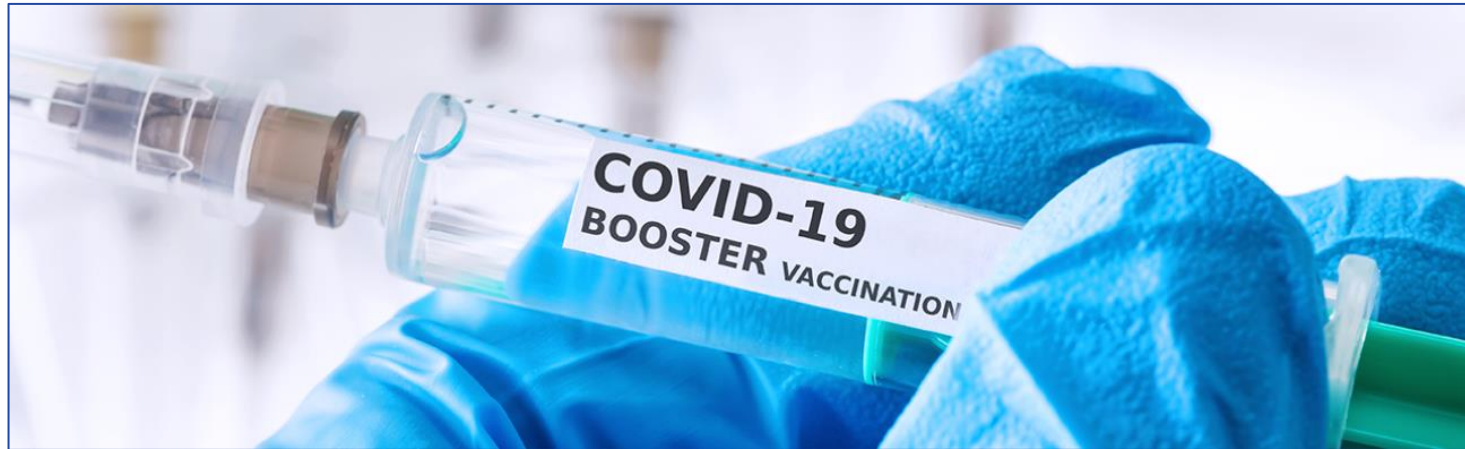


# Welcome to Talking with Patients about COVID-19 Bivalent Booster Doses



September 8, 2022  
12:00PM-1:00PM



# Housekeeping



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



**For Attendees:** This webinar is being recorded. Please access today's slides and recording through the following link:

<https://eziz.org/covid/crucialconversations>

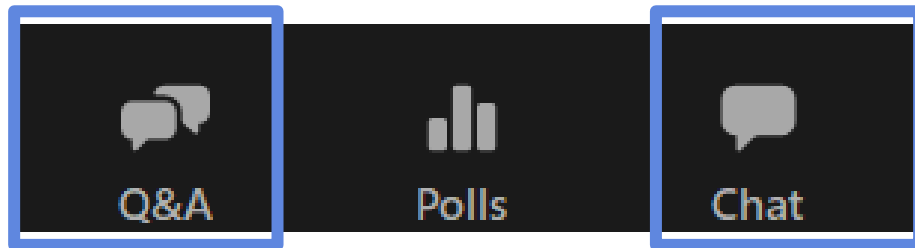


Please use “Q&A” to ask questions.

For post-webinar questions, contact [rachel.jacobs@cdph.ca.gov](mailto:rachel.jacobs@cdph.ca.gov).

