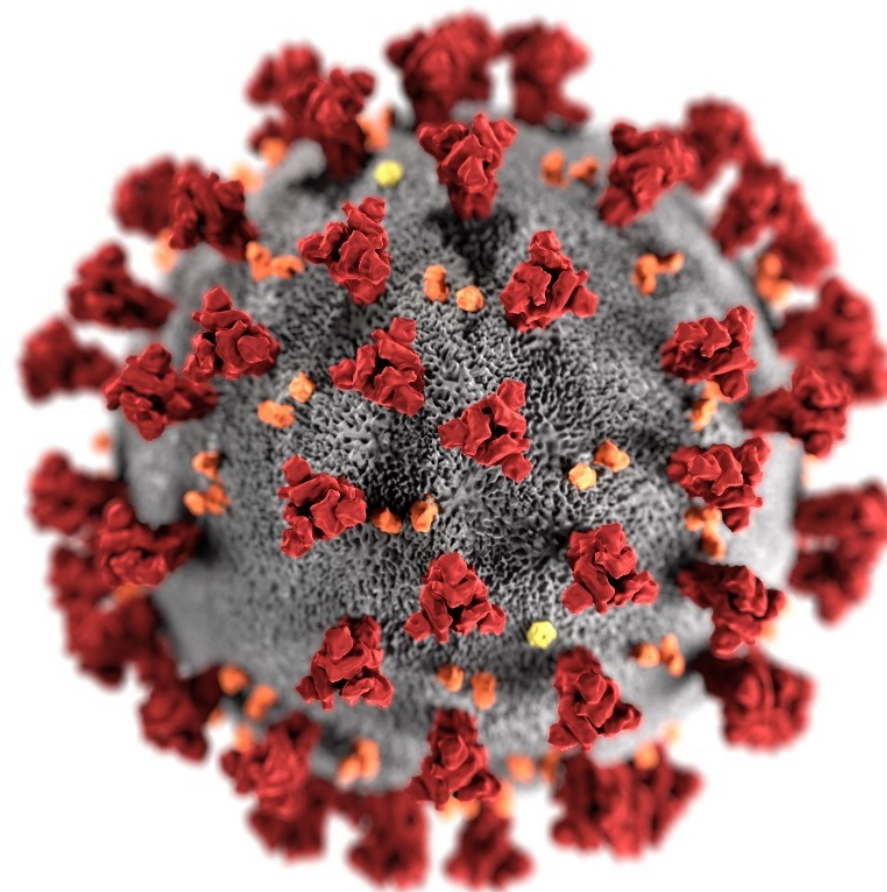


# Vaccinate with Confidence for COVID-19 Vaccines

Amanda Cohn, MD

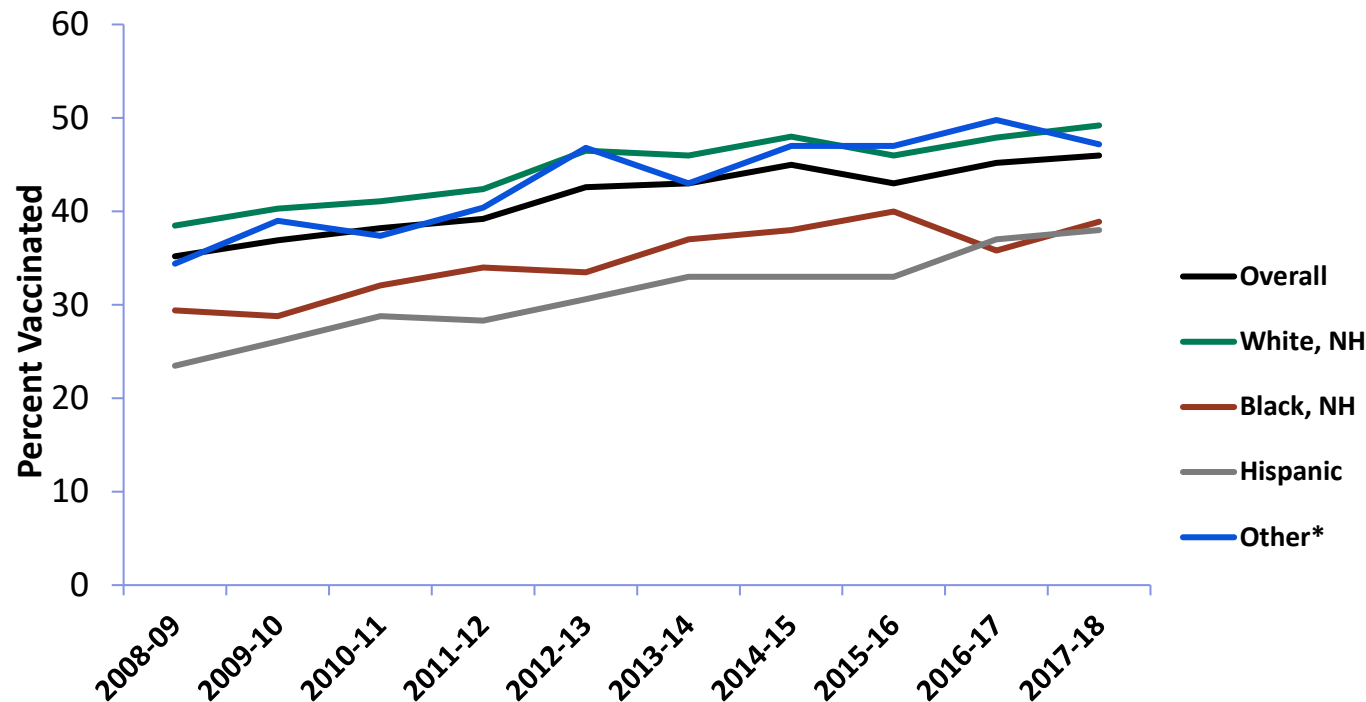
October 30, 2020



Vaccinate with **Confidence**

# Rising to the challenge to achieve high coverage with