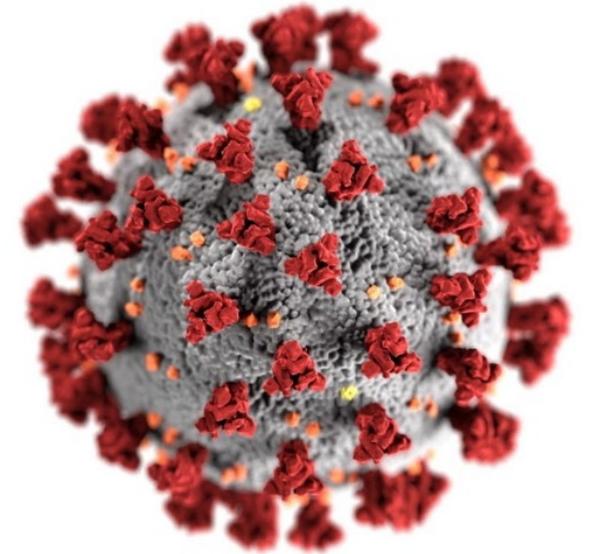


Vaccine Confidence & Demand Quarterly Partner Meeting

March 3, 2023



Please note this meeting is being recorded. By continuing to be in the meeting, you are consenting to be recorded.



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Vaccinate with **Confidence**

cdc.gov/coronavirus

Agenda

- **Welcome**
- **CDC Updates**
 - Dr. Sarah Meyer on Ending the Emergency Declaration
- **Discussion**
- **Partner Updates**
 - American Psychological Association
 - American College of Obstetricians and Gynecologists
 - National Association of School Nurses
 - National Nurse-Led Care Consortium
- **Closing**

The End of the COVID-19 Public Health Emergency

Sarah Meyer, MD

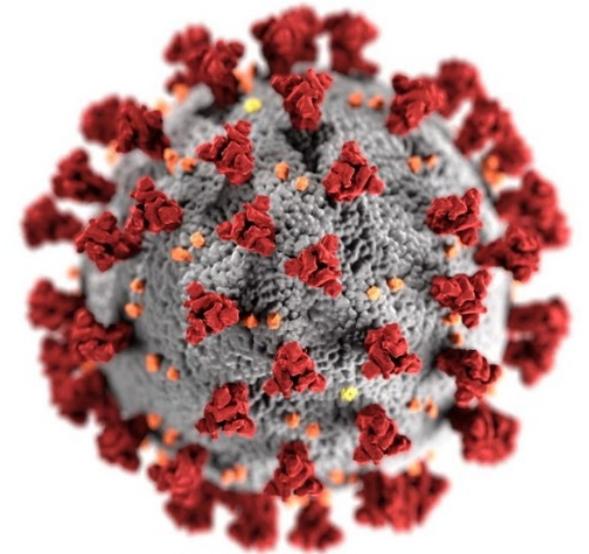
Chief Medical Officer

Immunization Services Division

National Center for Immunization and Respiratory Diseases

Centers for Disease Control and Prevention

March 3, 2023



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Vaccinate with **Confidence**

cdc.gov/coronavirus

Discussion

Plans to end the COVID-19 public health emergency

- How are you approaching the end of the emergency status?
- What challenges or impact do you foresee, and how do you plan to address those?



Partner Updates

- American Psychological Association
- American College of Obstetricians and Gynecologists
- National Association of School Nurses
- National Nurse-Led Care Consortium

Psychological Science & Vaccine Confidence: Insights from the APA/CDC Partnership

Derek Snyder, PhD

Senior Director, Science Partnerships & Outreach
American Psychological Association

dsnyder@apa.org

CDC Vaccine Confidence & Demand Partners
March 2023

APA's Approach to Misinformation

- Review psychological research on misinformation and develop recommendations to curb its impact
- Elevate value of psychological science on misinformation among influencers and sectors working to combat it
- Provide funding for program evaluations on susceptibility factors and interventions for misinformation
- Develop training for psychologists facing misinformation challenges in clinical situations
- Position psychology experts as essential resources across sectors for trusted content on misinformation