# Questions & Answers

**During today's session, please use the Q&A panel to ask your questions.**



**Resource links will be dropped into, “Chat”**



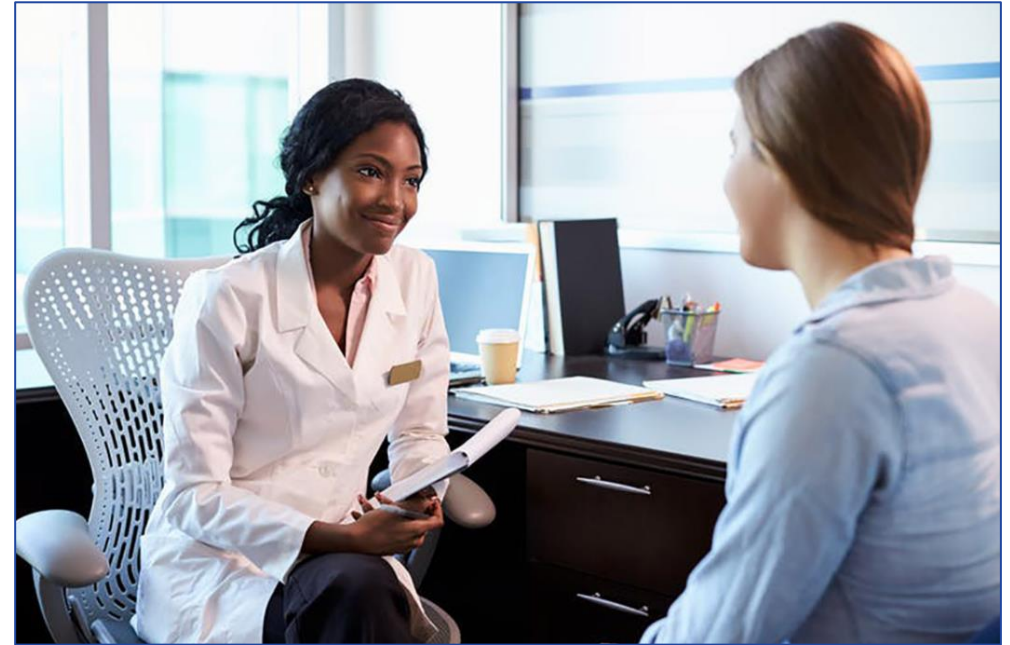
# Agenda: Thursday, September 8, 2022

No.	Item	Speaker(s)	Time (PM)
1	Welcome	Rachel Jacobs (CDPH)	12:00 – 12:05
2	Talking with Patients about Bivalent Booster Doses	Ilan Shapiro, MD, MBA, FAAP, FACHE	12:05 – 12:40
<b>Questions &amp; Answers</b>			12:40 – 12:55
3	Resources, Poll, and Wrap-Up	Rachel Jacobs (CDPH)	12:55 – 1:00

# Webinar Objectives

Participants will learn:

- The evolving landscape of COVID-19 variants
- Updated recommendations for bivalent booster doses
- Communication strategies for effective patient conversations



# Poll: CDPH appreciates your feedback!

**How confident are you in your ability to effectively discuss COVID-19 bivalent booster doses with patients?**

- ☐ Very confident
- ☐ Confident
- ☐ Somewhat confident
- ☐ Slightly confident
- ☐ Not confident



