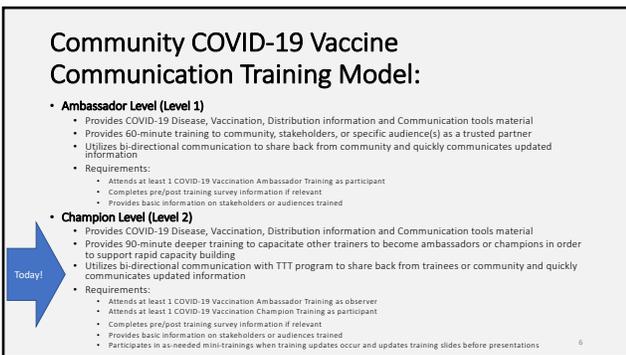


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Prepping to be a Vaccine Champion

- We want you to make this presentation your own—so that it really speaks to the population/s you serve.
- During this presentation we encourage you to take notes as to how you would customize the message for your population/s
 - We will give you time to think about and practice throughout the training today
 - You can also use the slide notes that were included in the calendar invite or sent along to registered attendees.

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Intended audience for this presentation

- COVID-19 Vaccine Influencers AKA Champions
 - CCC Community Branch group leads
 - District neighborhood action plan leads
- Community Leaders
 - Staff at CBOs
 - Faith based Leaders
 - Promotoras/community health workers
 - And more!

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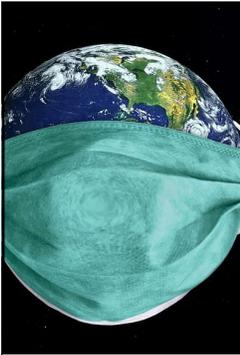
Welcome



- **Mindful moment: focus on today's purpose**
- **Welcome**
 - **Why are you here?**
 - Help our communities gain confidence in their vaccine choices.
 - Learn COVID-19 Vax facts and take back talking tools.
 - To prepare you for training Vaccine influencers/ambassadors in your community
 - **Why are we here?**
 - To equip trusted community leaders (YOU) with the necessary resources to train other vaccine influencers/Ambassadors.
 - Change the conversation around vaccine to one of choice

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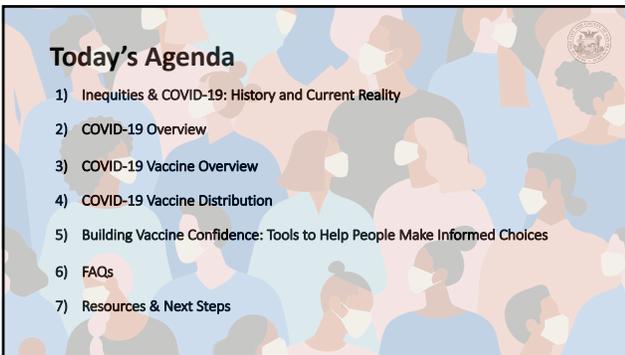


COVID-19 has Changed Everyone's World

- Local [Health Orders](#) and [Health Guidance](#)
 - Sheltering in place/staying home
 - Forbidding gatherings
 - Closing places of worship, schools, restaurants, gyms, stores.
 - Many of these places are where we go for emotional, spiritual and mental recharging
 - Much more...
- All these changes have impacted many people's mental, physical, spiritual, and economic health.
 - These experiences impact how people are thinking about the Vaccine and behaving around COVID safety
- We need to acknowledge how these changes impact us as workers and communicators

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Today's Agenda

- 1) Inequities & COVID-19: History and Current Reality
- 2) COVID-19 Overview
- 3) COVID-19 Vaccine Overview
- 4) COVID-19 Vaccine Distribution
- 5) Building Vaccine Confidence: Tools to Help People Make Informed Choices
- 6) FAQs
- 7) Resources & Next Steps

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Champion Training Objectives

1

Participants will gain knowledge and skills to provide key COVID-19 vaccination information to community for informed decision-making and action steps

