

Black Communities and COVID-19 Vaccines: Respectful and Caring Communications

January 20, 2022



Housekeeping



For Panelists: Please remember to mute yourself when not speaking.



For Attendees: Please access today's slides through the following link: <https://eziz.org/covid/30conversations>



Please use “Q&A” panel to ask a question.



If you have technical difficulties, please contact hailey.ahmed@cdph.ca.gov

This meeting is being recorded.

Questions & Answers

During today's session, please use the Q&A panel to ask your questions so our subject matter experts can respond directly.



Webinar Objectives

Provide attendees with:

- Evidence regarding safety & efficacy of COVID-19 vaccines
- Key messages addressing common COVID-19 vaccine concerns amongst members of Black communities
- Access to resources and considerations to make when communicating with members of Black communities



Agenda: Thursday, January 20, 2022

Item	Title	Speaker(s)	Time (PM)
1	Welcome and Poll	Leslie Amani (CDPH)	12:00 – 12:05
2	The Four “A”s of Justified Distrust	Donna White Carey, MD, FAAP	12:05 – 12:15
3	Listening and Talking with Black Patients about COVID-19 Vaccine Concerns	Valencia P. Walker, MD, MPH, FAAP	12:15 – 12:40
	Questions & Answers		12:40 – 12:55
4	Wrap-up: Resources and Polls	Leslie Amani (CDPH)	12:55 – 1:00

We appreciate your feedback

How confident are you in your ability to effectively speak with patients about COVID-19 vaccines?

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident

The Four “A”s of Justified DistrustTM

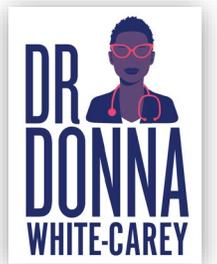
Donna White Carey, MD, FAAP

- Pediatrician/Host, “Talking with Dr. Donna”
- Founder, Generational Health Network
- Medical Director Case Management, Alameda Alliance for Health

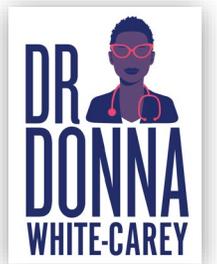


The Introduction

- 3 “NEW” things
- Early messaging
 - “Operation Warp Speed”
 - Politicizing a public health crisis
- Wide-spread safety concern
 - American Nurses Foundation Survey (2020):
 - Only 14% “*very confident*” about vaccine development;
 - Only 15% “*very confident*” of vaccine safety
 - Kaiser Family Foundation (KFF) poll:
 - “*Safety concerns*” and “*lack of trust*” main reasons for not getting vaccine.
 - Blacks: 39% | 35%
 - Whites: 30% | 23%
- “Hesitancy” in Black community



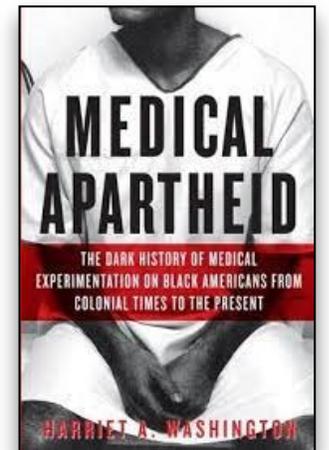
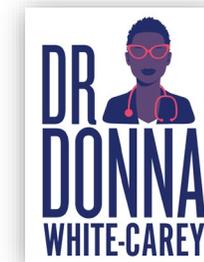
Why *all* the extra effort for Black Communities?