# Talking with Patients about Bivalent Booster Doses

Ilan Shapiro, MD, MBA, FAAP, FACHE

#VacunateYa

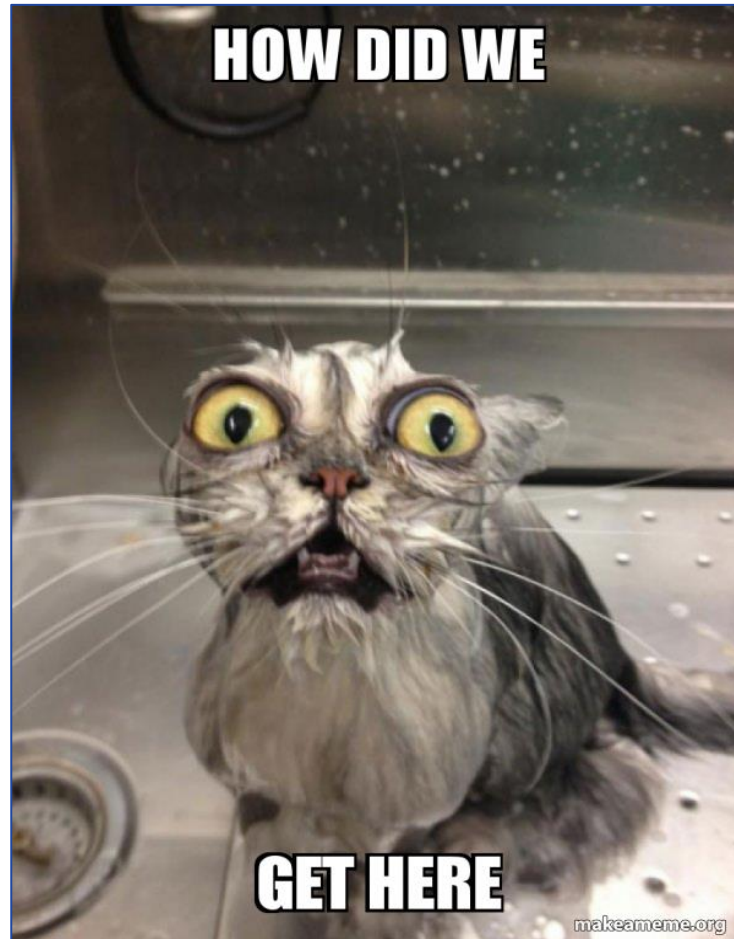






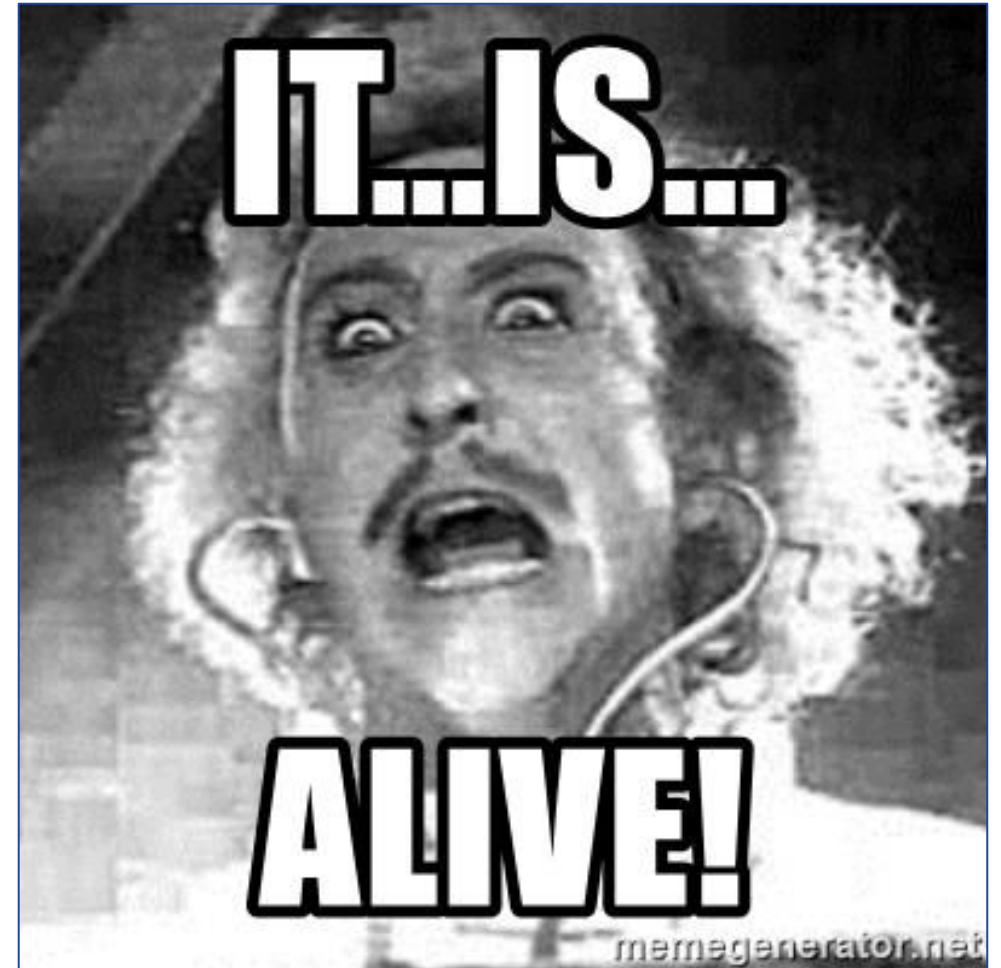


# How Did We Get Here?



# Changes in COVID-19

- Ancestral → Delta → Omicron
- Let's talk about the percent: did it change?
- And now... what?



# Some Important Questions

- Are we going to have multiple “boosters”?
- Are they going to be updated all the time?
- Do we need to move to...?



# Where Are We Now?

## Bivalent Booster Dose Authorization & Recommendations



# Booster Dose Vaccination Trends: California

as of September 1, 2022

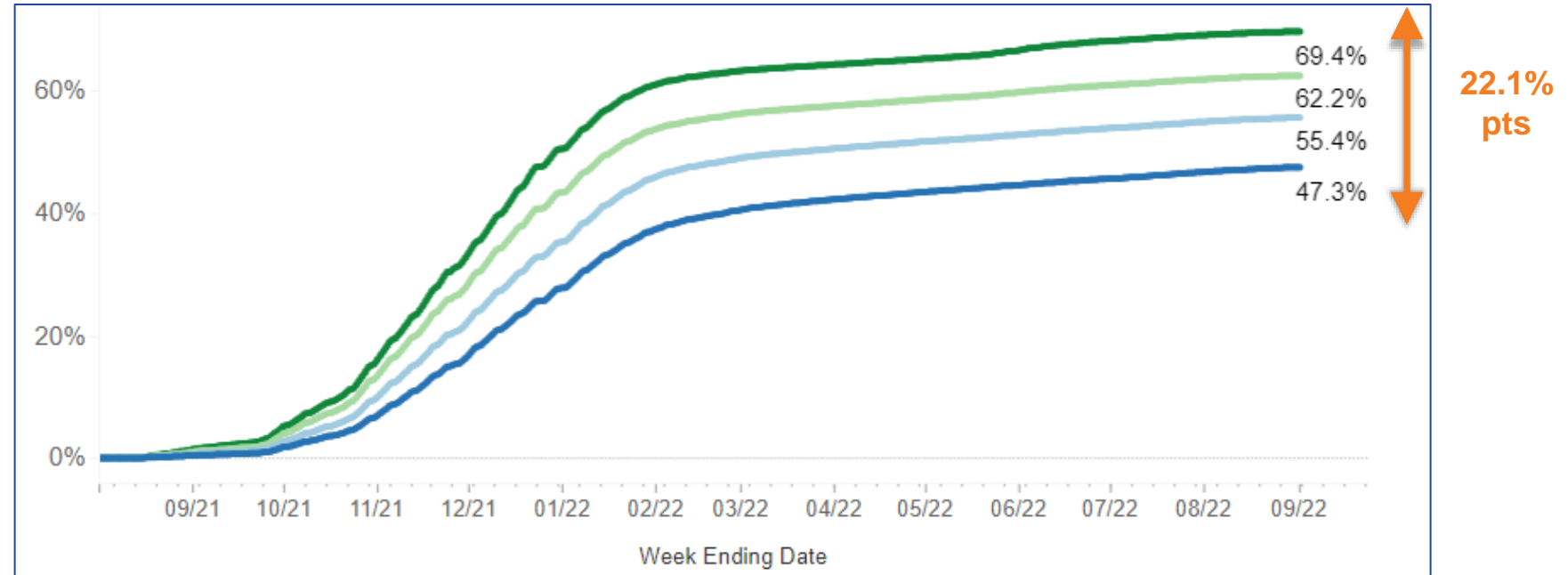
- **72%** of Californians have received their primary series; **58.8%** of eligible Californians have received a booster dose.
- Graph shows booster vaccination rates by county
  - Darker blue = higher rates of vaccination



# Disparities in Booster Dose Vaccination Rates: California

as of September 1, 2022

- Disparities in vaccination coverage rates by Vaccine Equity Metric Quartile
- People living in the Most Healthy Places are much more likely to have received a booster dose than people living in Least Healthy Places



# What Do We Know?

- The authorized bivalent COVID-19 vaccines, or updated boosters, include
  - an mRNA component of the original strain to provide an immune response that is broadly protective against COVID-19 and
  - an mRNA component in common between the omicron variant BA.4 and BA.5 lineages to provide better protection against COVID-19 caused by the omicron variant.
- Individuals who receive a bivalent COVID-19 vaccine may experience side effects commonly reported by individuals who receive authorized or approved monovalent mRNA COVID-19 vaccines.



