Building COVID-19 Vaccine Confidence: Communication Tips and Strategies

Desarrollando la confianza en la vacuna contra COVID: Estrategias de mensajería

Presented by Robyn Correll, MPH, CHWI on May 5, 2021
Soon, you will see a globe in the bottom of your screen
Pronto, verás un globo en el fondo de tu pantalla

Click on “Interpretation” and choose “English”
Haz clic en “Interpretación” y escoge “Español”
Learning Objectives

- Explain factors that contribute to vaccine decisions.
- Respond to questions or concerns about COVID-19 vaccines.
- Discuss what is known about the risks and benefits associated with COVID-19 vaccines.
- Describe how health experts test and monitor COVID-19 vaccines for safety.

Objetivos de Aprendizaje

- Explicar los factores que influyen en nuestras decisiones sobre vacunas.
- Responder a preguntas o inquietudes sobre las vacunas contra COVID-19.
- Discutir lo que se sabe sobre los riesgos y beneficios asociados con las vacunas contra COVID.
- Describir como los expertos de salud prueban y monitorean la seguridad de las vacunas contra COVID.
All three currently available COVID vaccines are very good at protecting people from hospitalization and death.

Las tres vacunas COVID disponibles son muy buenas para proteger a las personas de ser hospitalizados y de la muerte.
**Side effects**

In the arm where you got the vaccine:
- Pain
- Redness
- Swelling

In the rest of your body:
- Tiredness
- Headache
- Muscle pain
- Chills
- Fever
- Nausea

**Efectos secundarios**

En el brazo donde recibió la vacuna:
- Dolor
- Enrojecimiento
- Hinchazón

En el resto de tu cuerpo:
- Cansancio
- Dolor de cabeza
- Dolor muscular
- Escalofríos
- Fiebre
- Náusea

Source: CDC, Selected Adverse Events Reported after COVID-19 Vaccination
A lot can influence our vaccine decisions.

Mucho puede influir en nuestras decisiones sobre vacunas.

- Attitudes, biases
  Actitudes, perjuicios

- Thoughts, feelings
  Pensamientos, sentimientos

- Trust, experiences, beliefs, social norms
  Confianza, experiencias, creencias, normas sociales

- Values, identity, worldview
  Valores, identidad, cosmovisión

Source: Vaccine Misinformation Management Field Guide
People can sometimes believe misinformation because…

*Personas pueden creer información errónea porque…*

- It’s seen over and over again.  
  *Se ve con frecuencia.*
- It makes people feel strong emotions.  
  *Les hace sentir emociones fuertes.*
- People don’t pause to think about it.  
  *No se detienen a pensar en ello.*
- It doesn’t look like misinformation.  
  *No parece desinformación.*
- We trust the source of the misinformation.  
  *Confiamos en la fuente de la desinformación*
There is no “One Size Fits All” approach to increasing vaccine confidence.

✓ Adapt the message (and messenger!) to the individual and circumstance.
✓ Use a mix of storytelling and statistics.
✓ Leave the door open for continued conversation.
✓ Respect their autonomy. Vaccination is ultimately a personal decision.

Source: National Institutes of Health, COVID-19 Vaccination* Communication: Applying Behavioral and Social Science to Address Vaccine Hesitancy and Foster Vaccine Confidence
“Inoculation”

Help protect people from misinformation by showing them “a weakened version of the misleading tactics used in misinformation or the hidden motives of the disinformation authors, and a refuted version of the message beforehand.”

—Vaccine Misinformation Management Field Guide

“Inoculación”

Ayude a proteger a las personas de la información errónea por mostrándoles “una versión debilitada de las tácticas engañosas que se emplean en dichas informaciones o a los motivos ocultos de los autores de la desinformación, así como a una versión refutada de dichos mensajes.”

—Guía práctica para gestionar las informaciones erróneas sobre las vacunas

Source: Vaccine Misinformation Management Field Guide
Debunking

Fact
Lead with the truth, state the facts clearly. Do not try to refute the misinformation, just state what is true.