2

Participants will learn to apply COVID-19 vaccination training in order to train additional trainers on this information

3

Participants will have the knowledge and tool kit to become Vaccine **Champions**

- Facts about the vax
- How to communicate it
- Where to bring back questions and how to be updated with new info

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Acknowledge and Address Inequities:

History & Current Reality

Acknowledge mistrust of medical and public health institutions in communities based on centuries of:

- Unethical medical and scientific research in communities of color¹
- Decreased access to medical and public health services: people with disabilities, biopsychosocial issues, LGBTQI, racial/ethnic populations
- Ongoing discrimination and inequities in medical care



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Racial Humility at the Forefront

32% of African Americans, 25% of Latinas, 14% of Latinos reported experiencing discrimination when seeking care from a doctor or health clinic.

- Recognize and acknowledge historical trauma
- Be racially humble in learning across lines of racial difference.
- Recognize you have one way of seeing the world and there are many other perspectives from people across races.
- If you are correcting false information, don't try to correct history.
- Create space for people to voice their trauma.
- Provide support and acknowledgement.
 - "I understand and recognize..."



San Francisco Department of Public Health

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Structural Barriers & Sanctuary Trauma

COVID-19 IMPACTS EVERYONE regardless of race, gender, sexual orientation, religion, disability

BUT THE IMPACTS ARE UNEVEN

Let us work together for common good. Let us support each other. #BeHuman #BeInclusive #Linked4All

Structural Barriers
Obstacles that collectively affect a group disproportionately, perpetuating disparities in outcome.

- Insurance status
- Primary care access
- Accessibility of vaccine sites
- Provider suggestion¹

Sanctuary Trauma
Expecting a supportive, protective environment and instead experiencing racism, oppression, or micro aggressions further heightening existing trauma

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Impact of Racism and Trauma on COVID-19 Outcomes

- Highest Cases:
 - Bayview Hunters Point
 - Tenderloin
 - Mission
 - Outer Mission
 - Excelsior
 - Visitacion Valley

Red Dot = High Volume Vaccination sites

Disproportionate **cases** among Latinx and Black/African American
 Disproportionate **death rates** among Asian, Black/African American, Latinx

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Your Turn: Tailoring the Training Introduction for the Community You Serve

For the community you serve, what COVID-19 info would be most important?

- Take a moment to consider:
 - Are there data points important to include
 - Are there relevant historical references to include
 - Are there key structural barriers to include

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COVID-19 101

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What is COVID-19?

- COVID-19 is a contagious respiratory illness
- This infection is caused by a coronavirus. We have known about these types of viruses for years, but this is a new strain.
- COVID-19 and the flu cause similar symptoms, but they are different viruses.
- The virus causing COVID-19 spreads easily and is more likely to cause severe symptoms and death than the flu.



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COVID-19: How it Spreads



- COVID-19 is mostly spread person-to-person, in the air through virus-containing droplets when a person breathes, talks, sings, coughs, or sneezes from up to 6 feet away.
- People are infected when they breathe in droplets or if droplets land in their eyes, nose, or mouth.
- Smaller droplets or infectious particles can float in the air and/or travel beyond 6 feet on indoor air currents, especially in enclosed spaces with poor ventilation.
- COVID-19 can also spread if a person touches their eyes, nose or mouth after touching a contaminated surface, however this is less common.
- Someone may get infected if they are within six feet of an infected person for a total of 15 minutes or more over a 24-hour period and starting two days before illness starts.