# What Do We Know?

## Bivalent Booster Dose Authorization & Recommendations

- People ages **12 years and older** are recommended to receive 1 age-appropriate bivalent mRNA booster dose after completion of any Food and Drug Administration (FDA)-approved or FDA-authorized monovalent primary series or previously received monovalent booster dose(s).
  - Updated boosters can be administered at least **2 months** after completion of the primary series or at least **2 months** after the last monovalent booster dose
  - Bivalent booster recommendation is the **same** for immunocompromised and immunocompetent people

# What Do We Know?

## Bivalent Booster Dose Authorization & Recommendations

- Individuals **18 years** of age and older are eligible for a **single booster dose** of the Moderna COVID-19 Vaccine, Bivalent if it has been at least two months since they have completed primary vaccination or have received the most recent booster dose with any authorized or approved monovalent COVID-19 vaccine.
- Individuals **12 years of age and older** are eligible for a **single booster** dose of the Pfizer-BioNTech COVID-19 Vaccine, Bivalent if it has been at least two months since they have completed primary vaccination or have received the most recent booster dose with any authorized or approved monovalent COVID-19 vaccine.

# What Do We Know?

## Deauthorization of Monovalent Booster Doses

- **The new booster recommendation replaces all prior booster recommendations for this age group.**
  - Monovalent mRNA vaccines are no longer authorized as a booster dose for people ages 12 years and older.
- Children ages 5–11 years are recommended to continue receiving 1 monovalent mRNA booster dose if eligible.
- Only monovalent vaccines are approved or authorized for primary series doses.
- J&J vaccine remains available as first booster for certain people.

# Booster “Reset”

- Recommendations are now simplified
- Change from dose counting to 1 bivalent booster for everyone eligible
- If eligible, a bivalent booster should not be denied based on total number of doses.

Vaccination history	→	Next dose
Primary series	At least 2 months →	1 bivalent booster dose
Primary series + 1 booster	At least 2 months →	1 bivalent booster dose
Primary series + 2 booster	At least 2 months →	1 bivalent booster dose

# Summary: Clinical Trial Data

- Bivalent booster doses of both Moderna & Pfizer-BioNTech COVID-19 vaccines **increase immune response** in those who have completed a primary series and a previous booster
  - Compared with ancestral booster dose
    - Demonstrated superior response to Omicron
    - Demonstrated non-inferior response to ancestral strain
- Similar reactogenicity profile to primary series (and ancestral booster dose)
- Data from clinical trial limited in size, age, and bivalent booster type

# Bivalent COVID-19 Vaccines: Data to Inform Recommendations

- Experience from using COVID-19 vaccine mRNA platform for nearly 2 years and over 600 million doses in the United States alone
  - Extensive vaccine effectiveness studies as well as robust post-authorization safety data across multiple platforms
- Clinical (human) data from bivalent COVID-19 vaccines in >1700 persons
  - Includes bivalent vaccines with Beta and Omicron variants, both from manufacturers and NIH studies
  - Over 1400 individuals received bivalent vaccine with **Omicron** component specifically
  - While there are subtle differences in mutations between BA.1 and BA.4/BA.5 spike protein sequences, do not anticipate differences in safety or reactogenicity of vaccines based on these limited mutations
  - Overall composition of the vaccine as well as total antigenic load are the same as current booster doses
- Antigenic cartography and antibody studies
- Modeling data

# Summary: Balance of Benefits and Harms for Bivalent Booster Doses

- Bivalent booster dose of both Moderna & Pfizer-BioNTech COVID-19 vaccines **increases immune response** in those who have completed a primary series and a previous booster
- Similar reactogenicity profile to primary series and ancestral booster dose
- Myocarditis risk following a bivalent booster dose is unknown, but anticipate similar risk to what is seen after monovalent booster doses
- Modeling projects more hospitalizations and deaths averted when booster doses are recommended for **persons ≥18 years** compared to only persons ≥50 years, and when the booster campaign begins in **September** compared to November 2022
- Benefits and harms for the U.S. population are best assessed when clinical trial and study populations are optimally representative of the U.S. population



# Looking to the Future

- Pfizer is planning to submit an application for an Omicron-adapted bivalent vaccine for children 5 through 11 years of age to the FDA in early October.
- Bivalent vaccine for children 6 months through 4 years application to follow



# Discussing Bivalent Booster Doses: Patient FAQs

**Q:** Can I get a bivalent booster dose now, if I just recently got my second monovalent booster?



**A:** You will need to wait until two months have passed since your last booster dose. Get the bivalent booster shot as soon as you are eligible, and you will have expanded protection!