COVID-19 vaccines

Influenza Vaccination Coverage, ≥18 years, by Race/Ethnicity:  
2008-09 – 2017-18



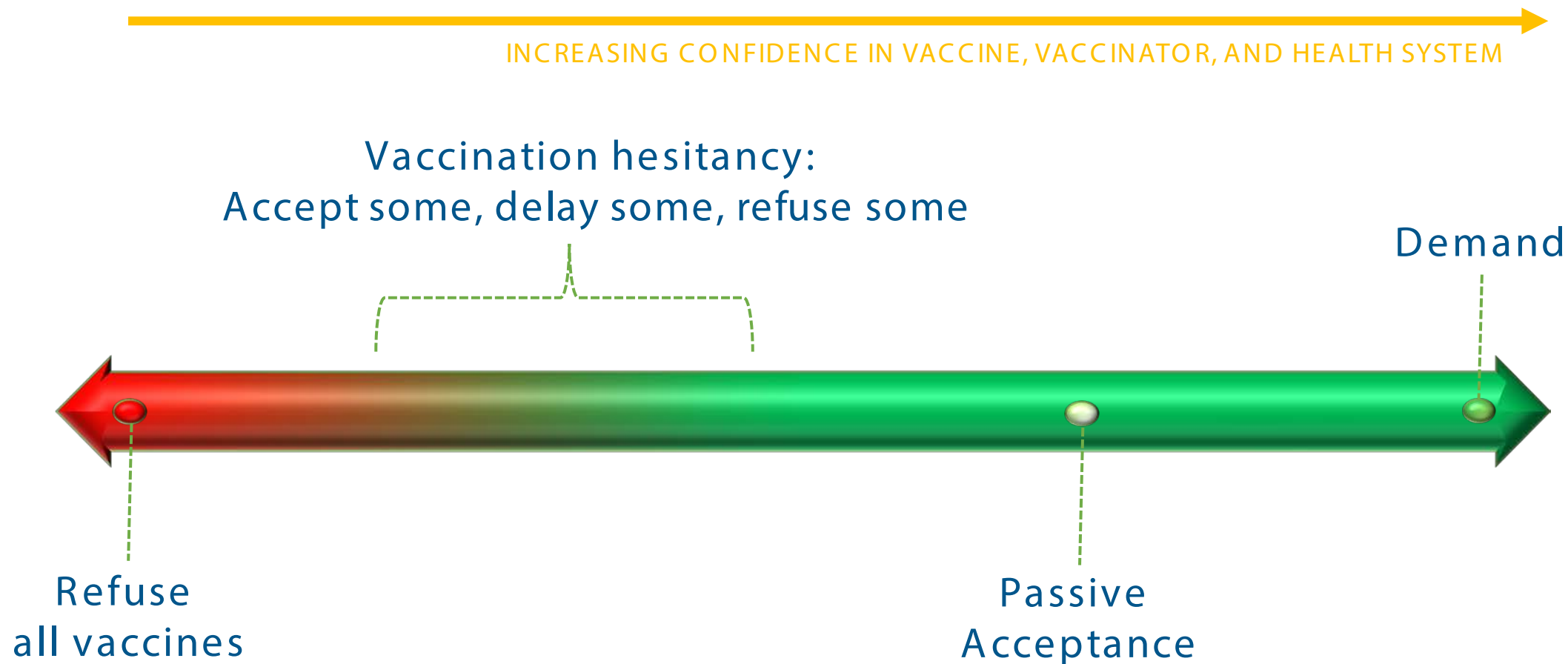
- We need novel and more robust strategies to increase demand and uptake of COVID-19 vaccines, once available

