COVID-19 Vaccine Implementation

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Essential Workers Team
Vaccine Task Force, CDC
COVID-19 Vaccines Administered
As of March 22, 2021

Total Vaccine Doses Administered:
126,509,736

Available: https://covid.cdc.gov/covid-data-tracker
Overview of Groups Prioritized by ACIP

**Phase 1a**
- Healthcare personnel
- Long-term care facility residents

**Phase 1b**
- Frontline essential workers
- Persons aged 75 years and older

**Phase 1c**
- Persons aged 65-74 years
- Persons aged 16-64 years with high-risk conditions
- Essential workers not recommended in Phase 1b

**Phase 2**
- All people aged 16 years and older not in Phase 1 who are recommended for vaccination

Initiation of phases will be overlapping.
ACIP: COVID-19 Vaccine Guiding Principles

**Efficient Distribution.** During a pandemic, efficient, expeditious, and equitable distribution and administration of authorized vaccine is critical.

**Flexibility.** Within national guidelines, state and local jurisdictions should have flexibility to administer vaccine based on local epidemiology and demand.
COVID-19 Vaccines Under FDA Emergency Use Authorizations (EUAs)

- Three vaccines have received Emergency Use Authorizations (EUAs) from the FDA:
  - **Pfizer/BioNTech**: 2 doses given at least 21 days apart
  - **Moderna**: 2 doses given at least 28 days apart
  - **Johnson & Johnson/Janssen**: 1 dose

- All three vaccines were tested in tens of thousands of adults from diverse backgrounds, including older adults and communities of color.

  - All of the available vaccines have been proven effective at preventing serious illness, hospitalization, and death from COVID-19 disease.

- It is unknown how long protection from vaccines might last.

Johnson & Johnson’s Janssen COVID-19 Vaccine: Considerations for Utilization

Where?
- Mobile/pop-up clinics
- Newly established vaccine administration sites
- Sites that do not have freezer capacity (e.g. adult HCP offices)

Who?
- People who want to be fully vaccinated quickly
- People who don’t want to return or can’t return for a second dose
- Mobile populations or homebound populations
Fast-Tracking COVID-19 Vaccines While Ensuring Safety

- COVID-19 vaccines were developed based on years of research.
- Researchers used existing networks to conduct COVID-19 vaccine trials.
- Manufacturing began while clinical trials were still underway. Normally, manufacturing doesn’t begin until after trials are completed.
- FDA and CDC are prioritizing review and authorization of COVID-19 vaccines.

*For more information, visit the COVID-19 Prevention Network: www.coronaviruspreventionnetwork.org/about-covpn
Key Facts about COVID-19 Vaccination

Getting vaccinated can help prevent you from getting sick with COVID-19

People who have already gotten sick with COVID-19 may still benefit from getting vaccinated

COVID-19 vaccines cannot give you COVID-19

COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests*


COVID-19 vaccines are being held to the **same safety standards** as all vaccines.

**Before Authorization**
- **FDA** carefully reviews all safety data from clinical trials.
- **ACIP** reviews all safety data before recommending use.

**After Authorization**
- **FDA** and **CDC** closely monitor vaccine safety and side effects. There are systems in place that allow CDC and FDA to watch for safety issues.

V-safe is a new CDC smart-phone based monitoring program for COVID-19 vaccine safety:

- Uses text messaging and web surveys to check in with vaccine recipients after vaccination.
- Participants can report any side effects or health problems after COVID-19 vaccination.
- Includes active telephone follow-up by CDC for reports of significant health impact.
What to Expect Before, During, and After COVID-19 Vaccination

<table>
<thead>
<tr>
<th>Before</th>
<th>During</th>
<th>After</th>
</tr>
</thead>
</table>
| ▪ Learn about COVID-19 vaccines.  
▪ See if COVID-19 vaccination is recommended for you. | ▪ Read the fact sheet that tells you about the specific COVID-19 vaccine you receive.  
▪ Receive a vaccination record card. | ▪ Expect some side effects.  
▪ Enroll in v-safe.  
▪ Continue using all the measures to protect yourself and others. |

Distribution and Administration

Later in distribution: vaccines will be administered to broader populations through many different administration sites, with focus on ensuring equity and expanding access.