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COVID-19: Preventing Infection

- **Wear a Face Covering.** Cover your mouth and nose with a face covering in public and when around people you don't live with
- **Avoid Close Contact.** Keep **at least 6 feet space** from people you don't live with
- **Avoid gatherings.**
- **Being outside or good ventilation** (opening windows) reduces risk of infection
- **Wash hands often** with soap and water for 20 seconds after **touching your face or shared objects.**
- **Use hand sanitizer** with at least 60% ethanol or 70% isopropanol, if no soap/water available
- Routinely clean & disinfect high touch surfaces



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COVID-19 Signs and Symptoms

Monitor Your Health Daily and stay home if you have symptoms or were exposed to someone with COVID

If you are experiencing any of these symptoms or were exposed, get tested and stay home

*Symptoms that most impact children

Most transmission of COVID-19 is likely from people who show no symptoms (asymptomatic) and pre-symptomatic individuals.

- Fever or chills
- Cough
- Shortness of breath/ difficulty breathing
- Fatigue*
- Muscle or body aches*
- Headache
- New loss of taste/smell
- Sore throat
- Congestion or runny nose*
- Nausea* or vomiting
- Diarrhea

You can be infected with COVID-19 without any symptoms

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COVID-19 101: Summary

- COVID-19 is a contagious respiratory illness
- You can become infected with it if you breathe in droplets from an infected person.
- Most transmission of COVID-19 is likely from people who show no symptoms (asymptomatic) and pre-symptomatic individuals.
- Common symptoms: fever, cough, shortness of breath
- Most cases asymptomatic
- Prevent COVID-19 by wearing face coverings outside your home, keeping 6' distance from people not in your household, avoid gatherings, washing hands frequently, and good ventilation
- Wearing a mask protects you AND others

Good news: Another way to prevent getting sick from COVID-19 is to get a vaccine



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Your Turn: Tailoring COVID-19 Info for the Community You Serve



For the community you serve, what COVID-19 info would be most important?

- Take a moment to consider:
 - What information is most relevant for your community/ies?

Write down what you would highlight with your community.

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COVID-19 Vaccines Overview

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Currently three approved vaccines

- Pfizer
- Moderna
- J&J

Others in process of being approved



Get vaccinated—it's safe, effective, and free. Vaccinations are in high demand, but you can find out when it's your turn to get one. Sign up at myva.gov or call 833.252.2522 and receive your appointment, or get notified when appointments are available in your area.

Sign up for the vaccine

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Pfizer & Moderna: messenger RNA (mRNA) vaccines



- Pfizer & Moderna are all effective against a person becoming ill with COVID-19
 - Based on large clinical trials
 - Every study, every phase, and every trial was reviewed by the FDA and a safety board.
 - Serious side effects are rare.
 - Each vaccine is given in 2 doses.
- Medical experts have been working on vaccines for the coronavirus family for years, so they did not have to start from scratch.

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Pfizer & Moderna Vaccines: How They Work

How a messenger RNA (mRNA) vaccine works. Scientists take some inactive virus genetic code that tells cells what to build and coat it in a lipid (fat) so it can enter the body's cells.

The vaccine enters the cells and tells the cell to produce the protein from the outside of the coronavirus so your body can recognize it later

If your body comes in contact with a coronavirus the immune system can now recognize it and fight the virus.

The immune system produces antibodies that recognize the protein from the outside of a coronavirus

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Johnson & Johnson Janssen Vaccine

- Johnson and Johnson: Single dose vaccine
- Extremely effective in protecting against severe disease.
- Effective against moderate to severe COVID-19 infection in a multi-country study
- No hospitalizations or deaths among people in large clinical trial.
- Not the same kind of vaccine as the mRNA. But it does cause your cells to make protein for your immune system to recognize

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Vaccine Scientist Working to Eliminate Disparities

- Kizzmekia Corbett, MD, an immunologist at the US National Institutes of Health (NIH), is one of the NIH's leading scientists who in early 2020 helped to develop an mRNA-based vaccine for COVID-19.
- Dr. Corbett is part of a team at NIH that worked with Moderna to develop one of the two mRNA vaccines that has shown to be more than 90% effective.

Vaccines have the potential to be the equalizer of health disparities, especially around infectious diseases. I could never sleep at night if I developed anything — if any product of my science came out — and it did not equally benefit the people that look like me. Period.

