An illustration of a diverse group of people, including women and men of various ethnicities, all wearing face masks. The background is a mix of warm colors like orange, red, and yellow. The text is overlaid on a semi-transparent white banner.

# **Building COVID-19 Vaccine Confidence: Helping People Make Informed Choices**

**San Francisco Department of Public Health  
Last Updated: March 12, 2021**





**Building COVID-19  
Vaccine Confidence  
San Francisco  
Department of  
Public Health**



- **Join us by sharing in the chat:**
  - Name & Organization
  - What are your main questions about the vaccine?
  - What are your clients' or community's biggest concerns about the vaccine?

# Community COVID-19 Vaccine Communication Training Model:



Today!

- **Ambassador Level (Level 1)**

- Provides COVID-19 Disease, Vaccination, Distribution information and Communication tools material
- Provides 60-minute training to community, stakeholders, or specific audience(s) as a trusted partner
- Utilizes bi-directional communication to share back from community and quickly communicates updated information
- Requirements:
  - Attends at least 1 COVID-19 Vaccination Ambassador Training as participant
  - Completes pre/post training survey information if relevant
  - Provides basic information on stakeholders or audiences trained

- **Champion Level (Level 2)**

- Provides COVID-19 Disease, Vaccination, Distribution information and Communication tools material
- Provides 90-minute deeper training to capacitate other trainers to become ambassadors or champions in order to support rapid capacity building
- Utilizes bi-directional communication with TTT program to share back from trainees or community and quickly communicates updated information
- Requirements:
  - Attends at least 1 COVID-19 Vaccination Ambassador Training as observer
  - Attends at least 1 COVID-19 Vaccination Champion Training as participant
  - Completes pre/post training survey information if relevant
  - Provides basic information on stakeholders or audiences trained
  - Participates in as-needed mini-trainings when training updates occur and updates training slides before presentations

# Intended audience for this presentation

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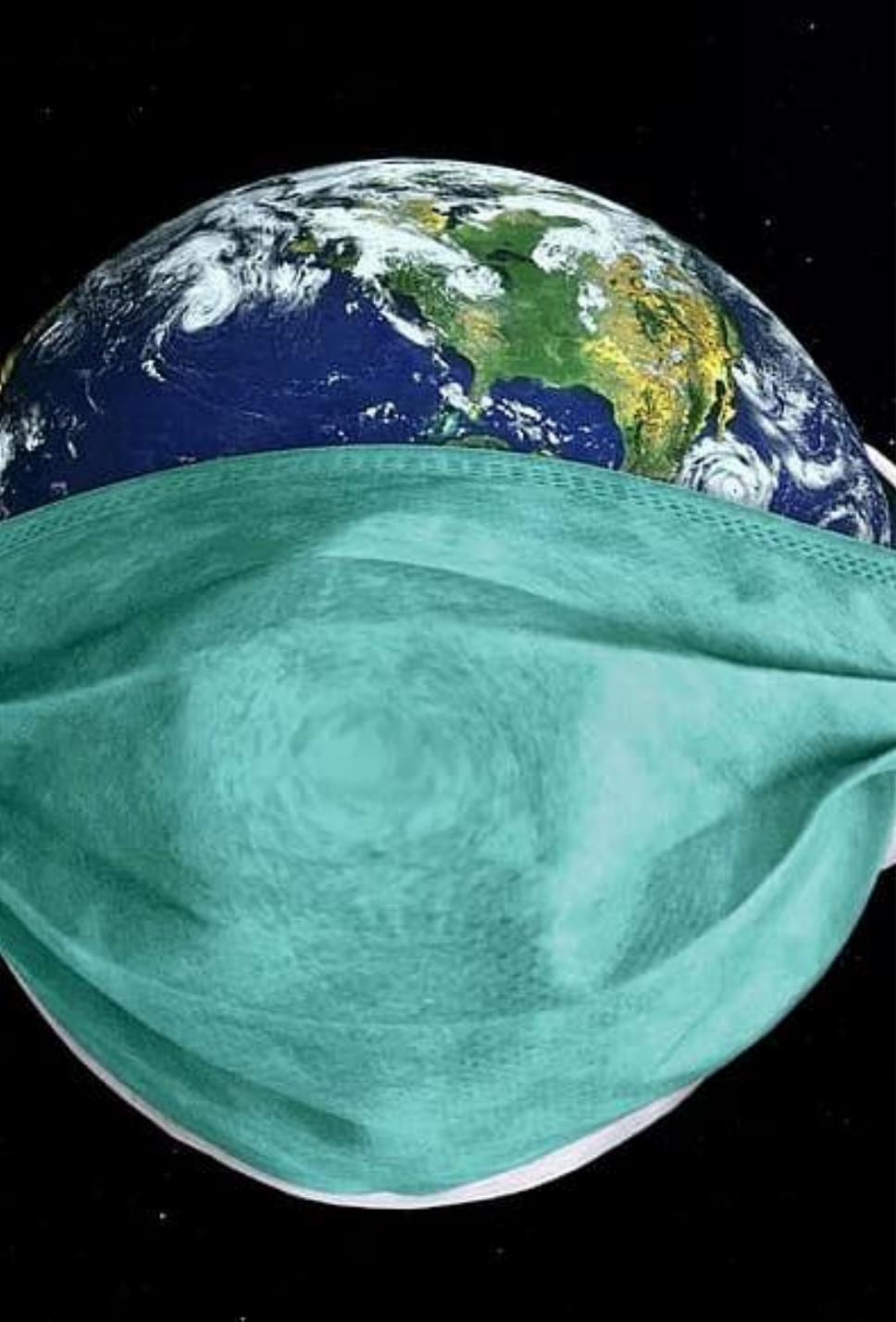
- Future COVID-19 Vaccine Influencers, Ambassadors and Champions
  - CCC Community Branch group leads
  - District neighborhood action plan leads
  - Community Leaders
    - Staff at CBOs
    - Faith based Leaders
    - Promotoras/community health workers



# Welcome



- Mindful moment to 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.*
  - Why are we here
    - *To equip trusted community leaders (YOU) with the necessary resources to train other vaccine influencers.*
    - *Change the conversation around vaccine to one of choice*



# COVID-19 has Changed Everyone's World

- Local [Health Orders](#) and [Health Guidances](#)
  - 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 impacting 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



# 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

# Ambassador Training Objectives

1

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

2

Learn to have conversations that matter about COVID-19 vaccines and consider how to tailor to your community/ies

3

Have the knowledge and toolkit to become Vaccine Ambassadors

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

# History & Current Reality of Health Inequities

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

- Unethical medical and scientific research in communities of color<sup>1</sup>
- Decreased access to medical and public health services: people with disabilities, biopsychosocial issues, LGBTQIA, racial/ethnic populations
- Ongoing discrimination and inequities in medical care