In early-phase distribution: COVID-19 vaccines will be administered in focused areas for priority groups:
- Healthcare Personnel
- Long-Term Care Facility Residents
- Public Health Clinics
- Pharmacies
- Doctor's Offices
- LTC Providers
- Home Bound
- Mobile Units
- Public Health Clinics / FQHCs
- Indian Health Service
- Other federal entity sites (DOD)
- Hospitals
- Mass Vx – large outpatient clinics
Essential Workers

Frontline Essential Workers (~30M)
- First Responders (Firefighters, Police Officers)
- Education (Teachers, Support Staff, Daycare Workers)
- Food & Agricultural Workers
- Manufacturing Workers
- Corrections Officers
- U.S. Postal Service Workers
- Public Transit Workers
- Grocery Store Workers

Other Essential Workers (~57M)
- Transportation & Logistics
- Food Service
- Shelter & Housing (Construction)
- Finance
- IT & Communication
- Energy
- Media
- Legal
- Public Safety (Engineers)
- Water & Wastewater

Frontline Essential Workers: workers who are in sectors essential to the functioning of society and are at substantially higher risk of exposure to SARS-CoV-2

Special Considerations and Challenges for Vaccination of Frontline Essential Workers

- Large number of frontline workers
- State and local health authorities may need to sub-prioritize vaccination
- Workers may work in one state but live in another
- Coordination and planning for if, where, and when staff are eligible and can be vaccinated
  - Possible use of worksites to administer vaccine
- Transient workforces or workers whose jobs involve interstate transportation may have difficulty getting 2nd dose
Special Considerations and Challenges for Vaccination of Frontline Essential Workers

- Concerns about vaccine safety among some workers
- Need for culturally appropriate vaccination information in multiple languages
- Rural areas have limited access to health care and health providers
- Methods of communication may be different (e.g. radio, print)
- Rely on community leaders to serve as trusted sources for information
- Some missed days may occur due to post-vaccination side effects
- Critical infrastructure employers have an obligation to manage the continuation of work in a way that best protects the health of their workers and the general public
Workplace Vaccination Program

- Employers considering implementing a workplace COVID-19 vaccination program should contact the [health department in their jurisdiction](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/essentialworker/workplace-vaccination-program.html) for guidance.
- The planning process should include input from management, human resources, employees, and labor representatives.
- Other important preliminary steps include:
  - Obtaining senior management support
  - Identifying a vaccine coordinator
  - Enlisting expertise from local public health authorities, occupational health providers, and pharmacies
- Offer the vaccination at no charge and during work hours.
- Offer flexible paid leave policies for those workers that may experience post-vaccination symptoms.

Additional considerations for rural communities

- Older, lower income, more underlying health conditions than urban
- Rural healthcare infrastructure issues
- Limited access to broadband and digital technology
- Limited transportation resources
Emerging Variant Cases in the United States

As of March 21, 2021

<table>
<thead>
<tr>
<th>Variant</th>
<th>Reported cases</th>
<th>No. of jurisdictions</th>
</tr>
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<tbody>
<tr>
<td>B.1.1.7</td>
<td>6390</td>
<td>51</td>
</tr>
<tr>
<td>B.1.351</td>
<td>194</td>
<td>27</td>
</tr>
<tr>
<td>P.1</td>
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<td>18</td>
</tr>
</tbody>
</table>

Reporting sources vary, so calculating proportions is not possible

https://www.cdc.gov/coronavirus/2019-ncov/transmission/variant-cases.html; data as of 02/28/2021
Preliminary Data: COVID-19 Variants and Vaccine Effectiveness