# Discussing Bivalent Booster Doses: Patient FAQs

**Q:** How long do I need to wait to get the bivalent booster if I have had COVID-19?



**A:**

- People with known current SARS-CoV-2 infection should defer any COVID-19 vaccination, including booster vaccination, at least until recovery from the acute illness (if symptoms were present), and criteria to discontinue isolation have been met.
- People who recently had SARS-CoV-2 infection **may consider** delaying a primary series dose or booster dose by 3 months from symptom onset or positive test (if infection was asymptomatic).

# Discussing Bivalent Booster Doses: Patient FAQs

**Q:** Can I receive the COVID-19 bivalent booster and the flu vaccine together?



**A:** Yes. Extensive experience with non-COVID-19 vaccines has demonstrated that immune response and adverse event profiles are generally similar when vaccines are administered simultaneously as when they are administered alone.

# Coadministration with Flu Vaccine

- Providers should offer influenza and COVID-19 vaccines at the same visit, if eligible.
- With both influenza and SARS-CoV-2 circulating, getting both vaccines is important for prevention of severe disease, hospitalization, and death.
- Getting both vaccines at the same visit increases the chance that a person will be up to date with their vaccinations.

# Discussing Bivalent Booster Doses: Patient FAQs

Can we “mix and match” the new bivalent booster dose brand with another brand?



Yes. Any homologous or heterologous age-appropriate mRNA vaccine can be used if a booster dose is FDA-authorized for use in a specified population.

# Talking with Our Patients and Communities





# COVID-19 Vaccine Language Tips

Do Say	Don't Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA; Operation Warp Speed; Emergency Use Authorization*
Get the latest information	There are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep your country safe
Public Health	Government
Health/medical experts and doctors	Scientists
People who have questions	People who are hesitant, skeptical, resistant, or “anti-vaxxers”

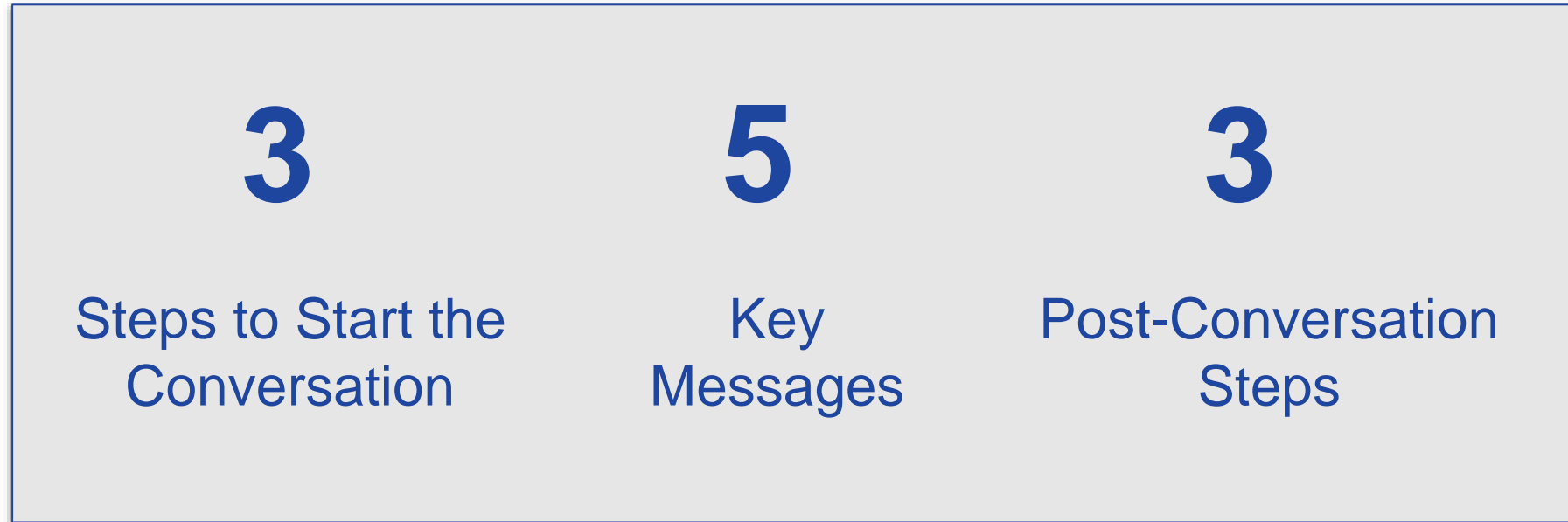
\* *The perceived speed of vaccine development is a current barrier among many audiences.*

These recommendations are based partly on research conducted by the de Beaumont Foundation.



# Conversation Methodology

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**To address patients concerns related to myths and misinformation, use the 3-5-3 method.**



# 3 Steps to Initiating Conversations

1

## Ask and listen to the answer

“What do you think about the vaccine?”

“Why do you feel that way?”

“What concerns do you have about the vaccine?”

2

## Create an alignment of safety

“I would be scared too. Let’s do what’s safe here.”

“We both want what’s safest for you.”

3

## Find common goals

“We all want to be able to safely be with our loved ones again.”

“What reasons would motivate you to get vaccinated?”

Find their personally motivating reason.



# Key Messages

1

## **The vaccine will keep you safe.**

The vaccine will protect you from getting very sick. Over 220 million Americans have been safely vaccinated and are now protected. Over 100 million Americans have received a booster dose.



# Key Messages

2

## Mild side effects are common.

Side effects are a sign that your body is protecting you.

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

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



# Key Messages

3

## **Vaccines are very effective.**

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants.