\*Other includes Asian, American Indian/Alaska Native, and multiple race.



Source: Vaccination Coverage among Adults in the United States, National Health Interview Survey, CDC, 2017. NH = Non-Hispanic. Vaccinations included in this assessment include influenza, pneumococcal, Td, Tdap, Zoster, HepA, HepB, and HPV.

# The vaccine demand continuum



# A new pandemic, a new vaccine, and a new adult-focused platform means shifting tactics

- Individuals across the continuum will have concerns. These concerns are understandable and need to be addressed with empathy and transparency.
- Concerns among healthcare providers is a risk for overall vaccine confidence. Healthcare providers are the most trusted source for health information.
- Communities will have unique experiences informing COVID-19 vaccine perceptions. Engagement with community organizations and leaders will expand access to clear and accurate information on COVID-19 vaccines.





*DRAFT*

# Vaccinate with **Confidence**

**A National Strategy to Reinforce Confidence in COVID-19 Vaccines**

**Reinforce  
Trust**

**Objective: Regularly share clear and accurate COVID-19 vaccine information and take visible actions to build trust in the vaccine, the vaccinator, and the system.**

**Empower  
Healthcare  
Providers**

**Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.**

**Engage  
Communities  
& Individuals**

**Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, increase collaboration and build trust in COVID-19 vaccine.**



*DRAFT*

# Vaccinate with **Confidence**

## A National Strategy to Reinforce Confidence in COVID-19 Vaccines

### Reinforce Trust

**Objective: Regularly share clear and accurate COVID-19 vaccine information and take visible actions to build trust in the vaccine, the vaccinator, and the system.**

### Tactics

- ✓ Communicate transparently about the process for approving, making recommendations for, monitoring the safety of, and distributing COVID-19 vaccines.
- ✓ Provide regular updates on benefits, safety, and effectiveness, including updates from an independent vaccine safety monitoring group.
- ✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

### Sample Products and Tools

- Journey of a COVID-19 vaccine infographic
- Interactive vaccine rollout timeline webpage
- Field guide to address and build resilience against COVID-19 vaccine misinformation



*DRAFT*

# Vaccinate with **Confidence**

**A National Strategy to Reinforce Confidence in COVID-19 Vaccines**

**Empower  
Healthcare  
Providers**

**Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.**

## **Tactics**

- ✓ Engage health systems and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, and the benefits of vaccination.
- ✓ Ensure healthcare systems and medical practices create a culture that is supportive of COVID-19 vaccine administration.
- ✓ Support empathetic vaccine conversations in healthcare encounters to confidently address vaccine-related questions and provide tailored vaccine information to patients.