- Current data for most variants suggest that vaccine protection against COVID-19 should not be affected.
- Some preliminary data suggest that some COVID-19 vaccines approved for use outside of the United States may be less effective against the B.1.351 variant, first found in South Africa.
- CDC will continue to monitor new variants for any impact on real-world vaccine effectiveness.
- COVID-19 vaccines continue to be an essential tool to protect people against COVID-19, including against new variants.
Modifying Vaccines to Target COVID-19 Variants

- Current prevention measures and authorized vaccines (Pfizer, Moderna, Johnson & Johnson’s Janssen) offer protection against COVID-19 variants
  - Efforts needed to increase speed and degree of vaccine uptake

- Periodic update of COVID-19 vaccines likely needed

- Modeling study predicts changing COVID-19 vaccines to target faster-spreading viral variants more effective than targeting the slower dominant strain, despite initial prevalence

Bedwick, et al. medRxiv preprint (Feb 8 2021); doi: https://doi.org/10.1101/2021.01.05.21249255
While COVID-19 vaccines appear to be highly effective, additional preventive tools remain important to limit the spread of COVID-19.

Both getting a vaccine and following CDC recommendations to protect yourself and others offer the best protection from COVID-19.

– Cover your nose and mouth with a mask.
– Stay at least 6 feet from people who don’t live with you.
– Avoid crowds and poorly ventilated indoor spaces.
– Wash your hands.
Protect Yourself, Your Family, Your Friends, Your Co-workers, and Your Community.

Get vaccinated.

- Choose to get vaccinated when it is offered.
- Participate in v-safe and help CDC monitor for any health effects after vaccination.
- Share your experience with coworkers, friends, and family.
- Know the basics about the COVID-19 vaccine. Help answer questions from your family and friends.
- Show you received the vaccine by wearing a sticker or button prominently.
CDC COVID-19 Vaccine Task Force
Communications

Tiffany Brunson, PhD, JD
Co-deputy, Stakeholder Engagement &
Disproportionately Affected Adult Populations
Vaccine Task Force Communications
CDC COVID-19 Response
Key Components of CDC’s Communication Work

- Research and evaluation
- Crisis & Emergency Risk Communication (CERC)
- Outreach to populations disproportionately affected by COVID-19
- Professional education and engagement
- Vaccine safety and effectiveness messaging
- Responding to public inquiries
- Supporting CDC vaccine programs
  - COVID Data Tracker
  - Pharmacy Partnership for Long-Term Care Program
  - Federal Retail Pharmacy Program
  - Vaccine Administration Management System (VAMS)
Vaccination Efforts Informed by CDC COVID-19 Response Health Equity Strategy

• Balance equitable access, service delivery, and vaccine demand.

Key Messages

1. **You** can help **stop** the pandemic by getting a COVID-19 vaccine.
2. Get the **information** you need to choose to get vaccinated when it is **your turn**.
3. COVID-19 vaccines are safe **and** effective.
4. COVID-19 vaccine will be **free** for you.
5. After COVID-19 vaccination, you **might** have some side effects. These are normal signs that your body is building protection.
6. You will still need to wear a mask and socially distance after getting each shot of the vaccine **for now**.

Defining Vaccine Confidence

- Vaccine confidence is the trust that patients, parents, or providers have in:
  - recommended vaccines;
  - providers who administer vaccines; and
  - processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use.
Vaccine demand falls on a continuum

May have questions, take “wait and see” approach, want more information

Refusal

Passive Acceptance

Demand
# CDC’s Strategy to Reinforce Confidence in COVID-19 Vaccines

## Build Trust

**Objective:** Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

- Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.
- Provide regular updates on benefits, safety, side effects and effectiveness; clearly communicate what is not known.
- Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

## Empower Healthcare Personnel

**Objective:** Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

- Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
- Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.

## Engage Communities & Individuals

**Objective:** Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

- Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.
- Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.
- Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

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*Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers*
Trusted Messengers

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address misinformation and disinformation
- Bridge the gap between healthcare providers and patients
Existing Resources
COVID-19 Vaccine:
Helps protect you from getting COVID-19

Get a COVID-19 vaccine, wear a mask, stay at least 6 feet apart, avoid crowds, and wash your hands to protect against COVID-19.