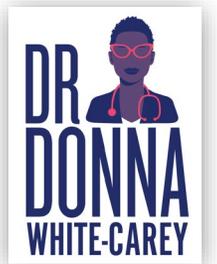
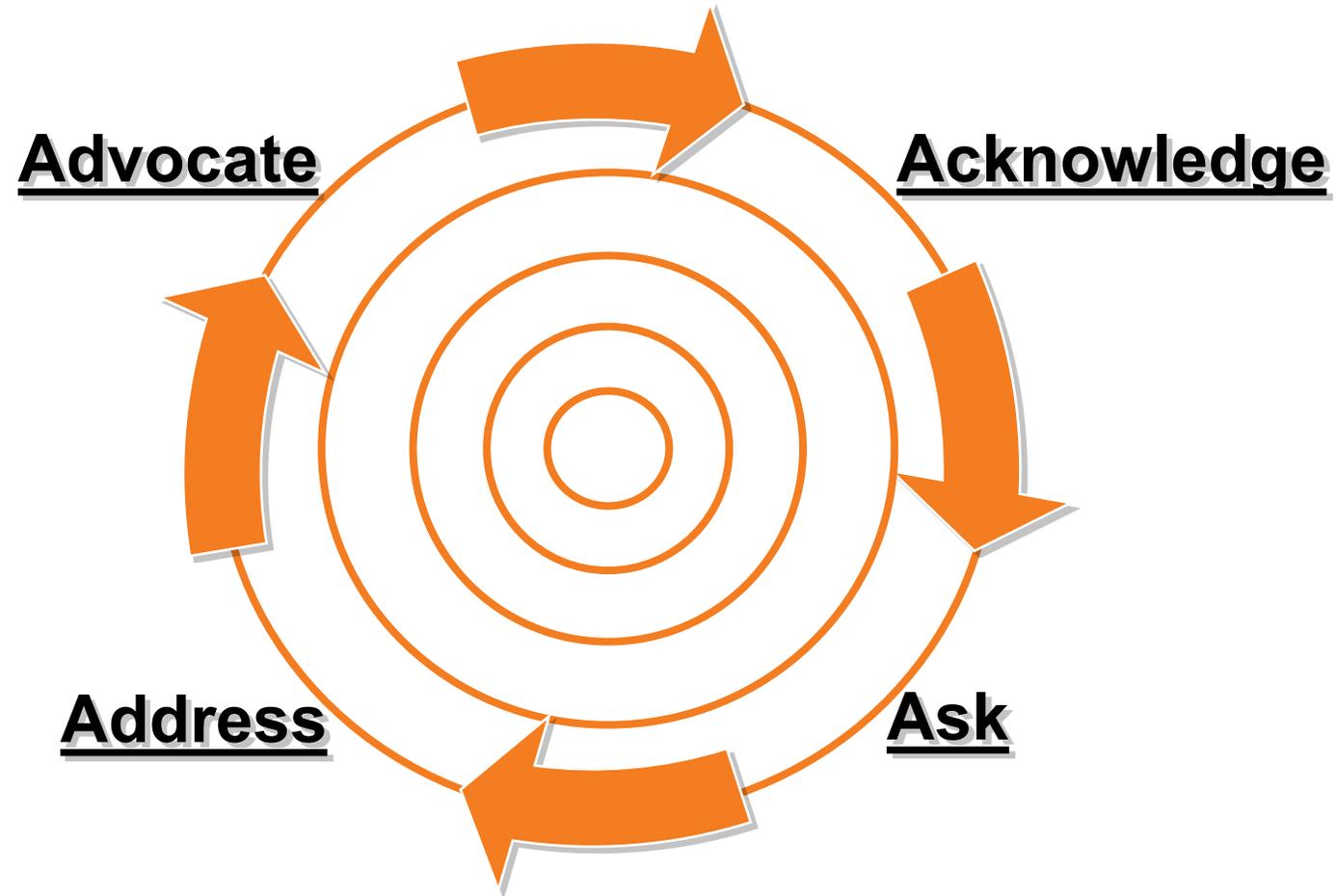
“The experimental exploitation of African-Americans is not an issue of the last decade or even the past few decades. Dangerous, involuntary and non-therapeutic experimentation upon African Americans has been practiced widely and documented extensively at least since the eighteenth century.”

- Harriet A. Washington, Author

“Medical Apartheid: The Dark History of Medical Experimentation on Black Americans from Colonial Times to the Present”

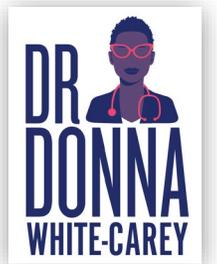


The Four “A”s of Justified Distrust!™



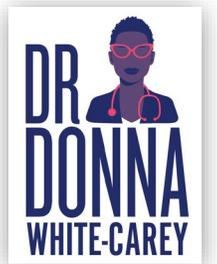
Acknowledge

- Let your patient know you are aware, understand, and empathize with the centuries of medical and scientific abuse upon the Black diaspora of the world.
 - Not just the Tuskegee Syphilis Study (1932-1972)
 - “Father of Modern GYN”—James Sims
 - HeLa (Henrietta Lacks) cells—first immortal human cell line
- **Acknowledge** that the privilege of automatic trust is lost.
 - KFF/Undefeated Poll:
 - 70% of Blacks think the health care system treats people unfairly based on race.
 - White/Hispanic: 41% | 42%
- **Acknowledge** the confusing messages around the virus and vaccines.