Warning
An explicit warning that misinformation is coming, which may contain a weakened version of the misinformation. Only repeat the misinformation once.

Fallacy
Explain why the misinformation is wrong and explain the specific misleading tactics being employed or highlight the hidden motives of the authors of the disinformation.

Fact
Repeat the truth. This is crucial because the alternative correct information fills the mental ‘gap’ generated by the correction. Make the facts ‘stickier’ than the misinformation.

Source: Vaccine Misinformation Management Field Guide
The COVID vaccine was recently developed. We can’t trust it.

La vacuna contra COVID se desarrolló recientemente. No podemos confiar en ella.
We have more safety data on COVID vaccines than we do for many vitamins sold in the U.S. A common myth is that “new” vaccines are totally untested. These claims are often pushed by anti-vaccine activists who want to drive traffic to their website to make money, including some who sell nutritional supplements as an alternative to vaccination. They prey on fear or mistrust to try and drive people away from vaccines and toward whatever it is they’re selling.

Un mito común es que nunca se han probado vacunas "nuevas". Estos mitos a menudo son compartidos por activistas antivacunas que quieren generar tráfico en su sitio web para ganar dinero, incluyendo algunos que venden suplementos nutricionales como alternativa a la vacunación. Se aprovechan del miedo o la desconfianza para tratar de alejar a la gente de las vacunas y acercarla a lo que sea que estén vendiendo.
But unlike nutritional supplements, COVID vaccines had to be tested in tens of thousands of people before they could be sold in the U.S. And the data from those studies had to be reviewed by a panel of independent health experts to make sure the vaccines were safe and effective.

Even now, the vaccines are watched closely through multiple monitoring systems to verify that there aren’t any serious risks that were too rare to be seen in clinical trials.

Few medical products — including vitamins — have as high a bar for safety as vaccines.

Sources: Children's Hospital of Philadelphia, Questions and Answers about COVID-19 Vaccines
Food and Drug Administration, Questions and Answers on Dietary Supplements
CASE Approach

Corroborate
Acknowledge their concern and find some point on which you can agree. Set the tone for a respectful, successful talk.

About Me
Describe what you have done to build your knowledge base and expertise about their specific concern.

Science
Describe what the science says in an accessible way. Be truthful and transparent. Avoid exaggerating benefits or minimizing risks.

Explain/Advise
Give your recommendation, based on the science. Draw on positive emotions rather than fear or shame.

Método CACE

Corroborar
Reconozca su preocupación y encuentre algún punto en el que pueda estar de acuerdo. Establezca el tono para una charla exitosa y respetuosa.

Acerca de mí
Describa lo que usted ha hecho para construir su base de conocimientos y experiencia sobre la preocupación específica.

Ciencias
Describa lo que dice la ciencia de forma accesible. Sea sincero y transparente. Evite exagerar los beneficios o minimizar los riesgos.

Explicar
Explique su recomendación, basado en la ciencia. Aproveche las emociones positivas en lugar del miedo o la vergüenza.

Source: Autism Science Foundation, Alison Singer
I’m worried about long-term side effects.

COVID vaccines are new, so I understand the desire to want to “wait and see” what happens to others.

Me preocupan los efectos secundarios a largo plazo.

Las vacunas COVID son nuevas, así que entiendo el deseo de esperar y ver lo que les sucede a los demás.
I read a really great article by a vaccinologist on the Children’s Hospital of Philadelphia website. In it, he said while researchers are still doing studies to confirm, it’s highly unlikely that there will be any long-term or delayed side effects.

Leí un artículo realmente excelente de un vacunólogo del Hospital Infantil de Filadelfia. En él, dijo, aunque los investigadores todavía están realizando estudios para confirmar que no hay efectos secundarios a largo plazo o tardios, es muy poco probable que los haya.
In the 200 years we’ve been using vaccines, only a few have had any delayed or long-term side effects. And all of those were spotted within 8 weeks of the vaccine. What’s more, COVID vaccines might be new, but the technologies used to make the vaccines have been studied for years to prevent other diseases, and there haven’t been any warning signs that there are long-term side effects with those vaccines either.