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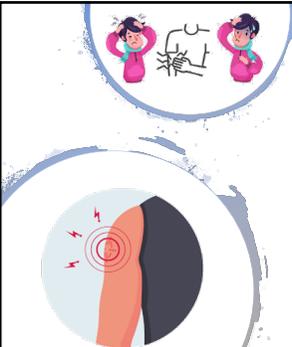


NOVAVAX

AstraZeneca

Other vaccines are on the way

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You may feel your immune system respond after the vaccine

All symptoms are short term

- When mild side effects occur, they are a normal sign that your body is building protection to the virus.
- Common side effects which go away in a few days include:
 - Fever
 - Chills
 - Headache
 - Tiredness
 - Joint or body aches
- Pain, redness or sore arm (use a cold compress and move/exercise the arm)
- For most symptoms talk to your health care provider
- A severe allergic reaction is a rare side effect that occurs in 4 people out of 1 million who receive the shot.

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Vaccines As A Key COVID-19 Prevention Tool

- COVID-19 vaccines are safe, effective, and free.
- It will take time for everyone who wants a COVID-19 vaccine to get one. It is expected that the general population will have access to the vaccine later in 2021.
 - Currently, COVID-19 vaccines are not recommended for children under 16.
- Many people will receive the vaccine by
 - Appointment at one of the high-volume sites
 - Open access and appointment at select community clinics
 - Pharmacies
 - Neighborhood vaccine access sites.

Even after being vaccinated: you still need to wear your mask, physically distance and thoroughly wash your hands



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The hope is vaccine will bring an end to the pandemic

In countries with high vaccination rates, we've seen less deaths.

We need a high percentage of people to get vaccinated people in order to get to community immunity and achieve benefit for the rest who cannot/choose not to get vaccinated

- **Being vaccinated is someone's personal choice**
- **Important to know if someone declines vaccination:**
 - People will not lose their job
 - Our job is to respect that choice and encourage people to continue to practice safe distancing, masking, etc.

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COVID-19 Vaccines: Summary

- Currently 3 approved vaccines, others in process of being approved
 - All have been through all required FDA safety processes
 - All are highly effective against a person becoming ill with COVID-19
 - Serious side effects are rare
- Vaccines are free
 - We believe the general population will have vaccine access later in 2021
- By the time it's your turn millions of people in the world will have been vaccinated
- The hope is the vaccine will bring an end to the pandemic
- Being vaccinated is someone's personal choice

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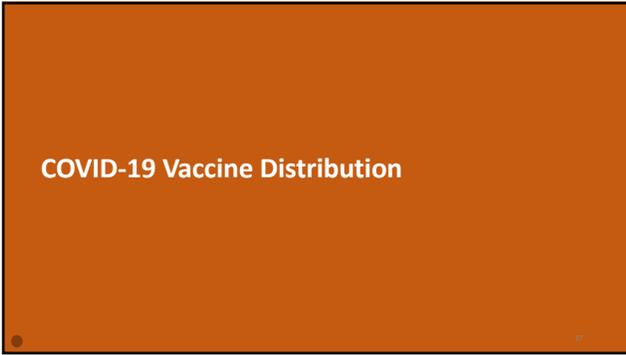
Your Turn: Tailoring Vaccine Info for the Community You Serve

Tailoring vaccine information to the community you serve

- Take a moment to think about:
 - What vaccine messages are most relevant for your communities?
 - What fears or worries need to be addressed?