**APA/CDC
Partnership**

APA/CDC Partnership provides funding for program evaluations on vaccine behavior

- **Psychological determinants of susceptibility to COVID-19 misinformation**
 - Vaccine resistance is linked to early personality traits and experiences fostering mistrust in information and decision-making (stress, negative emotions, loss of control)
 - Social media clicks on false information may reflect skeptical interest rather than endorsement, while true information may be skipped if consistent with prior beliefs
- **COVID-19 vaccine behavior in specific groups**
 - Young adults show improved acceptance of COVID-19 vaccination when they receive messages that their peers are getting vaccinated
 - Vaccine resistance in pregnancy reflects concerns about adverse outcomes that require reassurance and a light touch from providers
 - Masculine norms and sexist stereotypes are associated with vaccine refusal and misinformation uptake
- **Inoculating against misinformation**
 - Short games can train people to identify misinformation strategies with confidence, reducing the likelihood that they will share it
 - Debunking tools that use text are effective, but adding images to text may not increase efficacy

APA/CDC Partnership supports science-based guidance on misinformation

REVIEW PSYCHOLOGICAL SCIENCE

- Expert consensus statement on origins, spread, and impact of misinformation on public health and civic life, including recommendations (expected Spring 2023)

DEVELOP TRAINING RESOURCES

- *Increasing Vaccine Confidence* webinar series for clinical and frontline workers: 3 episodes reached >6200 people
- APA Convention programming (2021): 149 sessions, 326 posters, keynote session with >1600 viewers
- CDC guidance on motivational interviewing for healthcare providers

The Psychology of Misinformation

Evidence, Impact, & Recommendations

American Psychological Association

Spring 2023

Increasing Vaccine Confidence: Strategies for Clinicians

Presented in collaboration with the National Register of Health Service Psychologists

As the COVID-19 vaccine eligibility continues to expand, clinicians and community members are looking for ways to facilitate informed and effective vaccine decision-making. A series of free webinars, hosted by The American Psychological Association and the [National Register](#)* were offered to help clinicians build skills to engage their clients and communities in constructive dialogue and about how best to keep themselves and their families safe and healthy at home, at school, and in the community.

APA/CDC Partnership elevates behavioral science on COVID-19 via partner activity

- Round-table discussions with influencers and strategic sectors: 30 nonprofit and media groups
- National conversation event, *Rebuilding Trust in Science*, featuring public health agencies and nonprofits, media, and psychological science: 760 registrants
- Partner events addressing misinformation
 - Civic Alliance
 - National League of Cities
 - National Press Club Journalism Institute
 - PEN America
 - Research!America
 - Society for Research on Child Development



We want to share psychological science
in ways that help you, so please contact us!

Derek Snyder, PhD

Senior Director, Science Partnerships & Outreach
American Psychological Association

dsnyder@apa.org

CDC Vaccine Confidence & Demand Partners
March 2023



ACOG

The American College of
Obstetricians and Gynecologists

Building COVID-19 Vaccine Confidence

Vaccine Confidence and Demand Quarterly Partner Meeting

Najma Salhan | March 3, 2023

ACOG BUILDING COVID-19 VACCINE CONFIDENCE

- Initiative to train women's healthcare clinicians on how to build vaccine confidence amongst their patients both pregnant and nonpregnant
- Launched 90-minute six-part training module series *Inform to Empower: Building COVID-19 Vaccine Confidence One Conversation at a Time*
 - CME Credit
 - MOC Part IV
- Recruited Obstetrician Gynecologists as Vaccine Champions to promote the video training and project resources
 - Year 1 – 44 Champions
 - Year 2- 30 Champions
 - Meta Workplace
- Provide technical assistance to champions via 1:1 support, educational webinars, updates on the latest data and recommendations, and patient handout

American College of Obstetricians & Gynecologists Building COVID-19 Vaccine Confidence

- Collaborated with ACOG's social media and graphics team to develop social media content to promote the Vaccine Confidence training and related toolkits
- Held 3 focus groups to assess the training and inform an updated vaccine training communication strategy
- Currently fielding a member survey to assess members' perceived role in COVID-19 vaccination as well as maternal vaccination in general.
 - Aiming to identify the impact, if any, of COVID-19 on other maternal vaccination conversations
 - Assessing any ongoing resource and support needs of ob-gyns

Contact Us!

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 - sreynoso@acog.org



+



Champions for School Health

4H



Building Family Confidence in the COVID-19 Vaccine Toolkit

Deborah D'Souza-Vazirani, DrPH, MHSA
Champions for School Health Project Manager
National Association of School Nurses

March 3, 2023

The Case for a Toolkit



- School Nurses are a trusted advisor
- 1:1 conversations with trusted messenger - the gold standard for increasing vaccine confidence.



