.
- ✓ **Learn how to have conversations** about COVID-19 vaccine with coworkers, family, and friends.



12/09/20



www.cdc.gov/coronavirus/vaccines

Infographic available at: FloridaHealthCOVID19.gov/Resources



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 your family, especially those who may be at higher risk for severe illness from COVID-19.
- 3 You matter. And you play an essential role in keeping your community healthy.

Lead the way!

Encourage your coworkers, patients, family and friends to get vaccinated.



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Infographic available at: FloridaHealthCOVID19.gov/Resources