Write down what you would highlight with your communities

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Vaccine Distribution



- State and Federal Government are driving the prioritization and allocation process, but it's not unified
- Federal Government allocates vaccines to State and the State allocates to Local counties.
 - Vaccine goes directly from feds to pharmacies and indirectly from state to local sites
 - Unclear how much will be allocated and when
- San Francisco must follow national and state recommendations.
 - SFDPH does not decide who gets vaccinated first.
- SFDPH is responsible for allocating and administering a portion of the vaccines delivered to San Francisco.
 - There are many operational challenges

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California Dept of Public Health Allocation Prioritization

Phase 1A (now vaccinating)	Phase 1B (tier 1) (now vaccinating)	Future phases
<ul style="list-style-type: none"> • Healthcare workers • Long-term care residents 	<ul style="list-style-type: none"> • Individuals 65 years and older • Sector populations: <ul style="list-style-type: none"> • Education and childcare* • Emergency services** • Food and agriculture*** 	Beginning March 15, healthcare providers may use their clinical judgment to vaccinate individuals aged 16-64 who are deemed to be at the very highest risk**** to get very sick from COVID-19.

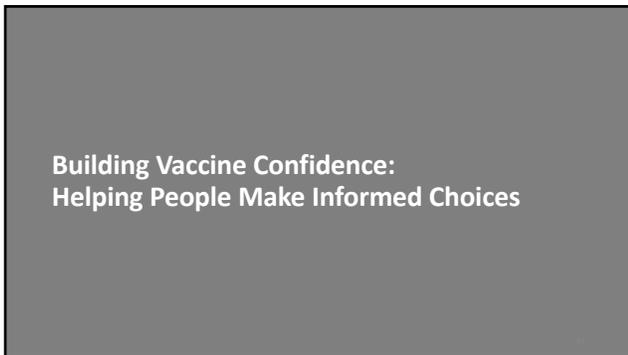
FOR UPDATED INFO on current Phase: <https://covid19.ca.gov/vaccines>

* Sector description: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/VaccineAllocationGuidelines.aspx#>
 ** Sector description: <https://covid19.ca.gov/essential-workforce/>
 *** Sector description: <https://covid19.ca.gov/essential-workforce/>
 **** <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Provider-Bulletin-2-12-21.aspx>

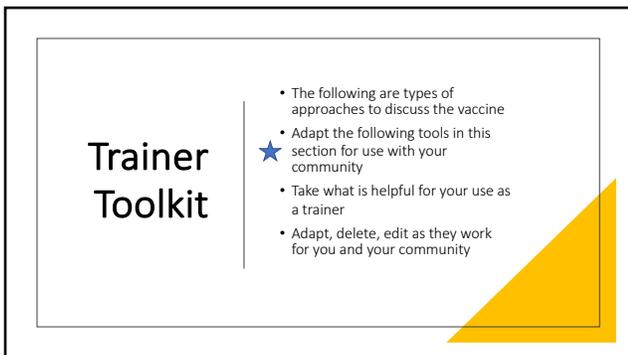
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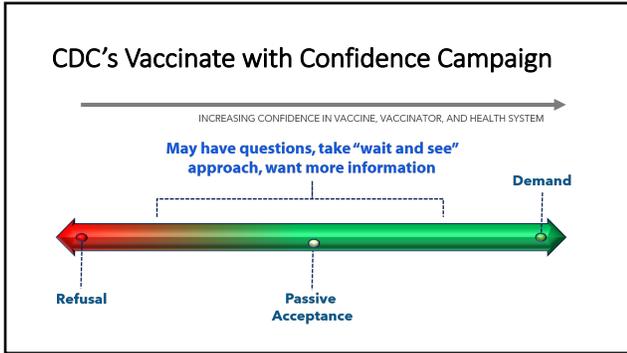
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Messages from Trusted Sources

You!