Creation & Development of Toolkit

- Collaborated with FrameWorks Institute who designed and wrote the Toolkit
- Based on social-science research focused on childhood vaccine communication
- Piggybacked on research being done for AAP
- Field tested with school nurses

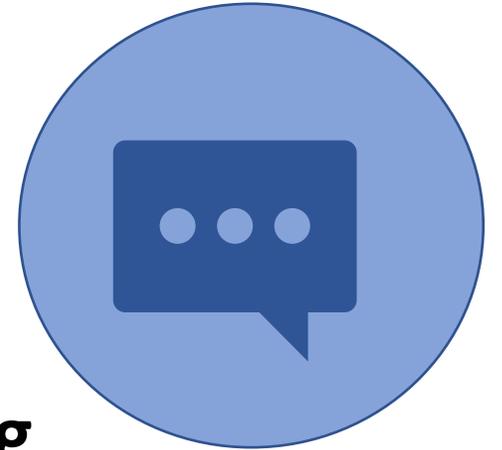


Toolkit Description

- Audience: *school nurses, school health services coordinators, anyone talking to parents/caregivers about the COVID-19 vaccine*
- Provides evidence-based tips and techniques for communication & conversation
- Includes links to CDC and AAP resources



5 Key Moves from the Toolkit



- 1. Relationship Building**
- 2. Building Trust**
- 3. Understanding family mindsets**
- 4. Targeted redirected-thinking**
- 5. Words to watch and replace**

*Each move addresses
disinformation/misinformation*

Toolkit Page Example



FrameWorks UK

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Toolkit

Must-Have Messenger Mindset: It's About the Relationship

Est. 3 minute read

Several attitudes and actions were effective at moving families toward accepting vaccines for their children.

[BACK TO TABLE OF CONTENTS](#)

[Related](#)



Toolkit Page Example (cont'd)



FrameWorks UK

[About](#) [Library](#) [Issues](#) [Tools and Resources](#) [News](#) [Contact](#) 

[BACK TO TABLE OF CONTENTS](#)

Promoting and providing immunizations are important elements of caring for our school communities. To be effective with families who aren't fully confident in the COVID-19 vaccine, we need to demonstrate that ethic of caring in what we say and how we say it.

Studies of school nurses who were effective at moving families toward accepting vaccines for their children found several attitudes and actions that made a difference:

Related

[Building Family Confidence in the COVID-19 Vaccine](#)



Toolkit Page Example (cont'd)



FrameWorks UK

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Think in terms of a relationship that needs to be built, not just a vaccine that needs to be administered.

To persuade families to agree to something they may perceive as risky or unproven, they need to trust your advice. They will extend or withhold that trust based, for the most part, on what they believe about your motivations—and specifically, the degree to which they think you care about them and your patients more generally.

The takeaway for vaccine messengers: It is critical to think of interactions with families as opportunities to build or maintain a sense of compassion and caring. When time is short, this becomes more important, not less.



Toolkit Page Example (cont'd)



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If you're okay with it, I could add to what you know by sharing what I've learned.

Think about nonverbal signals that you could modify to communicate equality and partnership, from the location of the meeting to the way the seats are arranged. (See our resource [“Building Trust in the Moment”](#) for more ways to reinforce family autonomy.)

PREVIOUS: MESSAGE MOVES THAT BUILD VACCINE CONFIDENCE *(Est. 3 minute read)*

NEXT: BUILDING TRUST IN THE MOMENT *(Est. 4 minute read)*



Specific Toolkit Component

Toolkit

Responding to Vaccine Deniers in Public



Different strategies and techniques are required for conversation with a vocal vaccine denier in front of a public audience.

Distribution Metrics

- 2365 unique views
- 02:18 average time spent on page
- 413 clicks on NASN's Learning Center
- Shared with school nurses and with NASN's 47 CSH grantees
- Migrating the toolkit to NASN this month



Questions?



**SỰ THẬT
VỀ VẮC-XIN
COVID-19**

Vắc-xin dạy cơ thể của quý vị cách chống lại bệnh tật.
Vắc-xin COVID-19 cung cấp cho cơ thể quý vị những thông tin hướng dẫn để hiểu được hình thái của vi-rút corona. Sau đó, cơ thể của quý vị sẽ phản xạ vắc-xin và đào thải ra ngoài. Nếu sau đó quý vị nhiễm vi-rút này, cơ thể của quý vị có thể nhận diện được và tấn công chúng ngay lập tức. Quý vị sẽ ít có khả năng bị bệnh nặng hơn vì cơ thể đã chuẩn bị sẵn sàng.