## **Sample Products and Tools**

- “Talking to patients about COVID-19 vaccine” slide deck for HCPs
- “Tips and time savers” fact sheets for HCPs





**DRAFT**

# Vaccinate with **Confidence**

**A National Strategy to Reinforce Confidence in COVID-19 Vaccines**

**Engage  
Communities  
& Individuals**

**Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, increase collaboration and build trust in COVID-19 vaccine.**

## **Tactics**

- ✓ Work with jurisdictions to engage new community partners for vaccine distribution.
- ✓ Work with jurisdictions and national partners to collaborate with communities around vaccine uptake and service delivery strategies.
- ✓ Collaborate with trusted messengers in communities of color to tailor and share culturally relevant messages and materials.

## **Sample Products and Tools**

- “VwC for COVID-19 Rapid Community Assessment Guide” and toolkit
- “Vaccinate with Confidence with COVID-19 Vaccines” slide deck in multiple formats/languages



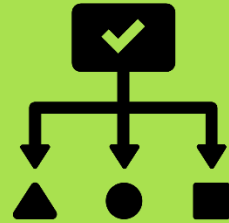
# Activities Supporting VwC for COVID-19

INCREASING OWNERSHIP FROM NATIONAL TO JURISDICTION/COMMUNITY LEVEL →



## VwC Insights

- National level social listening and data collection
- Includes qual, quant, and innovative data collection approaches
- Develop key insights to inform program implementation



## VwC Strategy

- Overall CDC vaccine confidence strategy to support uptake of COVID-19 vaccine(s)
- Focused on:
  - Reinforcing Trust
  - Empowering HCPs
  - Engaging Communities & Individuals
- Communications materials development to support vaccine confidence promotion



## VwC Rapid Community Assessment Guide

- Retooling draft guide to diagnose undervaccination in specific populations from RI to COVID-19 vaccines
- Focus on understanding equity-related issues, participatory design and intervention development in a less-than-3-day format



## VwC Support to Jurisdictions

- Connecting to jurisdictions who would like “confidence consults” and support on designing data collecting tools or interpreting data related to vaccine confidence

We're seeking feedback from a wide range of partners on the Vaccinate with Confidence for COVID-19 Vaccines Framework.

Stay tuned for a short email to share with colleagues to review and provide input.



Visit

[www.cdc.gov/coronavirus/2019-ncov/vaccines](https://www.cdc.gov/coronavirus/2019-ncov/vaccines)

For up-to-date COVID-19 vaccine information.

The screenshot shows the CDC website's page for COVID-19 vaccines. At the top, the CDC logo and navigation menu are visible. The main heading is "Coronavirus Disease 2019 (COVID-19)" with a banner that says "WEAR A MASK. PROTECT OTHERS." Below this, there are navigation tabs for "Your Health", "Community, Work & School", "Healthcare Workers & Labs", "Health Dept.", "Cases & Data", and "More". The "Your Health" section is active, showing a sidebar with links to "Symptoms", "Testing", "Vaccines", "8 Things to Know", "How CDC is Making Vaccine Recommendations", "Ensuring the Safety of Vaccines", "Frequently Asked Questions about Vaccination", "Prevent Getting Sick", "If You Are Sick", "People at Increased Risk", "Daily Activities & Going Out", "Travel", "Children & Teens", "Stress & Coping", "Pets & Other Animals", and "Frequently Asked Questions". The main content area is titled "Vaccines" and includes a large image of a healthcare worker administering a vaccine to a patient, with the text "Safety Is a Top Priority" and "The U.S. vaccine safety system ensures that all vaccines are as safe as possible." Below the image, there are sections for "Vaccine Information for You & Your Family" and "8 Things to Know about Vaccination Planning". The "Vaccine Information for You & Your Family" section includes links to "8 Things to Know about U.S. COVID-19 Vaccination Plans", "How CDC is Making COVID-19 Vaccine Recommendations", "Ensuring the Safety of COVID-19 Vaccines", and "Frequently Asked Questions about COVID-19 Vaccination". The "8 Things to Know about Vaccination Planning" section includes a link to "Vaccination Plans". At the bottom, there is a "Get Email Updates" form and a "Related Links" section with links to "Advisory Committee on Immunization Practices", "Vaccination Guidance during a Pandemic", and "Guidance for Planning Vaccination Clinics".