You are being trained for a reason – people are more likely to believe people they know and trust

- Community Leaders
- Doctors
- Trusted public figures

	A lot, %	Some, %	Not at all, %
My children's doctor	76	22	2
Other health care providers	25	70	4
Government vaccine experts/officials	23	61	16
Family and friends	15	67	18
Parents who believe their child was harmed by a vaccine	8	65	27
Celebrities	2	24	74

From: et al. Sources and Perceived Credibility of Vaccine-Safety Information for Parents. Pediatrics. 2010
 Rosenstock et al. Trusting of COVID-19 Vaccine Approval and Subsequent use of public Square. Vaccine. 2021
 Dubois et al. Reports of social media and anti-vaccination behavior: A national longitudinal survey. Health Psychology. Nov 2019

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FACT: COVID-19 vaccines will not give you COVID-19

Focus on Facts rather than correcting false information

- Studies indicate that trying to correct false information:
 - reduced intent to vaccinate,
 - increased false beliefs after intervention
- **If must address false information, avoid repeating it. Deemphasize the false information, emphasize the truth**
- **Use terms like 'false information' or 'false rumors'** (stay away from "myths")
 - Myths are seen as positive in some cultures.
 - Myths are things we can't fully explain, most of the 'myths' around COVID can be proved false.
- Before mention of false information, **use text, visual or oral clues** to warn that upcoming information is false.
- Display core facts graphically

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Try a "Truth Sandwich"

One approach to addressing misinformation, modified from George Lakoff, Retired UC Berkeley Linguistic Professor

- **Start with the truth.** The first frame gets the advantage.
- **Acknowledge the trauma.**
- **Call out the misinformation.** Avoid repeating/amplifying the false language, if possible.
- **Return to the truth.** Always repeat truths more than false information

Example: Concerns about vaccine safety
 The COVID-19 vaccines are safe and effective. (Truth)
 It can be scary, serious side effects from the vaccine are **uncommon** (address the misinformation while also acknowledging trauma)
 COVID-19 vaccines have been thoroughly tested and were found to be safe. (Truth)

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Your Turn: What communication strategies work best for the community you serve?

BREAKOUT ROOM
 For the community you serve, what misinformation needs to be addressed?

Reference the "Addressing Vaccine Misinformation" handout and practice making "truth sandwiches"

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Focus on Concerns rather than shaming

- Aggressive attempts to 'normalize' vaccination (with implications of shaming those who don't vaccinate) may backfire by further boosting the groups hard work to 'go against the grain'
- "Solidarity with one's people networks may be so important that outside challenges only strengthen beliefs."
 - Ex - Reappropriation of #TeamStupid (an anti-vax media label)
- **Suggest: Rather than trying to change someone's behavior, focus on what you can do to eliminate or decrease risk**
 - Extract self from situation
 - Wear masks
 - Create distance

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Responding without Judgment

- Many people are inundated with too much data and information- help people weed through it
 - **Ask open-ended clarifying questions or prompts to understand specific concerns**
 - "I'm curious to know..."
 - "Tell me a little bit more..."
- **Equip people with info to make informed choices:**
 - Vaccines are the biggest public health innovation and resulted in significant health improvements
 - Vaccines are examined, studied and approved in most rigorous settings

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Benefits of Getting the Vaccine

- Vaccines are the biggest public health innovation and resulted in significant health improvements
- All of the vaccines prevent severe COVID symptoms
- They are safe and very regulated
 - Vaccines are examined, studied and approved in most rigorous settings
- Your family and community will benefit
- Those that can't get the vaccine will benefit from community immunity

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Addressing Vaccine Confidence: Summary

Strategies to embrace:

- You know your audience: tailor your message to them
- Utilize trusted sources – including testimonials of respected figures (I got my vaccine buttons, social media)
- Provide clear info on vaccine access
- Acknowledge people's fears and concerns- especially related to trauma and racism in healthcare
- Explain benefits of getting the vaccine, not just the consequences of not doing it
- Recognize people may need to hear the messages multiple times
- Avoid amplifying/repeating misinformation
- Avoid judgment, embrace curiosity to understand
- Avoid shaming
- Don't talk about pharmaceutical companies, talk about people behind the vaccines: scientists & doctors



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Your Turn: Practice Building Vaccine Confidence



BREAKOUT ROOM
Practice responding to concerns common to communities you work with without judgment or shaming.