Source: Children’s Hospital of Philadelphia, Questions and Answers about COVID-19 Vaccines
I was really reassured by that — especially given how much we know about the long-term effects of COVID.

I’ve gotten the vaccine, and I hope you will too.

Eso me tranquiliza mucho, especialmente dado lo mucho que sabemos sobre los efectos a largo plazo de COVID.

He recibido la vacuna y espero que usted también la reciba.
To build vaccine confidence, you need:
*Para desarrollar la confianza en las vacunas, se necesita:*

**Trust**
*Confianza*

**Transparency**
*Transparencia*

**Compassion**
*Compasión*
Hey, do you need any help getting a COVID vaccine appointment?

No thanks. I don’t know if I want to get vaccinated.

Yeah? Is something worrying you about it?

Did you see that stuff about the blood clots? That’s scary.
Yeah. The CDC found some cases of blood clots in people who got the Johnson & Johnson vaccine.

It was actually kind of amazing... Did you hear about how they were able to find the cases?

No. What happened?

Sí. Los CDC encontraron algunos casos de coágulos sanguíneos en personas que recibieron la vacuna de Johnson y Johnson.

En realidad fue algo asombroso ... ¿Escuchó cómo pudieron encontrar los casos?

No. ¿Qué pasó?
Researchers tested the vaccine in ~40,000 people before it was released but didn’t catch the risk because it’s so rare.

Once the vaccine started to be used in more people though, the safety systems set up to monitor vaccines flagged it.

But get this… roughly 6 MILLION people got the vaccine, and it took just 6 cases of the clots for them to pause the vaccine so they could investigate.

Really?

Yeah. Did you hear why they decided to start using the vaccine again?

No. Why?

Pero escuche esto … aproximadamente 6 MILLONES de personas se vacunaron, y solo se necesitaron 6 casos de coágulos para que pausaran la vacuna e investigaran.

¿De verdad?

Sí. ¿Escuchó por qué decidieron comenzar a usar la vacuna de nuevo?

No. ¿Por qué?
Well, after they investigated, they found out that even though the clots were serious, they were also really, really rare. You have a better chance of being struck by lightning than experiencing these clots after the vaccine.

National Weather Service, How Dangerous is Lightning?
Yeah, but more to the point, when they compared the risk of these clots to the risks of COVID, they realized that way more people would likely be hospitalized or die due to COVID if they stopped using the vaccine. This risk from the vaccine is really serious, but COVID is still more dangerous.

National Weather Service, How Dangerous is Lightning?

Sí, pero quizás más importante, cuando los expertos compararon el riesgo de los coágulos con los riesgos de COVID, se dieron cuenta de que probablemente más personas serían hospitalizadas o morirían debido a COVID si se dejaba de usar la vacuna. Este riesgo de la vacuna es grave, pero COVID es aún más peligroso.
I get that.

These clots weren’t linked to Pfizer’s or Moderna’s COVID vaccines. Do you think you might feel more comfortable getting one of those?


National Weather Service, How Dangerous is Lightning?
Resources \textit{Recursos}

COVID-19 Vaccination Communication: Applying Behavioral and Social Science to Address Vaccine Hesitancy and Foster Vaccine Confidence

Vaccine Misinformation Management Field Guide
\textit{Guía práctica para gestionar las informaciones erróneas sobre las vacunas}
vaccinemisinformation.guide
Resources *Recursos*

**Centers for Disease Control and Prevention**
Cdc.gov/vaccines/covid-19/
Cdc.gov/vaccines/covid-19/info-by-product/clinical-considerations.html

**Children’s Hospital of Philadelphia**
Chop.edu/centers-programs/vaccine-education-center/

**Vaccinate Your Family**
Vaccinateyourfamily.org/covid19

**Vaccines.gov**
*Vacunas.gov*
Una Voz Para La Salud

Call for Health

1-800-377-9968
Thank you to **Gracias a**

Claudia Gizell Aparicio Gamundi
Myrthala Almada, Translation Focus