



VACCINATE WITH CONFIDENCE

Vaccinating with confidence is about starting a **confident conversation** with the patient to address their concerns with empathy and **stop misinformation**.

1. REINFORCE TRUST



Vaccine Process

Be comfortable explaining the Emergency Use Authorization (EUA) process and vaccine safety measures. The expedited process did not diminish the integrity or safety of the COVID-19 vaccines.

TIP

Familiarize your team with the EUA process for the vaccine, or send them to resources for education. "What is an EUA?" video: <https://youtu.be/iGkwaESsGBQ>

Vaccine Recommendations

Proactively mention vaccination with a confident tone. If you are hesitant, the patient will detect it. All staff should project confidence regarding the COVID-19 vaccines.

TIP

Vaccines are an integral part of patient wellness, so they should be mentioned regularly along with any other screenings or care.

Vaccine Safety

There are numerous safety measures that are continuous for the life cycle of any vaccine. It is imperative that patients know these vaccine safety measures and that you as the provider are confident about them.

TIP

Three systems continuously monitor vaccine safety: Vaccine Adverse Event Reporting System (VAERS), Vaccine Safety Datalink (VSD), and Clinical Immunization Safety Assessment (CISA) Project. Complete Vaccine Safety Information: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety.html>

2. EMPOWER STAFF



Promote a Vaccine Positive Culture

Healthcare staff should work as a team to provide vaccine confidence to each other and patients.

TIP

Patients trust EVERYONE in the office. If the receptionist's opinion on getting the COVID-19 vaccine is negative, it will affect the patient's outlook. Your facility is similar to a beehive working symbiotically as a team with vaccines to provide vaccine care. Everyone in the beehive (office) needs to be on the same page.

Engagement

Your team's network should expand beyond your clinic. Health systems, organizations, vaccine technologies and additional resources should be utilized.

TIP

Have your staff proactively engage in vaccine conversation. STOP myths. Use partnerships to create a stronger message.

Strengthen Skills

Promote conversation and empathy. Strengthen vaccination skills through utilizing free toolkits and resources (listed below).

TIP

Do not dismiss a vaccine concern. Listen to the patient. Use empathy statements like "Thank you for sharing...", "I appreciate...", and "I would be asking the same questions..."

Six Strategies for Building COVID-19 Vaccine Confidence Among Healthcare Personnel

1. Encourage senior leaders to be vaccine champions.
2. Host discussions where personnel at different levels can provide input and ask questions.
3. Share key messages with staff through emails, breakroom posters, and other channels.
4. Educate team about COVID-19 vaccine safety and how to talk about vaccines with others.
5. Educate non-medical staff about the importance of getting vaccinated.
6. Make the decision to get vaccinated visible and celebrate it.

3. ENGAGE COMMUNITIES AND INDIVIDUALS



Healthy Equity

COVID-19 has affected everyone. ALL communities need to be included regardless of race, gender, sexual orientation (or identification), class, or creed.

TIP

Understand implicit biases and practice cultural sensitivity. To understand your implicit biases, take this free quiz from Harvard: <https://implicit.harvard.edu/implicit/takeatest.html>

2-Way Communication

Vaccination should not be forced on the community, but open communication should be established.

TIP

Express to patients and community partners the importance of public health. Strengthen the understanding of herd immunity and how vaccination protects a community.

Increase Collaboration

Involve community partners. Band together with colleagues to spread a cohesive positive vaccine message and dispel information.

TIP

Use CDC messaging to apply your logo with your partner's to strengthen community messaging. Post positive vaccine messaging on your website with partnering logos. Start a group newsletter.

Additional Resources

Vaccinate with Confidence: <https://www.cdc.gov/vaccines/partners/vaccinate-with-confidence.html>

COVID-19 Health Equity: <https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/index.html>

Community Immunity: <https://www.cdc.gov/vaccines/vac-gen/whatifstop.htm>

COVID-19 Vaccination Communication Toolkit: <https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html>

Source: https://www.cdc.gov/vaccines/covid-19/downloads/VaccinateWConfidence-Immunization-Coordinators_508.pdf



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