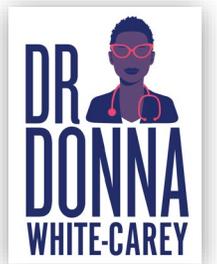
Ask

- **Ask** your patients their concerns about the vaccine.
- Do not assume you know their concerns.
- Resist the urge to immediately start talking about the science behind the vaccines.



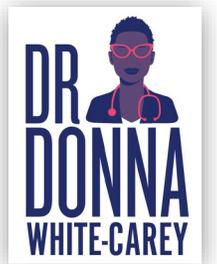
Address

- **Address** – directly answer their questions. Honestly.
- If you don't know the answer, admit it, research it and then get back to them with an answer.
- Do not make something up or leave it for your patients to search for the answer. There are plenty of sources of erroneous information.
- ***“Kitchen Table Level”***
 - Georges Benjamin–Executive Director of American Public Health Association



Advocate

- **Advocate**: Encourage your patients to make the best decision for their situation and health status.
- Consider health conditions to ensure the vaccine is recommended for your patient.
- **Advocate** for the safety of vulnerable family members as a reason to vaccinate.
 - Vaccine site poll: Majority said they were getting vaccinated to “protect a family member.”
 - Pediatric family members



TALKING WITH



You have an appointment!

Every Thursday
6:30pm (pst)



SUBSCRIBE



SEASON 2

@myDrDonna @myDrDonna @TWDrDonna



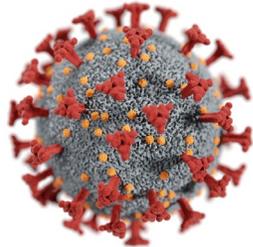
Donna White Carey, MD
Pediatrician/Host

Listening and Talking with Black People about COVID-19 Vaccine Concerns

Valencia P. Walker, MD, MPH, FAAP

#ThisIsOurShot 

Association of Black Women Physicians



Science, Medicine, and Racism

- Historical and ongoing racism in medicine
- Includes experimentation and exploitation
 - Tuskegee experiments
 - Henrietta Lacks
 - And...
- Medical mistrust and distrust of U.S. government institutions existed before the pandemic
- Segregation, redlining, employment status, occupation, co-morbidities (diabetes, hypertension, obesity)
- Yet, in certain communities, Black people have the lowest vaccination rates



WHERE do I start?



Validate Experiences

Listen and understand individual concerns for not getting the vaccine.

- Be compassionate and invite open conversations that value their experiences.
- Listen for clues to solutions that remove barriers.



Validate Experiences

Listen and understand individual concerns for not getting the vaccine.

Identify reasoning for not getting the vaccine. Examples include (but are not limited to):

- Lack of childcare
- Unaware of where to get the vaccine
- Inadequate access to the vaccine within their area/neighborhoods
- Lack of transportation
- Knowledge of historical experimentation
- Awareness of modern-day healthcare inequities (e.g. Black maternal care)
- Skepticism about U.S. government agenda
- Exposure to misinformation/disinformation



Introduce Benefits of Getting Vaccinated

Share the benefits of getting vaccinated with them and include your own experience!

- Center the discussion around what may be important to them as a reason to get vaccinated.
 - Seeing family members again
 - Keeping kids safely in school
 - Remaining healthy as an essential worker, etc.
- 42% of Black parents said they had at least 1 child fall behind academically during the pandemic.
 - Getting vaccinated will allow children to access more resources to support their learning experiences



Benefits of Getting Vaccinated

Share the benefits of getting vaccinated with them and include your own experience!

- 60% of Black/African American parents said the pandemic has affected their mental health.
- Share your own experience about why you chose to get vaccinated.
 - 30% of unvaccinated adults change their mind because of friends and family
 - Partner with respected messengers within the community, beyond trusted public health officials and Black doctors
 - Work with local activists, organizers, and leaders to share culturally attuned information



COVID-19 Vaccines and Boosters are Important for Protection

Emphasize that vaccination is still critically important to protect yourself and your family!

- mRNA vaccines and boosters remain important protection against COVID-19 and its variants.
- The vaccine has been rigorously tested for safety and continue to be monitored for side effects. We now have a year's worth of data, including data from tens of thousands of participants in clinical trials, on vaccine safety.
 - The data shows that the vaccine is safe and effective at preventing serious disease or death due to COVID-19
- There is no evidence that the COVID-19 vaccine causes infertility.



COVID-19 Vaccines and Boosters are Important for Protection

Emphasize that vaccination is still critically important to protect yourself and your family!