Reference what you noted earlier:
What vaccine messages are most relevant for your communities?
What fears or worries need to be addressed?

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Your Turn: Practice Building Vaccine Confidence



Case study 1: A 65-year-old African American woman tells her pastor neither she nor her family will get the vaccine because she doesn't trust the system and wants others to be the ones it gets tested out on first.

Case study 2: a 25-year-old Asian woman is talking to her friends saying that she won't get the vaccine because she's trying to get pregnant and she doesn't want the vax to interfere with her ability to get pregnant.

Roles: select roles and play out the scenario
A. influencer B. vax hesitant person

Others: observe and note techniques being used

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Your Turn: Practice Building Vaccine Confidence

Case study 3: A 43-year-old Pacific Islander male female tells his doctor at a regular visit to check on his cancer medications that he does not plan to get vaccinated because he's concerned the meds will interact with his treatment.

Case study 4: a 20-year-old Latino male tells his co-workers at the restaurant not to get the vaccine because the government is trying to track people with the microchip that they implant in people – especially those who don't have documents.

Roles: select roles and play out the scenario
A. influencer B. vax hesitant person

Others: observe and note techniques being used



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Trainer Checklist

- Pre Training**
 - Finalize participant list
 - Create calendar meeting invite
 - Review and update pre-registration
 - Coordinate host virtual meeting list
 - Establish pre-registration subcommittee
 - Draft agenda with timing
 - Coordinate with virtual meeting support team as needed
 - Confirm speakers
 - Confirm facilitator roles, and if needed, Clinician roles for training
 - Update presentation deck with any updated information since last presentation!
 - Coordinate with virtual meeting support team as needed
 - Identify translation need and coordinate with virtual meeting team
 - Coordinate break out room logistics if needed
 - Who will facilitate in each breakout room?
 - Identify interpretation need and coordinate with JIC VOT
 - Finalize pre-training and post-training survey for last few minutes of training, update survey link
 - Test any other platforms to be used
 - Is it needed for group communications?
 - Is it - Break out room functions?
 - Conduct mock run through of training for estimated timing
 - Coordinate admin or virtual meeting team to conduct note taking at training on questions
- Post Training**
 - Send out follow up email within 1 business day if possible:
 - Apologizing
 - Link to additional materials
 - Post-training survey for feedback
 - Receive registration information from virtual meeting team to document metrics for internal processes
 - Conduct debrief on things that went well and things that could be improved for next trainings
 - Group debrief on when to implement change
 - Follow up on FAQs that come out of training with communications team
 - Read note taker notes to review
 - Share back to CCC on # trainings held, # people trained, biggest questions or discussion points from trainings held

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Trainer Materials

PowerPoint Presentation Slide Deck



Trainer Checklist



Pre & Post Training Evaluations



Facilitator Guide



Participant Notes Handout



Resources: FAQs & Guidance Documents



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COVID-19 Resources To Review Regularly

- COVID Vax general info:
 - <https://sf.gov/covid-19-vaccine-san-francisco>
- COVID Toolkit
 - <https://sf.gov/outreach-toolkit-coronavirus-covid-19>
- COVID VAX Data
 - <https://data.sfgov.org/stories/s/COVID-19-Vaccinations/a49v-ievv>
- Where to get vaccinated
 - <https://sf.gov/get-vaccinated-against-covid-19>

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COVID-19 Data Dashboard

<https://data.sfgov.org/stories/s/San-Francisco-COVID-19-Data-Tracker/fjki-2fab/>



<https://data.sfgov.org/stories/s/COVID-19-Vaccinations/a49v-ievv>

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FAQs

Does immigration status impact ability to get a vaccination?
 No – It doesn't impact your ability to be vaccinated. SF is a sanctuary city, people can safely get health care through the city system. We want everyone to be vaccinated.

Do I still need to get tested after getting vaccinated?
YES! If you have COVID-19 symptoms, get tested and isolate until you get the results.

