

APPENDIX B

The COVID-19 Vaccine Confidence Conversation Starter

Objective: Engage **health facility/clinic staff at different levels** to identify practical ways to promote vaccine confidence and support high vaccine uptake.



Audience: Healthcare personnel at your specific healthcare facility. Ensure representation of different functions and levels (e.g., administrative, clinical, and support staff).

Note: If non-management staff members are not comfortable participating in a discussion with management, consider organizing separate sessions. By ensuring that personnel who are in direct or chain reporting relationships participate in different groups, you can enhance their willingness to speak candidly.

Suggested Time: 60 Minutes

Format:

- Online meeting
- Facilitator will have a supporting slide deck and suggested conversation prompts and ideas. Be prepared to take detailed notes of staff questions, concerns, and ideas for future use.
- Facilitator should be a staff member or outside health professional who is well-respected and seen as a neutral convener on the topic. Consider identifying a facilitator who represents or identifies with a large section of the healthcare staff assembled for the discussion; you may need to identify multiple facilitators for different sections of staff.
- It can be helpful to also have a vaccine expert in the room to answer more technical questions, such as those about vaccine safety.
- If management staff members are in the room, explain that, *"In this meeting, everyone is an equal participant because we are all conveying our personal feelings and perspectives."*

Rationale:

- Healthcare personnel are a priority population for receiving COVID-19 vaccine. High uptake is needed to protect the healthcare workforce, patients, and the community.
- Vaccine hesitancy and concerns might vary from setting to setting and by population, so a tailored approach to promoting vaccine confidence may be required.
- Approaches to make vaccine confidence visible should come from individuals in the population prioritized for vaccination.



www.cdc.gov/coronavirus/vaccines

Assumptions:

- Specific vaccines to be distributed are known, including rollout timeline in this health system.
- Healthcare personnel at this facility are eligible to receive the COVID-19 vaccine.

Supporting Materials: CDC has multiple resources available in the [COVID-19 Vaccination Communication Toolkit for Health Systems and Clinics](#), and you are welcome to adapt them for use in your facility. Some of the materials that might help in this discussion include:

- **“COVID-19 Vaccine Basics: What Healthcare Personnel Need to Know”** slide deck: Will be used to introduce vaccine confidence concepts in the “Conversation Starter” session
- **COVID-19 Vaccine Communication and Confidence Checklist Vaccine confidence posters, fact sheets, and FAQs:** Contain key messages and visuals that can be discussed with staff during the “Conversation Starter” session
- **How to Build Healthcare Personnel’s Confidence in COVID-19 Vaccines** (*Guide*)

Presentation and Discussion Flow:

Welcome (*Discussion, 10 minutes*)—

Facilitator:

- Facilitator greets everyone in the meeting.
- If people don’t know one another, do a quick round of introductions.
- Outline meeting objectives and any “house rules” about speaking up or asking questions.
- Facilitator should suggest that people submit their questions about vaccine confidence before the rest of the meeting by writing them down on notecards or sticky notes and handing them to the facilitator or by submitting them via private chat or email if meeting virtually. Ensure the questions are answered during the presentation and discussions.

COVID-19 Vaccine Communication and Confidence Introduction (*PowerPoint, 15 minutes*)

- Use “COVID-19 Vaccine Basics: What Healthcare Personnel Need to Know” slide deck and include question and answer session for addressing common questions and concerns.

How Might We Build Vaccine Confidence Here? (*Discussion, 30 minutes*)

- Facilitator will ask the following questions and invite staff to share ideas that can be used to strengthen staff communication at your facility.
 - How many of you are planning to receive a COVID-19 vaccine once it is available?
 - Could you share why or why not?
 - What messages promoting vaccine confidence resonate with us here?
 - Using sticky notes, notecards, or chat box, list key messages from CDC or your own created messages, discuss and rank those that are most effective, and capture any suggestions for updating the messages or adding new ones.
 - How might we work together to promote COVID-19 vaccination in this organization?
 - Using sticky notes, notecards, or chatbox, list ideas. Then facilitator can discuss and draw connections between similar ideas and encourage people to build on them.
 - How might we make vaccine confidence visible to staff?
 - *Probe: What worked before for promoting flu vaccination? For promoting some other healthy behavior?*
 - Using sticky notes, notecards, or chat box, list ideas. Then the facilitator can discuss and draw connections.

Closing (*Discussion, 5 minutes*)—Facilitator

- Present a list of top suggestions and identify any action points and next steps for management. Determine who is responsible for tasks, and set timelines.
- Inform staff how they can submit future suggestions for consideration and where they can go to get their additional questions answered.