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32%

of African Americans,

25%

of Latinas,

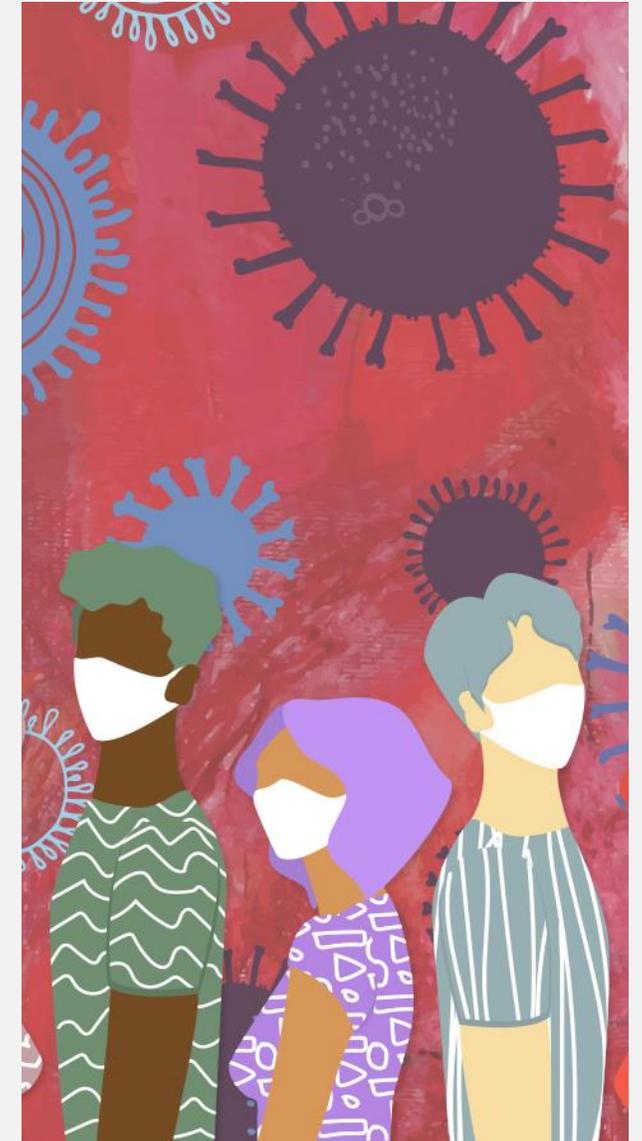
14%

of Latinos

***reported experiencing discrimination when seeking care from a doctor or health clinic.***

## Racial Humility at the Forefront

- 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..."



# Structural Barriers & Sanctuary Trauma



## Structural Barriers

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

- Insurance status
- Primary care access
- Accessibility of vaccine sites
- Provider suggestion<sup>1</sup>

## Sanctuary Trauma

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

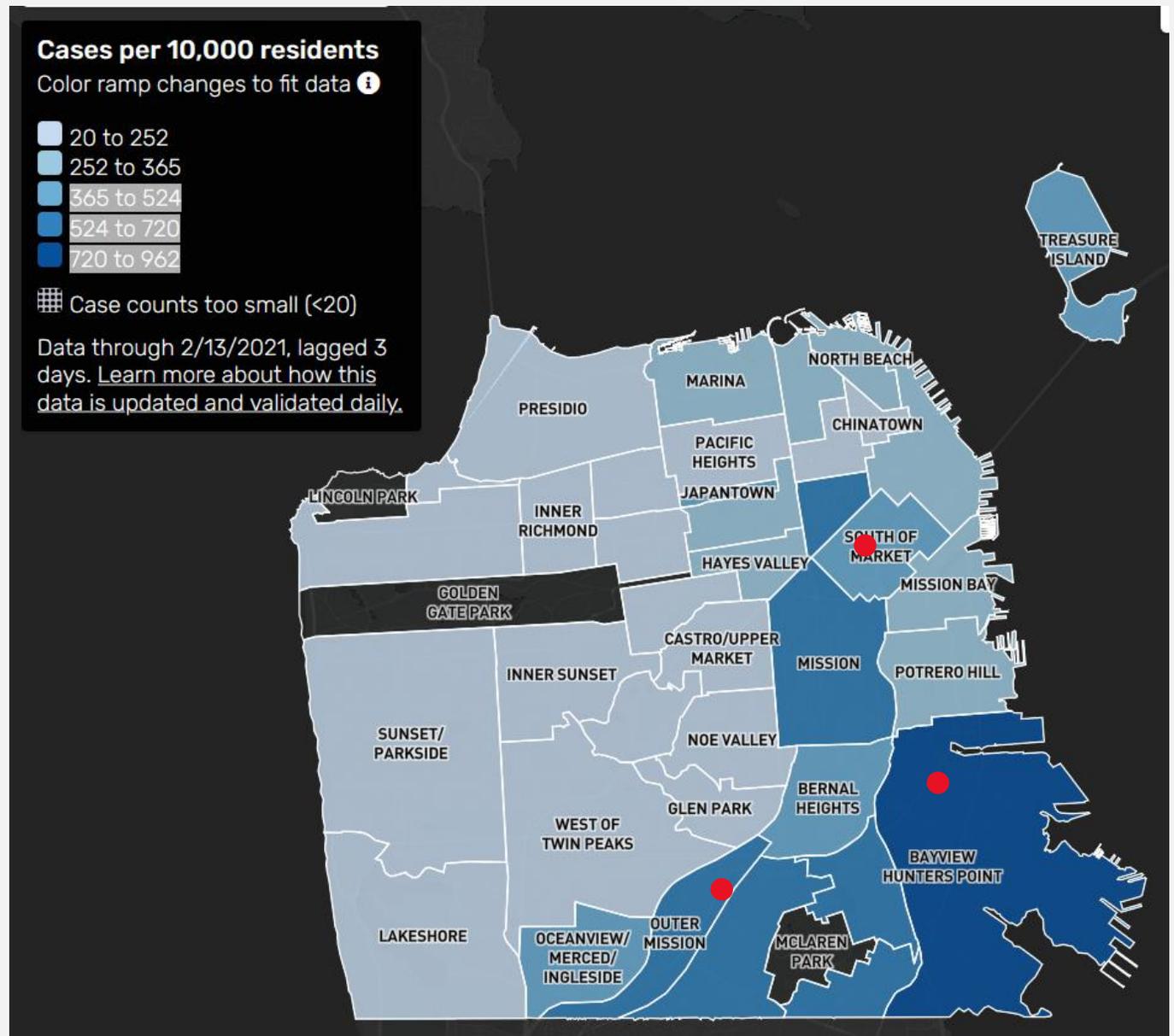


# Impact of Racism and Trauma on COVID-19 Outcomes

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

# COVID-19 101

# What is COVID-19?

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- 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.