- Myocarditis can occur in children post-vaccination but is **extremely rare**.
 - **Myocarditis does happen with COVID-19 infections**, and it happens more frequently and makes patients sicker
- COVID-19 vaccines are free for everyone, regardless of insurance* or immigration status (*may still receive questions about your insurance information/status).



HOW can I communicate better?



3-5-3 Methodology

3 Steps to Start the Conversation

- Ask the questions and listen
- Create an alignment of safety
- Find common goals

5 Key Messages

- The vaccine will keep you safe
- Minor side effects are common (severe side effects are rare)
- Vaccines are very effective
- The vaccine is built on 20 years of research
- Have questions? Ask

3 Post Conversations Steps

- Acknowledge agency and personal choice
- Keep communication open
- Offer to find a vaccine



Starting the Conversation

1. Ask and Listen to the Answers

- “What do you think about the vaccine?”
- “What concerns do you have about the vaccine?”
- “Why do you feel that way?”

2. Create an Alignment of Safety

- “It’s confusing and scary. Let’s do what’s safe here.”
- “I want what’s safest for you too.”

3. Find Common Goals (*see below examples – verify actual common goals with the client/patient*)

- “We want our kids back in schools.”
- “We want to be with our loved ones again.”
- **Identify their personally motivating reasons.**



5 Key Messages

1. Vaccines adds a layer of protection to keep you safe.
2. Side effects happen.
3. Vaccines are effective.
4. mRNA vaccines are built on 20 years of research and science.
5. Have questions? Please ask.



5 Key Messages

1. Vaccines add a layer of protection in keeping you safe.

The vaccine can protect you from getting very sick if you are infected with COVID-19. Over 209 million other Americans have been vaccinated and already have that extra protection.



5 Key Messages

2. Side effects happen (It means your immune system is doing its job to protect you).

For a few days after vaccination, many people temporarily feel:

- Sore arm (at administration site)
- Tired or fatigue
- Headache
- Muscle pain
- Joint pain



5 Key Messages

3. Vaccines are effective.

Each vaccine is effective at preventing hospitalization and death from COVID-19 and its variants. However, vaccinated individuals can get a COVID-19 infection. That does NOT mean that the vaccine is useless or has more risks than benefits.



5 Key Messages

4. mRNA vaccines are built on 20 years of research and science.

It is good to have skepticism when new things come along. It is reasonable to proceed with caution. Health experts took the steps necessary to produce a safe vaccine. It was built on 20 years of research and science and a Black woman scientist (Dr. Kizzie Corbett) led some of the most recent research.



5 Key Messages

5. Have questions? Please ask.

Ultimately, this is always your choice. I'm glad that you want to know more. If you have questions, talk with your doctor or healthcare provider soon. Go to myturn.ca.gov or text your zip code to GETVAX or VACUNA to get your free vaccine today.



Language to Use (Make It Your Own)

Do Say	Don't Say
Vaccination	Injection, shot, jab
Still effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA; Operation Warp Speed; Emergency Use Authorization*
Receiving the latest information	There are things we still don't know
You and your family's health and safety are a priority, including the ones who need your help to stay safe	Keep your country safe
Public Health	Government
Health/Medical experts and doctors	Scientists
I/We expect people to have questions	People who are hesitant, skeptical, resistant, or "anti-vaxxers"

* *The perceived speed of vaccine development is a current barrier among many audiences.*
 These recommendations are based partly on research conducted by the de Beaumont Foundation



Ending the Conversation

1. Acknowledge their agency and personal choices

- “I want you to get vaccinated today, but this is always your choice.”
- “Let’s keep talking. I’m here to help you.”

2. Keep lines of communication open

Trust is a journey. **Overcoming justified mistrust is an even more arduous task.** Prepare for the range of emotions expressed by Black people who confide in you. Find ways to make yourself available as they consider their decisions.

3. Offer to find a vaccine

Offer myturn.ca.gov or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood. *Consider options for those without phones/smart phones.*



Questions & Answers

During today's session, please use the Q&A panel to ask your questions so our subject matter experts can respond directly.



Resources & Poll

Leslie Amani, CDPH

We appreciate your feedback

Following this training, how confident are you in your ability to talk with your patients and clients about COVID-19 vaccines?

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident

Patient Referrals

Unvaccinated Californians can go to myturn.ca.gov, call 833.422.4255, or text their zip code to GETVAX or VACUNA to schedule their appointment.