# Key Messages

## 4 The vaccine is built on 20 years of research and science.

It is 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.





# Key Messages

5

## Have questions? Please ask.

I am glad you want to know more. Ultimately, the choice is yours. Today or when you're ready, go to [myturn.ca.gov](https://myturn.ca.gov) or text your zip code to GETVAX or VACUNA to get your vaccine.



# 3 Steps Post-Conversation

1

## **Acknowledge their agency and personal choice**

“I want you to get vaccinated today, but ultimately it’s your choice.”

“I’m here as a resource to help you.”

2

## **Keep lines of communication open**

Trust is a journey. Give folks a way to reach you that you are comfortable with as they consider their decision.

3

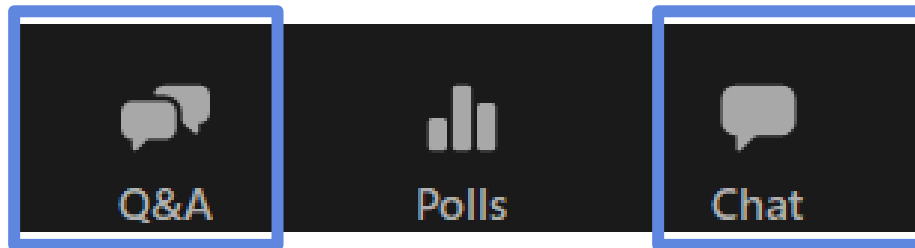
## **Offer to find a vaccine**

Offer [myturn.ca.gov](https://myturn.ca.gov) or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.



# Questions & Answers

**During today's session, please use the Q&A panel to ask your questions.**



**Resource links will be dropped into, “Chat”**



# Poll & Resources

Rachel Jacobs, CDPH

# Poll: CDPH appreciates your feedback!

**Following this webinar, how confident are you in your ability to effectively discuss COVID-19 bivalent booster doses with patients?**

- ☐ Very confident
- ☐ Confident
- ☐ Somewhat confident
- ☐ Slightly confident
- ☐ Not confident



# Job Aid: COVID-19 Vaccine Timing Guide

# COVID-19 Vaccine Timing

Vaccinate All 58

## Routine Schedule

Age*	Vaccine	Primary Doses	Booster Dose
6 months–4 years	Pfizer–Infant/Toddler	1st Dose → 3–8 weeks* → 2nd Dose → ≥8 weeks → 3rd Dose	
6 months–5 years	Moderna–Infant/Toddler	1st Dose → 4–8 weeks* → 2nd Dose	
5–11 years	Pfizer–Pediatric	1st Dose → 3–8 weeks* → 2nd Dose → ≥5 months → Monovalent Booster Pfizer 5–11 years	
6–11 years	Moderna–Pediatric	1st Dose → 4–8 weeks* → 2nd Dose	
12+ years	Moderna–Adol/Adult	1st Dose → 4–8 weeks* → 2nd Dose	<b>Bivalent Booster</b> Pfizer: Ages 12+ Moderna: Ages 18+ (Regardless of the number of monovalent booster doses previously received)
12+ years	Novavax	1st Dose → 3–8 weeks* → 2nd Dose	
12+ years	Pfizer/Adol/Adult	1st Dose → 3–8 weeks* → 2nd Dose	
18+ years	Janssen (J&J) Pfizer/Moderna preferred**	1st Dose	

\* See schedules for children in transition from a younger to older age group: [Pfizer](#) | [Moderna](#).

\*\* Although use of mRNA COVID-19 vaccines is preferred, the Janssen vaccine may be offered in [some situations](#).

^ An 8-week interval may be preferable for some people, especially for males 12–39 years.

View [Interim Clinical Considerations for Use of COVID-19 Vaccines](#) for details. Schedule is subject to change.

California COVID-19 Vaccination Program

IMM-1396 (9/6/22) Page 1 of 2

# COVID-19 Vaccine Timing

Vaccinate ALL 58

## Schedule if Moderately or Severely Immunocompromised

Age*	Vaccine	Primary Doses	Booster Dose
6 months–4 years	Pfizer–Infant/Toddler	1st Dose → 3 weeks → 2nd Dose → ≥8 weeks → 3rd Dose	
6 months–5 years	Moderna–Infant/Toddler	1st Dose → 4 weeks → 2nd Dose → ≥4 weeks → 3rd Dose	
5–11 years	Pfizer–Pediatric	1st Dose → 3 weeks → 2nd Dose → ≥4 weeks → 3rd Dose → ≥3 months	Monovalent Booster Pfizer 5–11 years
6–11 years	Moderna–Pediatric	1st Dose → 4 weeks → 2nd Dose → ≥4 weeks → 3rd Dose	
12+ years	Moderna–Adol/Adult	1st Dose → 4 weeks → 2nd Dose → ≥4 weeks → 3rd Dose	Bivalent Booster  Pfizer: Ages 12+  Moderna: Ages 18+  (Regardless of the number of monovalent booster doses previously received)
12+ years	Novavax	1st Dose → 3 weeks → 2nd Dose	
12+ years	Pfizer/Adol/Adult	1st Dose → 3 weeks → 2nd Dose → ≥4 weeks → 3rd Dose	
18+ years	Janssen (J&J) Pfizer/Moderna preferred**	1st Dose → 4 weeks → 2nd Dose of Moderna/ Pfizer	

\* See schedules for children in transition from a younger to older age group: [Pfizer](#) | [Moderna](#).  
 \*\* Although use of mRNA COVID-19 vaccines is preferred, the Janssen vaccine may be offered in [some situations](#).