# COVID-19: How it Spreads



Enclosed space



Duration of exposure



Crowded Situations



Close/physical contact

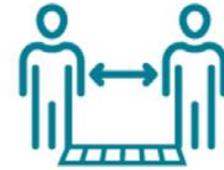
- COVID-19 is mostly spread person-to-person, in the air through virus-containing droplets when a person breathes, talks, sings, coughs, or sneezes from up to 6 feet away.
- People are infected when they breathe in droplets or if droplets land in their eyes, nose, or mouth.
- Smaller droplets or infectious 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.

# 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



Wearing a mask



Social distancing  
(6 ft goal)



Spend time outdoors



Increase ventilation



Hand hygiene



Cleaning and  
disinfecting

# COVID-19 Signs & Symptoms

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

You can be infected with COVID-19 and not have any 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*

# COVID-19 Signs & Symptoms\*

- 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***

\*Symptoms not included for children

# COVID-19 101: Summary

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- 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



# COVID-19 Vaccines Overview



**Vaccinate ALL 58**

Together we can end the pandemic.

## **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 [myturn.ca.gov](https://myturn.ca.gov) or call [\(833\) 422-4255](tel:8334224255) and schedule your appointment, or get notified when appointments are available in your area.

**Sign up for the vaccine**

# Currently Three Approved Vaccines

- Pfizer
- Moderna
- J&J

*Others in process of being approved*

# Pfizer & Moderna: messenger RNA (mRNA) vaccines

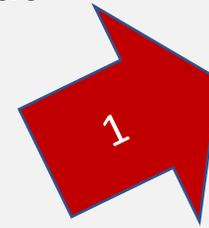
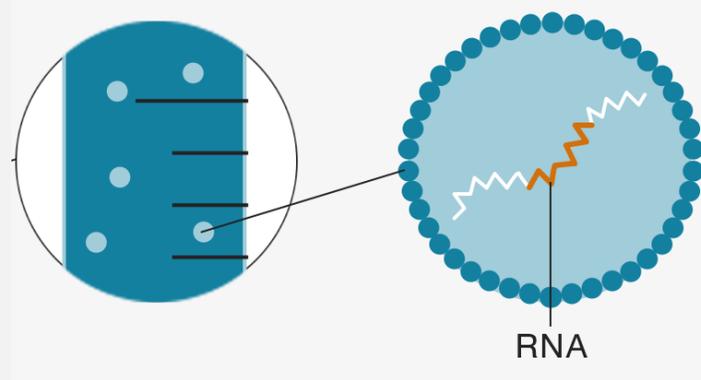


- Pfizer & Moderna are all are effective against a person becoming ill with COVID-19
  - Based on large clinical trials
  - *Every study, every phase, and every trial was reviewed by the FDA and a safety board.*
  - Serious side effects are rare.
  - Each vaccine is given in 2 doses.
- Medical experts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

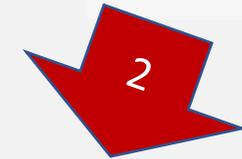
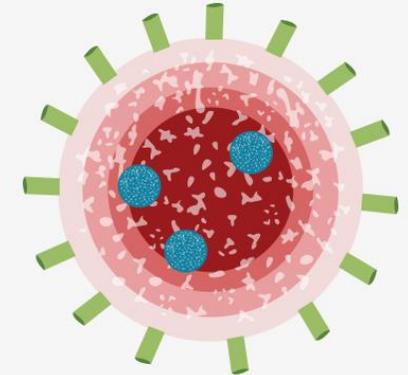
# Pfizer & Moderna Vaccines: How They Work



**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.

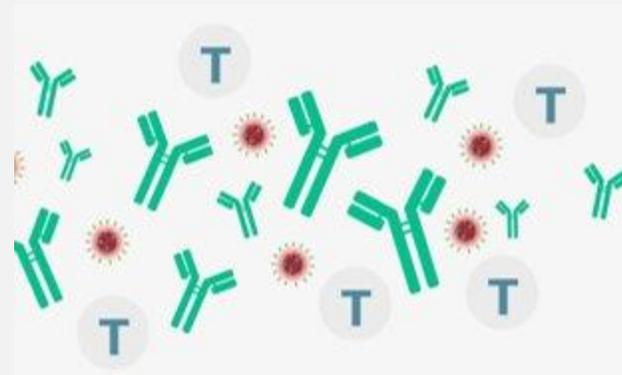
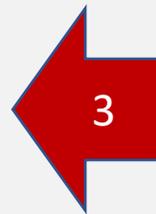
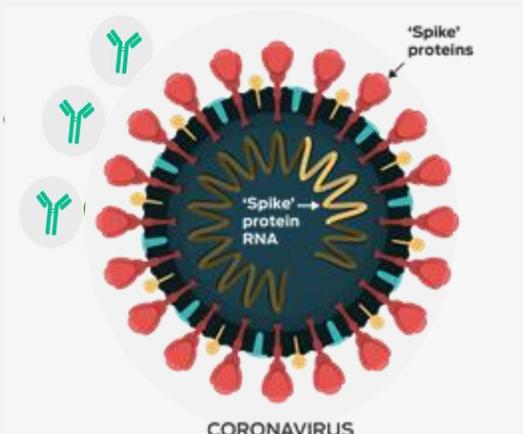


The vaccine enters the cells and tells the cell to produce the protein from the outside of the coronavirus so your body can recognize it later



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



The Johnson & Johnson logo is displayed in red, cursive script on a light gray rectangular background. It is positioned in the upper left quadrant of the slide, partially enclosed by a blue circular graphic element.