How long will the COVID-19 vaccine last?
 The research is not complete on this. Further research will tell us more about how long immunity lasts and if people will need more vaccinations in the future.

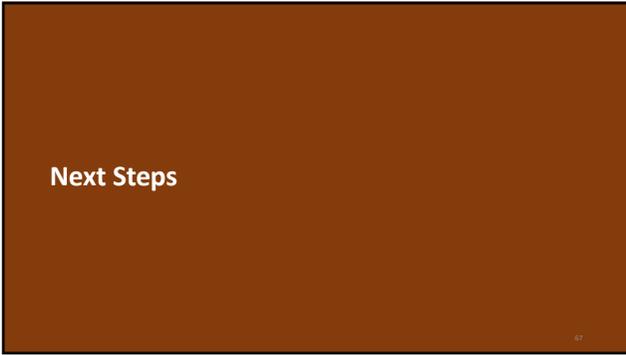
Do the vaccines work differently or have different side effects for people of diverse ages, racial backgrounds, sexes, and other differences?
 Trial results have shown that the vaccines are safe and work well for adults of all ages, races, genders, ethnic backgrounds and underlying medical conditions.

Will the vaccine impact my fertility or ability to get pregnant?
 Based on current knowledge, medical experts believe the COVID-19 vaccines are unlikely to pose a short or long-term risk to those who are or are wanting to become pregnant.

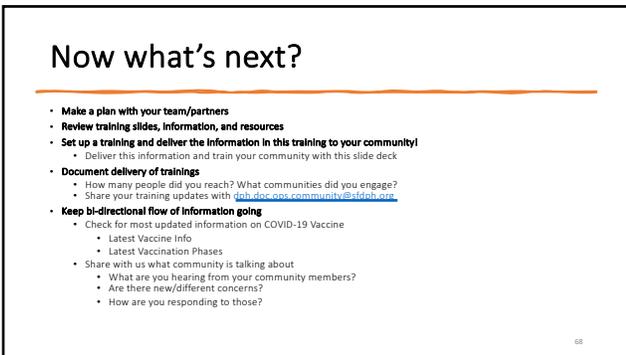
See Vaccine FAQs for more info

Can I still get COVID-19 after I get the vaccine?
 It's possible. While current vaccines are shown to be highly effective in preventing people from getting sick from the virus, you can still get COVID-19 and be sick even if you get the vaccine.

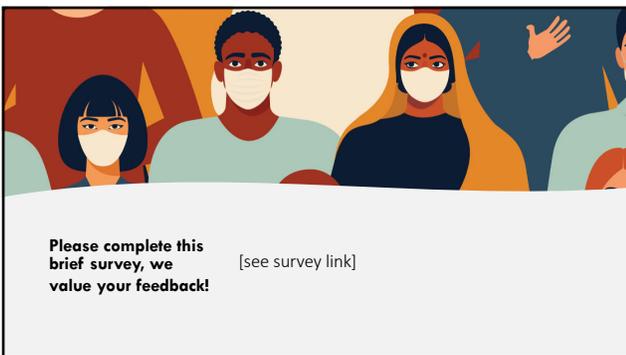
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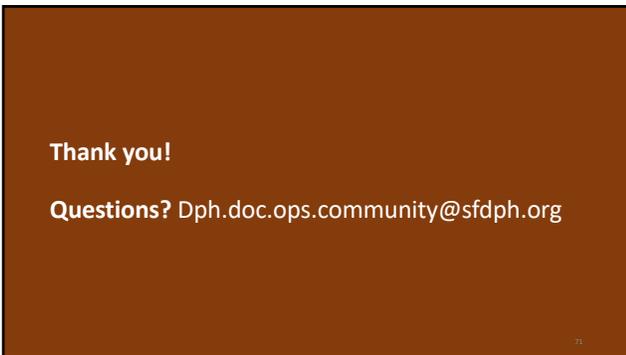
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