Getting Ready for Your COVID-19 Vaccine

Does it work?
Is it safe?
Are there side effects?
Do I need the vaccine if I’ve had COVID-19?
When can I stop wearing a mask and be around others again?

How Do I Get a Vaccine?

CDC makes recommendations for who should get the vaccine first, then each state makes its own plan.

Choose your state or territory below to find your health department:

Select State / Territory ➜

Website Languages

- HTML pages are available in English, Spanish, Simplified Chinese, Vietnamese, and Korean.
COVID-19 Vaccine Communication Toolkits

- Key messages
- Frequently asked questions
- Slide deck
- Plain language fact sheet in several languages
- “I got my COVID-19 vaccine!” stickers
- Customizable newsletter content and letters
- Infographics
- Posters
- Social media images and sample messages
- Fotonovela

COVID-19 Vaccine Communication Toolkit Materials

Key Messages about COVID-19 Vaccines

You can help stop the pandemic by getting a COVID-19 vaccine.

To stop this pandemic, we need to use all our prevention tools.
Vaccines are one of the most effective tools to protect your health and prevent disease.

Vaccines work with your body's natural defenses so your body will be ready to fight the virus if you are exposed (also called "immunity").

In the coming months, doctors' offices, retail pharmacies, hospitals, and clinics will offer COVID-19 vaccine.

Your doctor's office or local pharmacy may have contacted you with information about their vaccine plans.

First, you can contact your state or local health department.[Link](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/community-organization.html)
to find out when and where vaccines will be available in your community.

COVID-19 vaccines are safe and effective.

The U.S. vaccine safety system makes sure the vaccines are as safe as possible.

Learn how the federal government ensures the safety of COVID-19 vaccines.[Link](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety.html)

CDC has developed a new tool, v-safe.[Link](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/v-safe.html) to help you quickly find any side effects with COVID-19 vaccines.

People with COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests.

Studies show that COVID-19 vaccines are very effective at keeping you safe.

Experts also think that getting a COVID-19 vaccine may help keep you from even if you do get COVID-19. These vaccines cannot give you the disease.

Frequently Asked Questions about the COVID-19 Vaccine

1. Why should I get vaccinated for COVID-19?
   COVID-19 can cause serious illness or even death. There is no way to know how COVID-19 will affect you. And if you get sick, you could spread the disease to friends, family, and others around you.

   All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19 disease. Even if you still get infected after you get vaccinated, the vaccine may prevent serious illness.

2. Can the vaccine give me COVID-19?
   No, the vaccine does not cause COVID-19. None of the approved COVID-19 vaccines contain the virus that causes COVID-19. It does take a few weeks after vaccination for your body to build up antibodies to protect you from the virus. That means it's possible you could be infected with the virus that causes COVID-19 just before or just after getting the vaccine and still get sick.

3. Will the shot hurt or make me sick?
   Some people might get sore muscles, feel tired, or have mild fever after getting the vaccine. These reactions mean the vaccine is working to help teach your body how to fight COVID-19 if you are exposed. For most people, these side effects will last no longer than a few days. If you have any concerns, call your doctor or nurse.

4. Why do I need two COVID-19 shots?
   Some COVID-19 vaccines need two shots. The first shot gets your body ready. If you are told you need two shots, make sure that you get your second shot at the time you are told, to make sure you have full protection.

Key messages and FAQs

COVID-19 Vaccine Communication Toolkit Materials

Customizable COVID-19 Vaccine Content for Community-Based Organizations

Community-Based Organizations and Leaders can use the following materials to encourage COVID-19 vaccination. You can add your own logos and customize the text to make it appropriate for your organization.

Introductory letter

This letter can be sent to branches, chapters, or affiliates to encourage review and use of the toolkit materials.