# Johnson & Johnson Vaccine: One and Done!

- Johnson and Johnson [Janssen]: Single dose vaccine
- Extremely effective in protecting against severe disease and death.
- Effective against moderate to severe COVID-19 infection in a multi-country study
- No hospitalizations or deaths among people in large clinical trial.
- Vaccine was safe and well-tolerated with fewer people experiencing moderate to severe side effects than the other vaccines
- Not the same kind of vaccine as the mRNA. But it does cause your cells to make protein for your immune system to recognize



# 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.



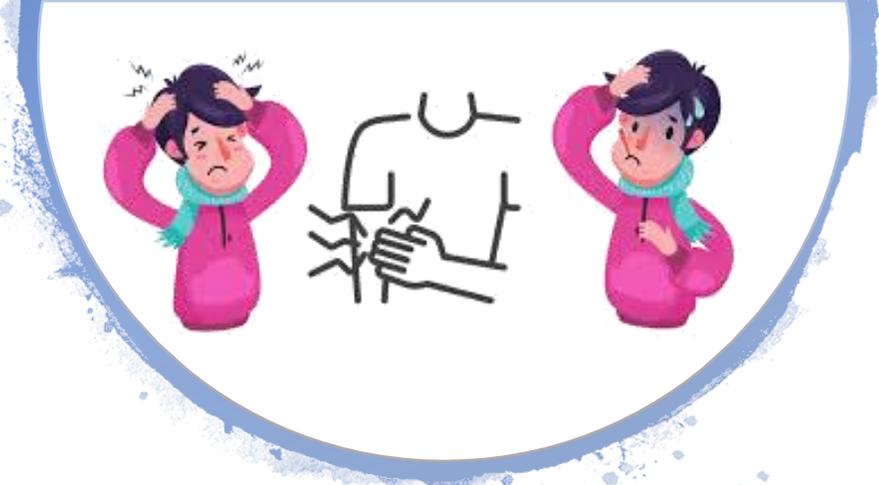


**NOVAVAX**



**Other vaccines  
are on the way**

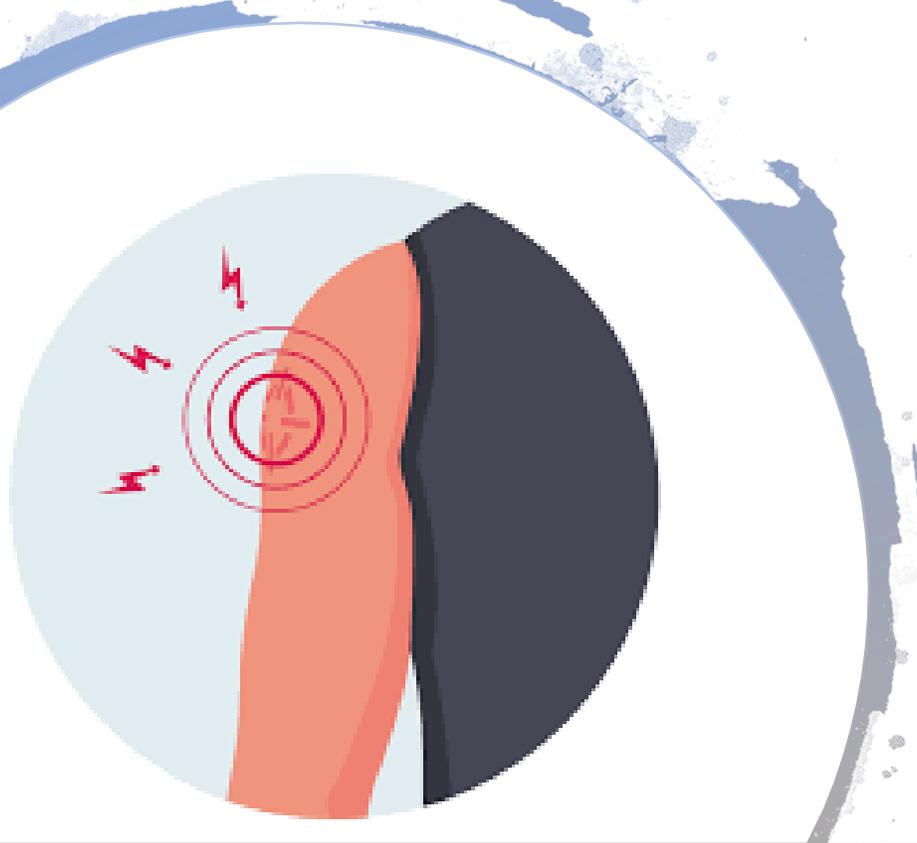




# You may feel your immune system respond after the vaccine

All symptoms are short term

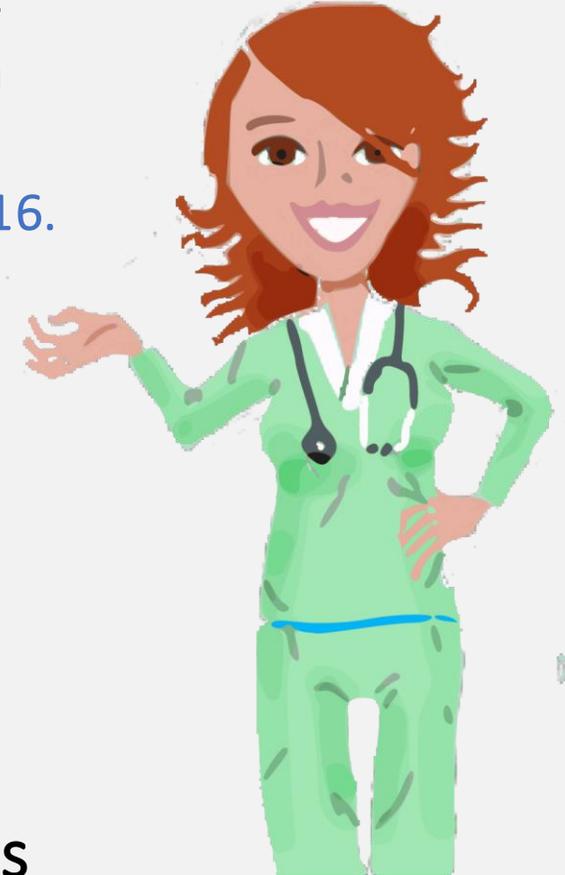
- When mild side effects occur, they are a normal sign that your body is building protection to the virus.
- Common side effects which go away in a few days include:
  - Fever
  - Chills
  - Headache
  - Tiredness
  - Joint or body aches
  - Pain, redness or sore arm (*use a cold compress and move/exercise 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.



# 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

# What can you do after getting vaccinated?

NEW: CDC Interim Recommendations – March 8, 2021



## Fully vaccinated people can:

- Visit with other fully vaccinated people indoors without wearing masks or physical distancing
- Visit with unvaccinated people from a single household who are at low risk for severe COVID-19 disease indoors without wearing masks or physical distancing
- Refrain from quarantine and testing following a known exposure if asymptomatic

## For now, fully vaccinated people should continue to:

- Take precautions in public – wear well-fitted mask & physical distancing
- Wear masks, maintain physical distance, and practice other prevention measures when visiting with unvaccinated people from multiple households
- Avoid medium- and large-sized in-person gatherings

Fully vaccinated:  
At least 2 or more weeks after second dose in a 2-dose series (Pfizer or Moderna), or after single-dose vaccine (Johnson & Johnson)

**CDC final recommendations not yet adopted by the state.**

## 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.



Masks  
can  
be  
beautiful.