Resources

- [COVID Collaborative: Tuskegee Legacy Stories](#)
- [Talking with Dr. Donna: YouTube Channel](#)
- [Tips to Ease Anxiety During Vaccination](#)
- [Coadministration of COVID-19 Vaccines with Other Vaccines | Tips | Preteens](#)
- [Adolescent Vaccination Tips](#)



Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit 30 Conversations Campaign

#THIS IS OUR SHOT
VACU NATE YA
COVID-19 VACCINE CONVERSATIONS

TOP 5 MESSAGES

SAFETY

The vaccine will protect you from getting very sick from COVID. Over 150 million Americans have been safely vaccinated and are now protected.

SIDE EFFECTS

Side effects are common. They are a sign your body is building up its defenses to protect you. Many people temporarily feel:

1. Sore arm (near site of vaccination)
2. Fatigue
3. Headache
4. Muscle pain
5. Joint pain

EFFECTIVENESS AND VARIANTS

Each vaccine is nearly 100% effective at preventing hospitalization and death from COVID and its variants! It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID infection.

SPEED

It's good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.

QUESTIONS?

I'm glad you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Text your zip code to **GETVAX (438829)** to get your free vaccine today.

Help spread the truth about COVID vaccines.

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VACU NATE YA

LANGUAGE DO'S & DON'TS

<h3>Do Say</h3> <p>Vaccination Injection or shot</p> <p>A safe and effective vaccine A vaccine developed quickly</p> <p>Authorized by FDA based on clinical testing Approved by FDA, Operation Warp Speed, Emergency Use Authorization¹</p> <p>Get the latest information There are things we still don't know</p> <p>Keep your family safe; keep those most vulnerable safe Keep your country safe</p> <p>Public Health Government</p> <p>Health / medical experts and doctors Scientists</p> <p>People who have questions People who are hesitant, skeptical, resistant, or "anti-vaxxers"</p>	<h3>Don't Say</h3> <p>Injection or shot</p> <p>A vaccine developed quickly</p> <p>Approved by FDA, Operation Warp Speed, Emergency Use Authorization¹</p> <p>There are things we still don't know</p> <p>Keep your country safe</p> <p>Government</p> <p>Scientists</p> <p>People who are hesitant, skeptical, resistant, or "anti-vaxxers"</p>
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1. The perceived speed of vaccine development is a current barrier among many audiences. These recommendations are based partly on research conducted by the de Beaumont Foundation.

Messaging Elements That Resonate

Validate Concerns & Answer Questions
Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.

Moments Missed
Reference things the people miss most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we took for granted like visiting family and friends) serve as a powerful reminder of the ultimate end goal: vaccination as a pathway to the possibility of regaining these moments.

Protection
Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").

Positive Tone
Be inviting and respectful as opposed to demanding. Acknowledge that the "choice is yours to make," which connects with the deeply rooted American value of liberty.

Messaging Elements That DON'T Resonate

Negativity & Fear
People push back when reminded of how difficult a year it's been—it tends to put them in a pessimistic, hopeless or frustrated frame of mind. Fear tactics are likely to backfire because this does little to generate trust or answer people's questions about vaccines.

Guilt
References to "many people already stepping up" can come off as pushy or accusatory. Those who are hesitant do not see themselves as "free riders" letting others take risks first, rather, they are worried about being "guinea pigs" for new COVID-19 vaccines.

Overpromising
Avoid claims that are unproven. Being overly rosy may cause concern. Be clear about the facts without any sugarcoating. Most people understand that mass vaccination is a long-term process. Avoid messages that inadvertently imply that vaccine availability will "flip the switch."

"Back to Normal"
Some just want things to "get back to normal," but for others, post-pandemic life will never be "the way it was." It's more about getting back to life rather than back to normal. Messages that focus on economic recovery—rather than public health—do not perform well.

Research, insights, & content provided by Kaiser Family Foundation, AdCouncil, & COVID Collaborative

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TOP 5 REASONS

Your Kids Should Get the COVID-19 Vaccine

With students heading back to in-person instruction, here are some things you need to know about protecting your children with the COVID-19 vaccine.

Unvaccinated children are at risk of getting COVID-19, and can suffer very serious complications, and potential long-term impacts that we are still learning about. The vaccine is safe and effective, and no long-term problems have been seen for any vaccine.

The **science behind the vaccine** has been under development and studied by The U.S. Department of Health and Human Services for over 20 years.

Getting those who are eligible vaccinated can help keep school communities safe.