Dear Community-Based Organization Leader:

Soon the communities you serve will have access to vaccines to help protect them against COVID-19. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19. Vaccination is one of our many important tools to help stop the pandemic.

Some community members may be hesitant to get the vaccine. Before they agree to be vaccinated, they will want answers to their questions about the process for developing these vaccines and information about safety and effectiveness. Your organization can help inform communities about the vaccines and help people feel confident when they decide to get vaccinated.

This COVID-19 Vaccine Communication Toolkit for Community-Based Organizations was created by the Centers for Disease Control and Prevention (CDC) to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities. We encourage you to review and customize these materials.

- **Letter to members:** Customize this letter about COVID-19 vaccination to send to your members.
- **Newsletter content:** This short newsletter-style blurb can be widely distributed to share information on COVID-19 vaccines.
- **Key messages:** Use these key messages about COVID-19 vaccine to educate your communities.
- **Frequently Asked Questions (FAQs):** Use these to help answer questions about COVID-19 vaccine in your communities.
- **Slide deck:** These basic slides about COVID-19 vaccines are for virtual town halls or other informational meetings within your communities. You can use all or part of the set or also include...
Plain-Language Factsheet

COVID-19 Vaccines

Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.

The vaccines are safe. The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.

Different types of COVID-19 vaccines will be available. Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.

Las vacunas contra el COVID-19

Las vacunas son una de las herramientas que tenemos para luchar contra la pandemia del COVID-19.

COVID-19 疫苗

疫苗（注射）是我们抗击 COVID-19 疫情的手段之一。

Alternative Languages:  
Arabic | Spanish | Korean | Russian | Simplified Chinese | Tagalog | Traditional Chinese | Vietnamese

National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM)  
Translations:  
Farsi | French | Haitian Creole | Karen | Kinyarwanda | Nepali | Pashto | Somali | Swahili (Congolese) | Tigrinya | Urdu

Printable Resources

Stickers

Posters
Infographics

How mRNA COVID-19 Vaccines Work

Understanding the virus that causes COVID-19.
Coronaviruses, like the one that causes COVID-19, are named for the crown-like spikes on their surface, called spike proteins. These spike proteins are ideal targets for vaccines.

What is mRNA?
Messenger RNA, or mRNA, is genetic material that tells your body how to make proteins.

What is in the vaccine?
The vaccine is made of mRNA wrapped in a coating that makes delivery easy and keeps the body from damaging it.

How does the vaccine work?
The mRNA in the vaccine teaches your cells how to make copies of the spike protein. If you are exposed to the real virus later, your body will recognize it and know how to fight it off.

How Viral Vector COVID-19 Vaccines Work

Understanding the virus that causes COVID-19.
Coronaviruses, like the one that causes COVID-19, are named for the crown-like spikes on their surface, called spike proteins. These spike proteins are ideal targets for vaccines.

What is a viral vector vaccine?
A viral vector vaccine uses a harmless version of a different virus, called a “vector,” to deliver information to the body that helps it protect you.

What does the vaccine do?
The vaccine does not contain any live virus, so there is no risk of infection from the vaccine itself.

How does the vaccine work?
The vaccine teaches your body how to make copies of the spike protein. If you are exposed to the real virus later, your body will recognize it and know how to fight it off.

GETTING VACCINATED?
For information about COVID-19 vaccines, visit cdc.gov/coronavirus/vaccines
Upcoming Materials

- Health Department Toolkit
- Additional photos and posters
- Success story videos
- Matte articles
- How to guides
- Additional languages
Call to action

▪ The COVID-19 vaccine is an important prevention tool for stopping the COVID-19 pandemic.
▪ You are on the front lines of keeping our communities healthy.
▪ You can help the communities disproportionately affected by COVID-19 feel confident and safe in their decision to get vaccinated.
▪ We have resources to help you do that!

Thank you

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

For more information, contact CDC 1-800-CDC-INFO (232-4636) TTY: 1-888-232-6348 www.cdc.gov