RESILIENCE  
COMMON S

BE A TRUE  
WARRIOR



WASH YOUR  
PHYSICAL DIS  
PROTECT T



# 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

# COVID-19 Vaccine Distribution

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## Guiding Principles in San Francisco

Our vaccine strategy is grounded in **equity, speed and partnerships**

- Ensure equitable vaccine allocation and administration.
- Prioritize rapid vaccine access in communities of highest COVID prevalence, including among those who do not access health care.
- Make strategy, metrics, outcomes, information and data transparent and visible to the public and our partners.





# 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

# Vaccine Eligibility

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

## Phase 1A (now vaccinating)

- Healthcare workers
- Long-term care residents

## Phase 1B (now vaccinating)

- Individuals 65 years and older
- Sector populations:
  - Education and childcare
  - Emergency services
  - Food and agriculture

## As of March 15, 2021 (now vaccinating)

Individuals ages 16-64 years who are deemed to be at the very highest risk for morbidity and mortality from COVID-19 as a direct results of one or more qualifying conditions.

### 1) Health Conditions:

- Cancer, active
- Chronic kidney disease
- Severe chronic pulmonary disease, including COPD or those who are oxygen dependent
- Down syndrome
- Immune compromise from blood, bone marrow, or solid organ transplant; immune deficiencies; HIV; use of corticosteroids; or use of other immune weakening medicines
- Pregnancy
- Sickle cell disease
- Heart conditions, such as heart failure, coronary artery disease, or cardiomyopathies (excludes hypertension)
- Obesity (BMI >30 kg/m<sup>2</sup>)
- Diabetes

**2) Disabilities**, including those which are developmental, medical, physical, sensory, or behavioral health, including severe mental health and/or substance abuse disorders

**3) Experiencing homelessness, or live or work in a high-risk congregate care facility** including correctional facilities, homeless shelters, and other congregate residential care/treatment facilities

- **State and Federal Government decide who is the priority and how much vaccine SF receives.**
- **SFDPH receives a portion of the vaccines being delivered to SF.**

# Vaccination sites underway

Open to Phase 1a, 1b as of March 15

## CITY / DPH / CCC 3-pronged vaccination strategy



High-volume Sites Public sites for everyone	High-volume Sites Health system patients	SF Health Network	Community Clinics	Neighborhood Sites	Mobile Units	Pharmacies
<i>All-comers</i>	<i>Serving their own patients Multi-county entities</i>	<i>Serving its own patients</i>	<i>Standing sites with vaccine access; affiliate staff not DPH</i>	<i>Serving communities most impacted by COVID</i>	<i>Teams serving those with access + functional needs</i>	<i>Pharmacy chains with DPH or FEMA agreement</i>
<b>City College 1.29</b> <ul style="list-style-type: none"> <li>UCSF Health with Dignity, OneMedical + DPH support</li> <li>Max/day: 1,000</li> </ul>	<b>USF 2.8</b> <ul style="list-style-type: none"> <li>Kaiser Permanente</li> <li>Max/day: 2,400</li> </ul>	<b>Unit 4E</b> <ul style="list-style-type: none"> <li>ZSFGH</li> <li>Daily target: 500</li> </ul>	<b>North East Medical Services</b> <ul style="list-style-type: none"> <li>8 sites</li> <li>Total: 200/d, 2d/w</li> </ul>	<b>Mission 2.3 (24th + Capp)</b>	People served by behavioral health programs	<b>Walgreens (multiplesites)</b>
<b>Moscone Ctr 2.5</b> <ul style="list-style-type: none"> <li>Kaiser with Dignity and Adventis</li> <li>Max/day: 7,200</li> </ul>	<b>Fort Mason (go-live date paused for supply)</b> <ul style="list-style-type: none"> <li>Sutter + SPMF</li> <li>Max/day: 2,000</li> </ul>	<b>Learning Center</b> <ul style="list-style-type: none"> <li>ZSFG</li> <li>Daily target: 500</li> </ul>	<b>Mission Neigh. Health Center</b> <ul style="list-style-type: none"> <li>Est: 200/week</li> <li>Wknd tents - seniors</li> </ul>	<b>Bayview 2.8 (1800 Oakdale)</b>	Homebound adults	<b>CVS 2.12</b> <ul style="list-style-type: none"> <li>Federal Pharmacy Partnership</li> <li>2 sites in SF</li> </ul>
<b>SF Market 2.15</b> <ul style="list-style-type: none"> <li>Sutter + SPMF</li> <li>Opened w 70 doses</li> <li>Max/day: 1,500</li> </ul>	<b>Mission Bay</b> <ul style="list-style-type: none"> <li>UCSF</li> <li>Max/day: 650</li> </ul>	<b>Maxine Hall</b> <ul style="list-style-type: none"> <li>Weekly target: 500</li> </ul>	<b>HealthRight 360 (Mission)</b>	<b>Highly Impacted Neighborhoods</b> <ul style="list-style-type: none"> <li>Excelsior</li> <li>Vis Valley</li> </ul>	People Experiencing Homelessness (PEH) (sheltered + unsheltered)	<b>Safeway (multiplesites)</b>
<b>Oakland Col. 2.16</b> <ul style="list-style-type: none"> <li>FEMA regional site</li> <li>All Phases 1b</li> </ul>	<b>Parnassus</b> <ul style="list-style-type: none"> <li>UCSF</li> <li>Max/day: 600</li> </ul>	<b>Ocean Park</b> <ul style="list-style-type: none"> <li>Weekly target: 200</li> </ul>	<b>Chinese Hospital</b> <ul style="list-style-type: none"> <li>Est 500/w</li> </ul>		Senior living residents (with barriers to access)	<b>Safeway Pharmacy at SFSU</b> <ul style="list-style-type: none"> <li>Feb-Mar</li> <li>Safeway Pharm + DPH</li> </ul>
		<b>SE Health Center</b> <ul style="list-style-type: none"> <li>Daily target: 300</li> </ul>	<b>One Medical (IHSS Workers)</b>		SRO residents (private)	
		<b>Chinatown Public Health Center</b> <ul style="list-style-type: none"> <li>Weekly target: 200</li> </ul>	<b>South of Market Health Center</b> <ul style="list-style-type: none"> <li>Est: 400/week</li> </ul>		Federal and public housing residents	
		<b>Curry Senior Ctr</b> <ul style="list-style-type: none"> <li>Weekly target: 150</li> </ul>			People in jails	
					People with limited access to health care and in areas of high transmission and/or disproportionate death rates	

\* Expanding beyond health care workers and those >65. Includes those who work in education and childcare, emergency services, and food and agriculture sectors.

