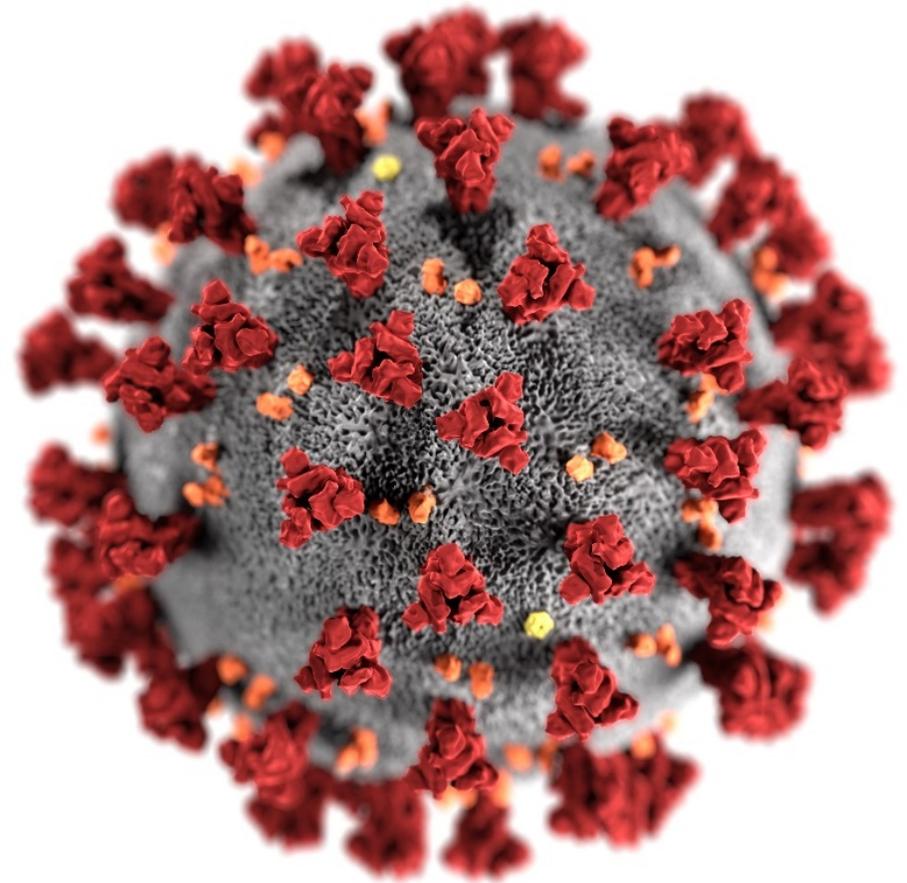


Vaccinate with Confidence for COVID-19 Vaccines

Amanda Cohn, MD

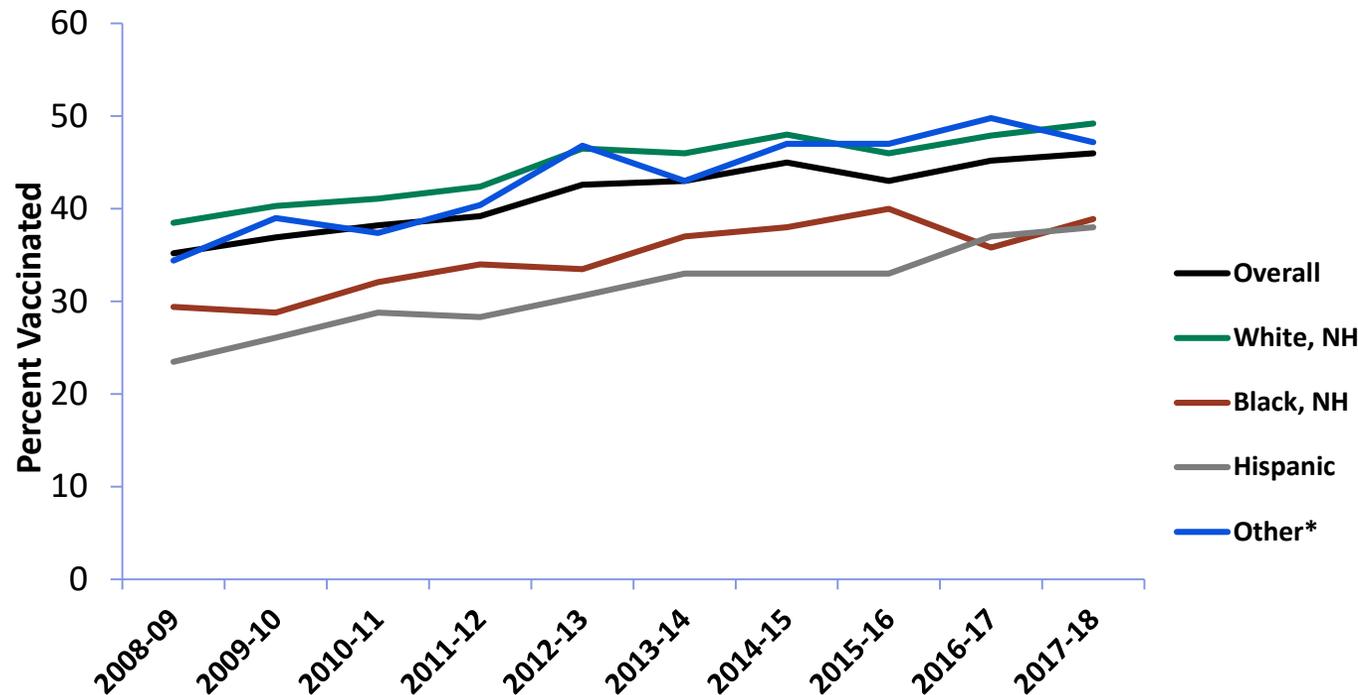
October 30, 2020



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



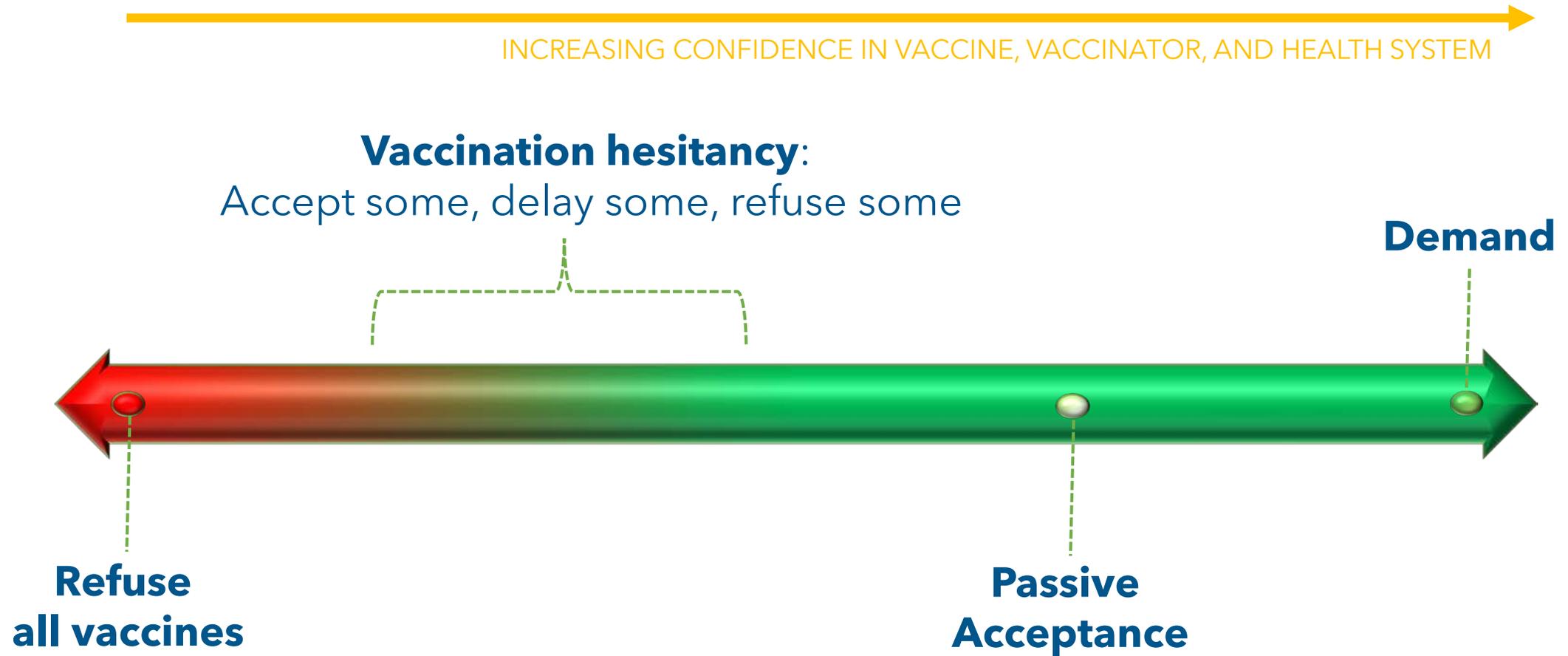
- We need novel and more robust strategies to increase demand and uptake of COVID-19 vaccines, once available

*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

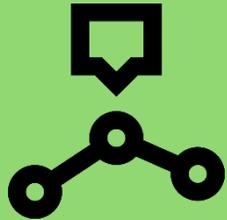
- ✓ Work with jurisdictions to engage new community partners for vaccine distribution.
- ✓ Work with jurisdictions and national partners to collaborate with communities around vaccine uptake and service delivery strategies.
- ✓ Collaborate with trusted messengers in communities of color to tailor and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

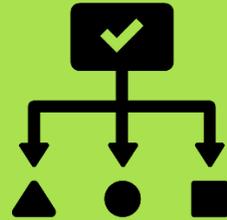
Activities Supporting VwC for COVID-19

INCREASING OWNERSHIP FROM NATIONAL TO JURISDICTION/COMMUNITY LEVEL →



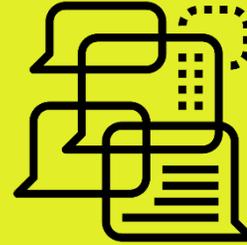
VwC Insights

- 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

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 image of people wearing masks and the text "WEAR A MASK. PROTECT OTHERS." Below this is a navigation bar with categories like "Your Health", "Community, Work & School", "Healthcare Workers & Labs", "Health Dept.", "Cases & Data", and "More". The "Your Health" section is expanded to show "Vaccines". The main content area features 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 this image 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 for "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 for "Vaccination Plans". At the bottom, there is a "Get Email Updates" form and a "Related Links" section with links for "Advisory Committee on Immunization Practices", "Vaccination Guidance during a Pandemic", and "Guidance for Planning Vaccination Clinics".