Kids have missed critical social and emotional milestones with their school community. Getting them safely back to the classroom and their favorite afterschool activities helps support their mental health and wellness.

Vaccines are safe, effective, and free, regardless of insurance or immigration status.

Get your children back to school safely. Get them vaccinated against COVID-19 today! Learn more at [VaccinateALL58.com](https://www.vaccinateall58.com).

For CA COVID-19 Vaccine Providers

Provider Office Hours every Friday from 9AM-10AM

Access registration link for meeting [here](#)

Password: Immunize!

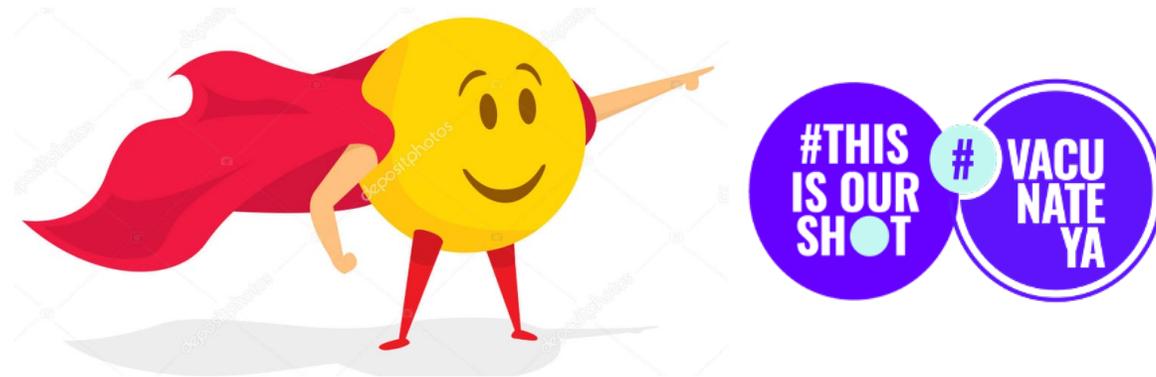
- ✓ One-time registration for Friday meetings.
- ✓ Once registered, look for an email confirming registration from Zoom in your focused, other, or spam email folder.
- ✓ Please add the series to your calendar using option provided in registration confirmation from Zoom.



#TIOS/#VacunateYa Hero Alerts

I would like to sign up for #ThisIsOurShot/#VacunateYa weekly “Hero Alerts” to stay informed about current misinformation trends and connect with other health care heroes.

1. Yes
2. No



Additional Support

Type of Support

Description

Updated 12.29.21



COVID-19 Provider Call Center

The COVID-19 Call Center for Providers and Local Health Departments is dedicated to medical providers in California and their COVID-19 response, specifically addressing questions about State program requirements, enrollment, and vaccine distribution, including the Vaccine Marketplace.

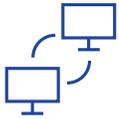
- Email: covidcallcenter@cdph.ca.gov
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



Enrollment Support

For Provider enrollment support, please contact myCAvax Clinic Operations at

- Email: myCAvaxinfo@cdph.ca.gov

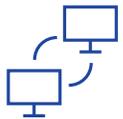


myCAvax Help Desk

Dedicated staff provide up-to-date information and technical support on the myCAvax system.

- Email: myCAvax.HD@Accenture.com
- Phone: (833)-502-1245, option 3, Monday through Friday 7AM–7PM, Saturday and Sunday 8AM-1PM

For training opportunities: <https://eziz.org/covid/education/>

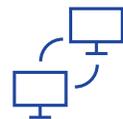


My Turn Clinic Help Desk

For **onboarding support** (those in the process of onboarding): myturnonboarding@cdph.ca.gov

For **technical support** with My Turn Clinic for COVID-19 and flu vaccines: MyTurn.Clinic.HD@Accenture.com or (833) 502-1245, option 4: Monday through Friday 7AM–7PM, Saturday and Sunday 8AM–1PM.

For job aids, demos, and training opportunities: flu at <https://eziz.org/covid/myturn/flu/> and COVID at <https://eziz.org/covid/myturn/>



Archived Communications

For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit

- Website: [EZIZ Archived Communications](#)

Special Thanks to

Today's Presenter:

Donna White Carey, MD, FAAP

Valencia P. Walker, MD, MPH, FAAP

Webinar Planning & Support:

Leslie Amani, Michael Conrique, Hailey Ahmed,
Polly Dong, Alex McDonald, Rachel Jacobs



Thank you for your commitment to protect the health
and well-being of all Californians



And for joining today's webinar!