# Three ways to offer vaccine to more people

More appointments, more access, and bring the vaccine to communities



## More appointments

- SFHN and other providers
- High-Volume Sites  
(Includes transport support)



## Open access

- Neighborhood sites
- Community Clinics
- SFHN sites  
(Includes transport support)



## Mobile

- On-site
- Frequently visited areas
- Mobile units

Community Vaccine Planning: Deploying all the resources of CCC and beyond to get people vaccinated

# Getting Vaccinated

## 1. Sign up to get notifications

In SF: <https://sf.gov/get-notified-when-youre-eligible-covid-19-vaccine>

**Get notified when you're eligible for the COVID-19 vaccine**  
Get a text or email when you are eligible to receive the vaccine.

**Vaccines are in limited supply**  
Vaccine supply is low, so you may have to wait to get a vaccine even when you are eligible.  
The general public will likely not have access to the vaccine until later in 2021, when we have more vaccines from the state.

**Two shots are needed**  
Two doses are needed to get full protection from the vaccines we have right now. The appointments are 3 or 4 weeks apart, depending on which vaccine (Pfizer or Moderna).  
Both doses should be from the same vaccine type.

What to do [Get help](#)

Outside of SF: <https://myturn.ca.gov/>

*you can get notifications for yourself or for others*

California Department of Public Health | My Turn

**COVID-19 vaccination: Find out if it's your turn**

## 2. After you sign up

You will get a confirmation message that you have signed up for notifications. You will find out where you are in the [State's vaccine priority list](#). You may not be able to make an appointment immediately.

## 3. When it's your turn make an appointment

<https://sf.gov/get-vaccinated-against-covid-19>

**Get vaccinated against COVID-19**  
If you are eligible, sign up for an appointment to get a COVID-19 vaccine. Supply remains limited.

**What to do**

**Book an appointment at a general public vaccine site**  
The City is partnering with healthcare providers to establish vaccine sites for the general public. Supply is limited, and you may not be able to book an appointment, even if you are eligible.

**Cost**  
Vaccines are free to people who live and work in San Francisco.

**Insurance**  
You do not need insurance to get the vaccine.

**Ride Muni or Paratransit for free, to and from your appointment**  
Show your vaccine card or proof of your appointment. You can also show an email confirmation or a photo of your card.

[Search City-run sites](#)

**Vaccinate ALL 58**  
Together we can end the pandemic.

**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 [myturn.ca.gov](https://myturn.ca.gov) or call (833) 422-4255 and schedule your appointment, or get notified when appointments are available in your area.

[Sign up for the vaccine](#)

# COVID-19 Vaccine Distribution: Summary

- Federal Government purchases and distributes vaccines to states.
- The State dictates who can be vaccinated at what point. Currently healthcare workers, long term care and 65+, education/childcare; emergency services; food and agriculture
  - The State distributes vaccines to multiple sites in San Francisco
- SFDPH receives small portion of vaccines and does not have consistently clear data on vaccine distributed to other sites and healthcare systems
  - SFDPH is partnering with large healthcare systems to provide vaccines at high-volume sites.
- Sign up to be notified when it's your turn
- When it's your turn make an appointment to get your vaccine