View [Interim Clinical Considerations for Use of COVID-19 Vaccines](#) for details. Schedule is subject to change.

California COVID-19 Vaccination Program

IMM-1396 (9/6/22) Page 2 of 2

# Job Aid: COVID-19 Vaccine Product Guide

## COVID-19 Vaccine Product Guide

**Check vaccine labels and [EUA fact sheets](#) before use to avoid mix-ups.**  
EUA fact sheets supersede info on vials and carton. Refer to [CDC Product Guide](#) for more information.

	Infant/Toddler 6 months–4 years*	Pediatric 5–11 years	Adol/Adult 12+ years	Bivalent Booster 12+ years
<b>Packaging</b>	Maroon Cap	Orange Cap	Gray Cap	Gray Cap
Doses Per Vial	10 doses	10 doses	6 doses	6 doses
Carton Size	100 doses	100 doses	60 doses	60 doses
Min. Standard Order	100 doses	100 doses	300 doses	300 doses
<a href="#">NDC/Unit of Use (vial)</a>	59267-0078-01	59267-1055-01	59267-1025-01	59267-0304-01
CVX Code	219	218	217	300

**Storage Limits Before Puncture:** Label vaccine with expiration and use-by dates.

ULT (-90°C to -60°C)	Until expiration
Thermal Shipper	
Freezer	
Refrigerator (2–8°C)	Up to 10 weeks (write the date on carton)
Expiration Date	12 months from manufacture date printed on vial and carton or check <a href="#">product website</a> .

**Administration**

	Infant/Toddler 6 months–4 years*	Pediatric 5–11 years	Adol/Adult 12+ years	Bivalent Booster 12+ years
Diluent (supplied)	2.2 mL per vial	1.3 mL per vial	Do not dilute.	Do not dilute.
Dose Volume—Primary/Additional	0.2 mL† (3 mcg dose)	0.2 mL† (10 mcg dose)	0.3 mL (30 mcg dose)	N/A
Dose Volume—Booster	N/A	0.2 mL†	Do not use for boosters.	0.3 mL (30 mcg dose)
Refrigerator Thaw Time (2° to 8°C/ 36°F to 46°F)	Up to 2 hours in carton	Up to 4 hours in carton	Up to 6 hours in carton	Up to 6 hours in carton
(Do not refreeze)				
Room Temp Thaw Time	Vial: 30 minutes at up to 25°C (77°F)			
Total Time at Room Temp (Do not refreeze)	Up to 12 hours (including thaw time) at 8°C to 25°C (46°F to 77°F)			

**Storage Limits After Puncture:** Record puncture and use-by time on vial label.

Use-By Limit (Discard Time After 1st Puncture)	Discard after 12 hours at 2°C to 25°C (35°F to 77°F)
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\* Labels for Pfizer 6 months–4 years product may not reflect expanded age ranges. [Refer to Provider Letter.](#)  
† Syringes in ancillary kits may require estimating volume between lines, or using private stock.

California COVID-19 Vaccination Program IMM-1399 (9/2/22) Page 1 of 3

## COVID-19 Vaccine Product Guide

**Check vaccine labels and [EUA fact sheets](#) before use to avoid mix-ups.**  
EUA fact sheets supersede info on vials and carton. Refer to [CDC Product Guide](#) for more information.

	Infant/Toddler 6 months–5 years	Pediatric 6–11 years*	Adol/Adult 12+ years	Bivalent Booster 18+ years
<b>Packaging</b>	Dark Blue Cap	Dark Blue Cap	Red Cap	Blue Cap
Doses Per Vial	10 doses	5 doses	10–11 doses	5 doses
Carton Size	100 doses	50 doses	100 doses	50 doses
Min. Standard Order	100 doses	100 doses	100 doses	100 doses
<a href="#">NDC/Unit of Use (vial)</a>	80777-0279-05	80777-0275-05	80777-0273-10	80777-0282-05
CVX Code	228	221	207	229

**Storage Limits Before Puncture:** Label vaccine with expiration and use-by dates.

ULT (-90°C to -60°C)	
Thermal Shipper	
Freezer	Until expiration (-50°C to -15°C)
Refrigerator (2–8°C)	Up to 30 days (write the date on carton)
Expiration Date	Check <a href="#">product website</a> or QR code.

**Administration**

	Infant/Toddler 6 months–5 years	Pediatric 6–11 years*	Adol/Adult 12+ years	Bivalent Booster 18+ years
Diluent	Do not dilute.			
Dose Volume—Primary/Additional	0.25 mL** (25 mcg dose)	0.5 mL (50 mcg dose)	0.5 mL (100 mcg dose)	N/A
Dose Volume—Booster	N/A	Do not use for boosters, despite label.*	Do not use for boosters.	0.5 mL (50mcg)
Refrigerator Thaw Time (2° to 8°C/ 36°F to 46°F)	2 hours (Let vial stand at room temp for 15 min before administering.)	2 hours (Let vial stand at room temp for 15 min before administering.)	2.5 hours (Let vial stand at room temp for 15 minutes before administering.)	2 hours (Let vial stand at room temp for 15 minutes before administering.)
(Do not refreeze)				
Room Temp Thaw Time	45 minutes at 15° to 25°C (59° to 77°F)	45 minutes at 15° to 25°C (59° to 77°F)	1 hour at 15° to 25°C (59° to 77°F)	45 minutes 15° to 25°C (59° to 77°F)
Total Time at Room Temp (Do not refreeze)	Store up to 24 hours at 8°C to 25°C (46°F to 77°F)			

