Vaccinate with Confidence for COVID-19 Vaccines

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

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

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

Vaccination hesitancy:
Accept some, delay some, refuse some

Refuse all vaccines

Passive Acceptance

Demand

INCREASING CONFIDENCE IN VACCINE, VACCINATOR, AND HEALTH SYSTEM

Adapted from source: SAGE Working Group on Vaccine Hesitancy 2017
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.
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.
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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
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
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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.

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