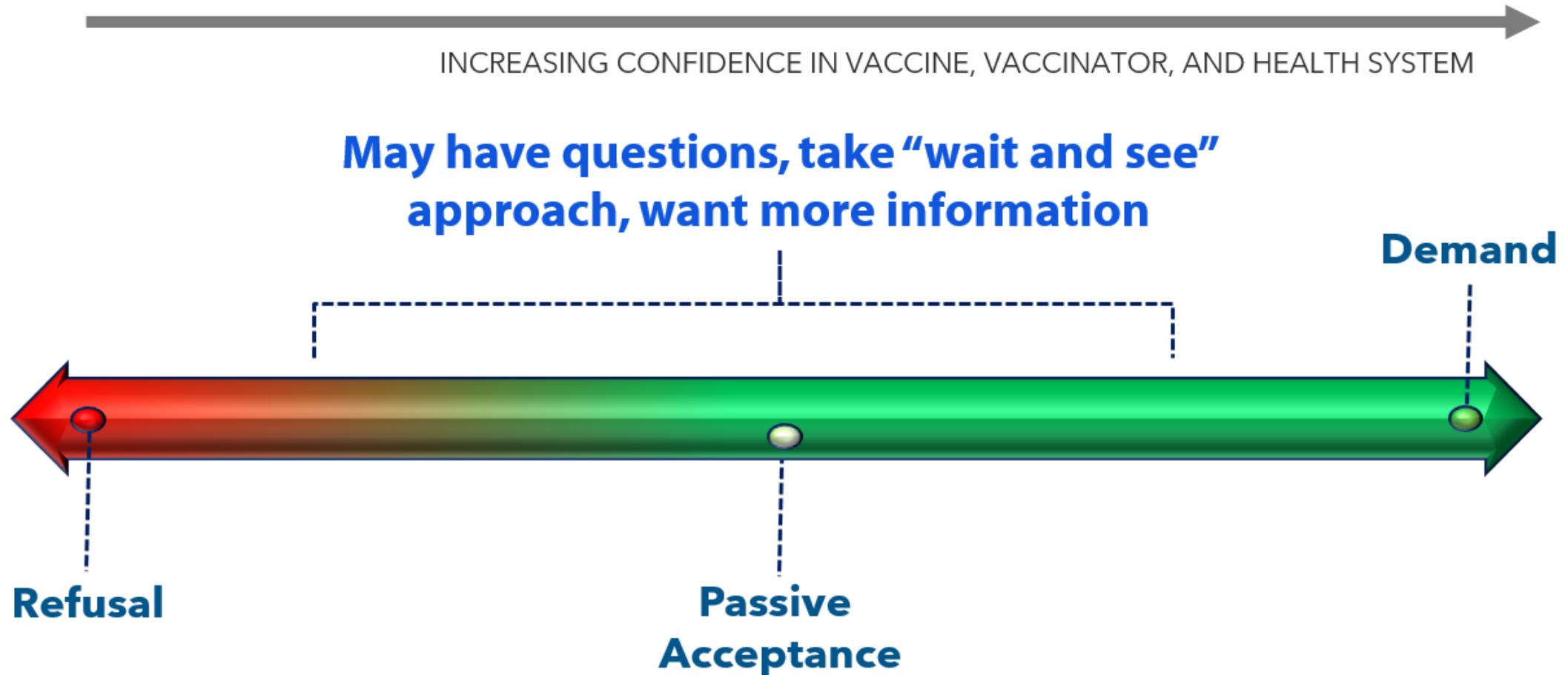


# **Building Vaccine Confidence: Helping People Make Informed Choices**

# Trainer Toolkit

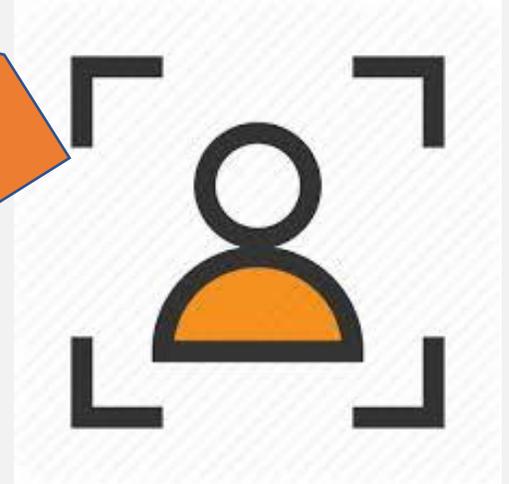
- The following are types of approaches to discuss the vaccine
- Adapt the following tools in this section for use with your community
- ★ • Take what is helpful for your use as a trainer
- Adapt, delete, edit as they work for you and your community

# CDC's Vaccinate with Confidence Campaign



# Messages from Trusted Sources

**You!**



**TABLE 2** Parental Report of Levels of Trust of Certain People for Vaccine-Safety Information

	A Lot, %	Some, %	Not at All, %
My child(ren)'s doctor	76	22	2
Other health care providers	26	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

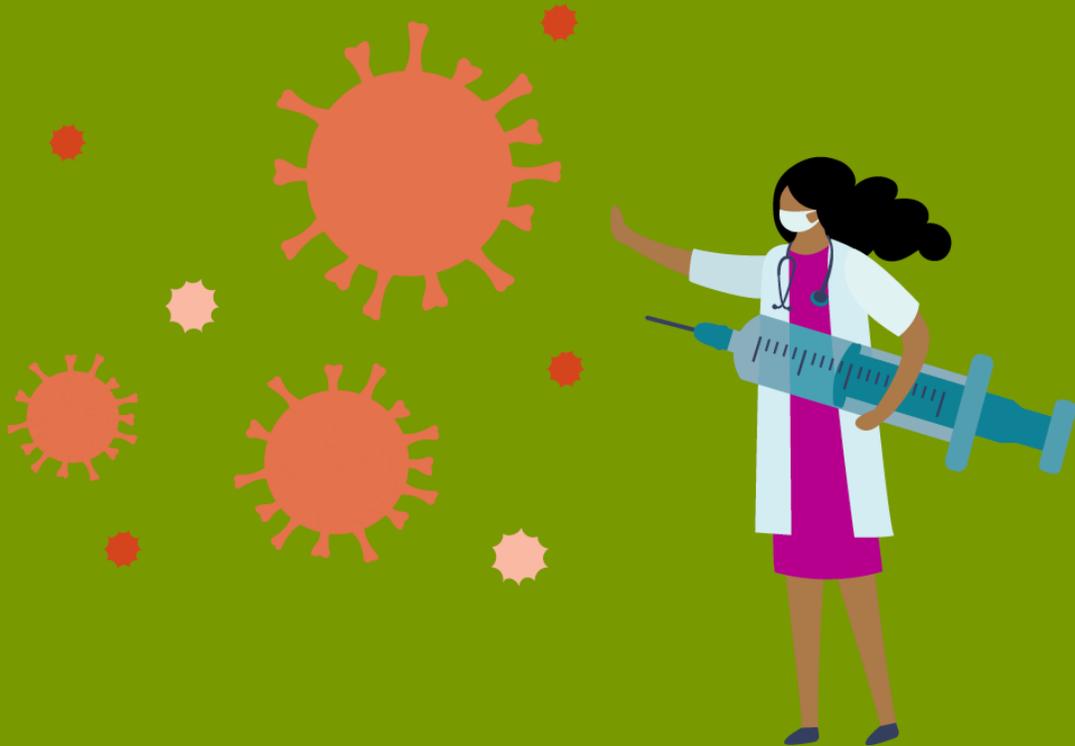
**You are being trained for a reason – people are more likely to believe people they know and trust**

- **Community Leaders**
- **Doctors**
- **Trusted public figures**



**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 “myth”)
  - 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

# Try a “Truth Sandwich”

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

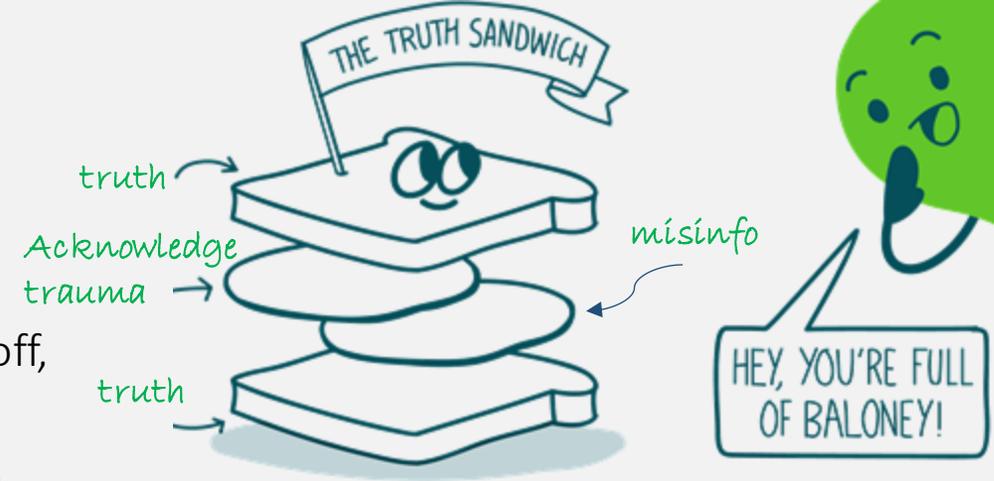
- **Start with the truth.** The first frame gets the advantage.
- **Acknowledge the trauma.**
- **Call out the misinformation.** Avoid repeating/amplifying the false language, if possible.
- **Return to the truth.** Always repeat truths more than false information

## 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)





# 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

Urban Dictionary  
@urbandictionary

Covidiot - [ud.wtf/39cWrOD](https://ud.wtf/39cWrOD)

## Covidiot

Relating to the 2020 Covid-19 virus:  
Someone who ignores the warnings  
regarding public health or safety.  
A person who hoards goods, denying  
them from their neighbors.