**Storage Limits After Puncture:** Record puncture and use-by time on vial label.

Use-By Limit (Discard Time After 1st Puncture)	Discard after 12 hours at 2°C to 25°C (36°F to 77°F)
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\* Labels for early shipments of Moderna 6–11 years (dark blue cap/purple border) product do not reflect authorized age ranges. [Refer to Provider Letter.](#)  
\*\* Syringes in ancillary kits may require estimating volume between lines, or using private stock.

California COVID-19 Vaccination Program IMM-1399 (9/2/22) Page 2 of 3

## COVID-19 Vaccine Product Guide

**Check vaccine labels and [EUA fact sheets](#) before use to avoid mix-ups.**  
EUA fact sheets supersede info on vials and carton. Refer to [CDC Product Guide](#) for more information.

	Janssen (J&J) Adult 18+ years	Novavax Adol/Adult 12+ years
<b>Packaging</b>	Blue Cap	Royal Blue Cap
Doses Per Vial	5 doses	10 doses
Carton Size	50 doses	100 doses
Min. Standard Order	100 doses	100 doses
<a href="#">NDC/Unit of Use (vial)</a>	59676-0580-05	80631-0100-01
CVX Code	212	211

**Storage Limits Before Puncture**

ULT (-90°C to -60°C)	
Thermal Shipper	
Freezer	
Refrigerator (2–8°C)	Until expiration
Expiration Date	Check <a href="#">product website</a> , QR code, or call 800-565-4008

**Administration**

	Janssen (J&J) Adult 18+ years	Novavax Adol/Adult 12+ years
Diluent	Do not dilute	
Dose Volume—Primary/Additional	0.5 mL	0.5 mL (5 mcg)
Dose Volume—Booster	0.5 mL	N/A
Refrigerator Thaw Time	N/A. If needed immediately, thaw at room temperature.	N/A
Room Temp Thaw Time	Carton: up to 4 hrs Vial: about 1 hour at 25°C (77°F) max	N/A
Total Time at Room Temp (Do not refreeze)	Store up to 12 hours at 9°C to 25°C (47°F to 77°F)	N/A

**Storage Limits After Puncture**

Use-By Limit (Discard Time After 1st Puncture)	Discard after 6 hours at 2° to 8°C (36°F to 46°F) or 2 hours at 25°C (77°F) max	Discard after 6 hours at 2° to 25°C (36° to 77°F)
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**Label vaccine with expiration date, puncture and use-by time. Strictly comply with manufacturer guidance.**

California COVID-19 Vaccination Program IMM-1399 (9/2/22) Page 3 of 3



# Toolkits, Fliers, Conversation Guides, and Videos

## #ThisIsOurShot Toolkit COVID-19 Crucial Conversations Campaign



### 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.

#ThisIsOurShot | f ThisIsOurShot2021 | ThisIsOurShot | www.thisisourshot.info



### LANGUAGE DO'S & DON'TS

#### Do Say

Vaccination ..... Injection or shot  
A safe and effective vaccine ..... A vaccine developed quickly  
Authorized by FDA based on clinical testing ..... Approved by FDA, Operation Warp Speed, Emergency Use Authorization<sup>1</sup>  
Get the latest information ..... There are things we still don't know  
Keep your family safe; keep those most vulnerable safe ..... Keep your country safe  
Public Health ..... Government  
Health / medical experts and doctors ..... Scientists  
People who have questions ..... People who are hesitant, skeptical, resistant, or "anti-vaxxers"

#### Don't Say

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).

[VaccinateALL58.com](https://www.vaccinateall58.com) 



# Next Crucial Conversations Webinar: Talking with Patients about Long COVID

Please join Sharon Goldfarb, DNP, RN, FNP-BC, nurse lead with #ThisIsOurShot, to discuss what your patients need to know about post-COVID conditions.

**When:** Thursday, September 22 at 12:00PM-1:00PM

[Register here!](#)



# For California COVID-19 Vaccine Providers



## Monday

### Provider Therapeutics Webinar

Next session: Monday, September 12, 12PM

### My Turn and myCAvax Office Hours

Next session: Monday, September 19, 12PM

## Friday

### Provider Webinar

Next session: Friday, September 9, 9AM

# Additional Support

## Type of Support

## Description

Updated 6.6.22



### 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](mailto: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](mailto: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](mailto:myCAVax.HD@Accenture.com)
- Phone: (833)-502-1245, option 3, Monday through Friday 8AM–6PM

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](mailto:myturnonboarding@cdph.ca.gov)  
For **technical support** with My Turn Clinic for COVID-19 and flu vaccines: [MyTurn.Clinic.HD@Accenture.com](mailto:MyTurn.Clinic.HD@Accenture.com) or (833) 502-1245, option 4: Monday through Friday 8AM–6PM

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:**

**Ilan Shapiro, MD, MBA, FAAP, FACHE**

## **Webinar Planning & Support:**

**Rachel Jacobs, Cheri Banks, Leslie Amani, Blanca Corona, Charles Roberts**