Did you see that covidiot with 300  
rolls of toilet paper in his basket?  
That covidiot is hugging everyone  
he sees.

# No Judgment Zone

## Responding without Judgment

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- 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

# 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

# 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





# 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

# 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



# Resources

# 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/a49y-jeyc>
- Where to get vaccinated
  - <https://sf.gov/get-vaccinated-against-covid-19>

# En Español/Spanish Language Training

## UCSF COVID Vaccine Speakers Group

### DOES YOUR ORGANIZATION WORK WITH AT-RISK COMMUNITIES?

UCSF doctors are volunteering to provide balanced information regarding the COVID-19 vaccine by doing a short presentation and then answering questions in a Q and A session. We speak many languages and have experience with diverse communities.



To request a speaker, please click [HERE](#).  
For questions, please contact [pophealth@ucsf.edu](mailto:pophealth@ucsf.edu)

- COVID-19 Vaccine Videos in Spanish:  
<https://latinx.ucsf.edu/>
- Trainings with the UCSF Latinx Center for Excellence
  - For a Spanish Language Vaccine Training, fill out this form:  
<https://covidvaccinespeakers.ucsf.edu/>
  - or email:  
[pophealth@ucsf.edu](mailto:pophealth@ucsf.edu)

## MÉDICOS DE UCSF ESTÁN DISPONIBLES PARA EDUCAR A LA COMUNIDAD SOBRE LAS VACUNAS CONTRA EL COVID-19

### ¿SU ORGANIZACIÓN TRABAJA CON COMUNIDADES EN RIESGO?

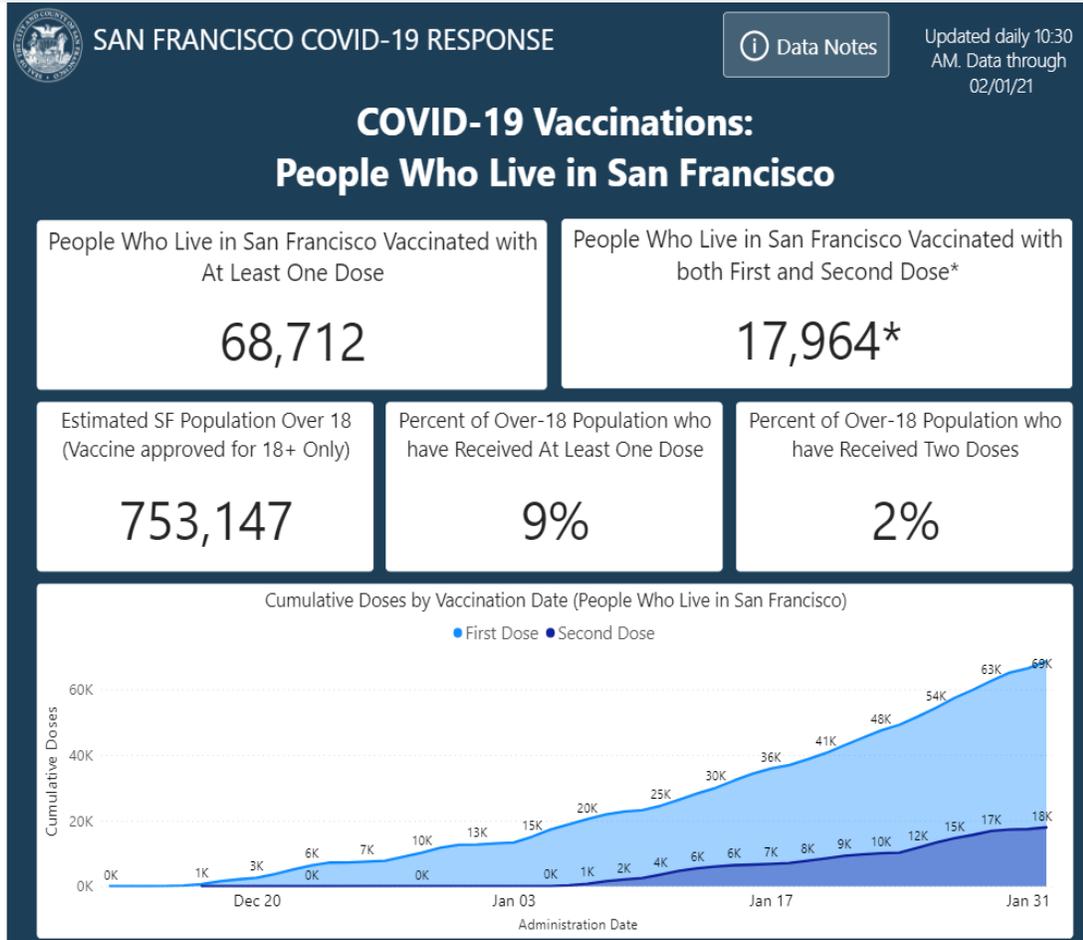
Los médicos de UCSF se ofrecen como voluntarios para brindar información equilibrada sobre las vacunas contra el COVID-19. Hacemos presentaciones breves y respondemos a sus preguntas.  
¡Hablamos español!



Para solicitar una presentación, presione [AQUÍ](#).  
Si tiene preguntas, comuníquese con [pophealth@ucsf.edu](mailto:pophealth@ucsf.edu)

# 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/a49y-jeyc>

# 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

**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

**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.

[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.

# Next Steps

# Now what's next?

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- **Deliver the information in this training to your community!**
  - Deliver this information and train your community with this slide deck
- **Document delivery of trainings**
  - How many people did you reach? What communities did you engage?
- **Keep bi-directional flow of information going**
  - Check for most updated information on COVID-19 Vaccine
    - Latest Vaccine Info
    - Latest Vaccination Phases
  - Share with us what community is talking about
    - What are you hearing from your community members?
    - Are there new/different concerns?
    - How are you responding to those?



**Please complete this  
brief survey, we  
value your feedback!**

[https://forms.office.com/Pages/ResponsePage.aspx?id=z8LVij7OPUSaf9\\_MAjH3P4mi8Zy3Z91Jo6rAezGxzt1URVgzODIYUIQyUFNRV1I0NzIHV0IIM0ZEMi4\\_u](https://forms.office.com/Pages/ResponsePage.aspx?id=z8LVij7OPUSaf9_MAjH3P4mi8Zy3Z91Jo6rAezGxzt1URVgzODIYUIQyUFNRV1I0NzIHV0IIM0ZEMi4_u)

**Thank you!**

**Questions? [Dph.doc.ops.community@sfdph.org](mailto:Dph.doc.ops.community@sfdph.org)**