Quý vị không thể mắc COVID-19 từ vắc-xin.

Vắc-xin không chứa bất kỳ vi-rút corona sống nào, nên sẽ không thể truyền bệnh cho quý vị. Sau khi tiêm ngừa, quý vị có thể cảm thấy mệt mỏi, đau nhức cánh tay hoặc sốt trong một hoặc hai ngày. Điều đó là bình thường và có nghĩa là cơ thể của quý vị đang xây dựng cơ chế bảo vệ.

Vắc-xin là lựa chọn đúng đắn để ngăn ngừa những căn bệnh nghiêm trọng.

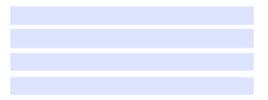
Mặc dù có thể không giúp quý vị tránh bị nhiễm bệnh, nhưng vắc-xin có thể bảo vệ mạng sống của quý vị. Những người khỏe mạnh ở mọi lứa tuổi đều có thể phát triển các triệu chứng nghiêm trọng và kéo dài, với nguy cơ cao hơn nếu bạn đang sống chung với bệnh béo phì, tiểu đường hoặc huyết áp cao. Hầu hết những người gần đây đã nhập viện do COVID-19 đều không được chủng ngừa. Và nếu bạn đã có vi-rút, vắc-xin có thể giúp bảo vệ bạn nếu bạn bị bệnh trở lại.



Vắc-xin COVID-19 đã được thử nghiệm cẩn thận về độ an toàn.

Hàng nghìn tình nguyện viên ở các độ tuổi, chủng tộc, sắc tộc và cộng đồng khác nhau đã giúp các nhà nghiên cứu đảm bảo rằng vắc-xin an toàn cho tất cả mọi người. Hàng triệu người khác trên khắp thế giới hiện đã nhận được vắc-xin một cách an toàn. Khi bạn chủng ngừa, các bác sĩ sẽ theo dõi chặt chẽ các tác dụng tiềm ẩn ngoài ý muốn. Không có bằng chứng nào cho thấy vắc-xin ảnh hưởng đến khả năng sinh con của bạn. Nhìn chung, rủi ro của COVID-19 nghiêm trọng hơn nhiều so với rủi ro của vắc-xin.

Y Tá Trường Học luôn sẵn sàng hỗ trợ!



Children's Vaccine Education Project



**COVID-19
KNOW THE
VAX
FACTS.**

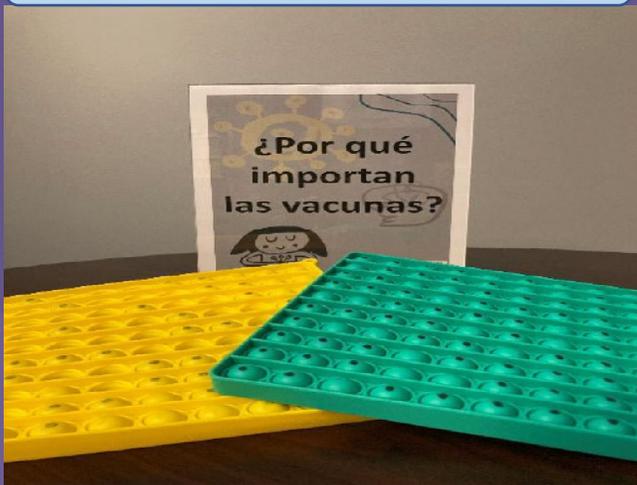


YOU CAN'T GET COVID-19 FROM THE VACCINES.

Thinking about getting your family vaccinated?
Nurses are here to help!



Why Vaccines Matter



How Vaccines Work



NEW Activities for Children Ages 2-5

ANDRE'S ARMOR



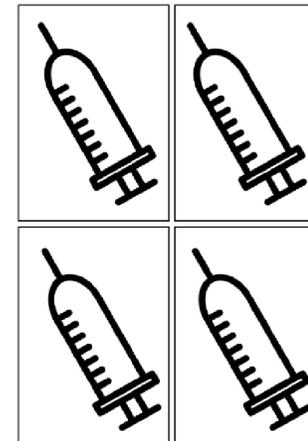
Why do you think Andre is trying to run and hide? What do you think is going to happen next?



Wave hello to Dr. Okafor!



Germ Catchers

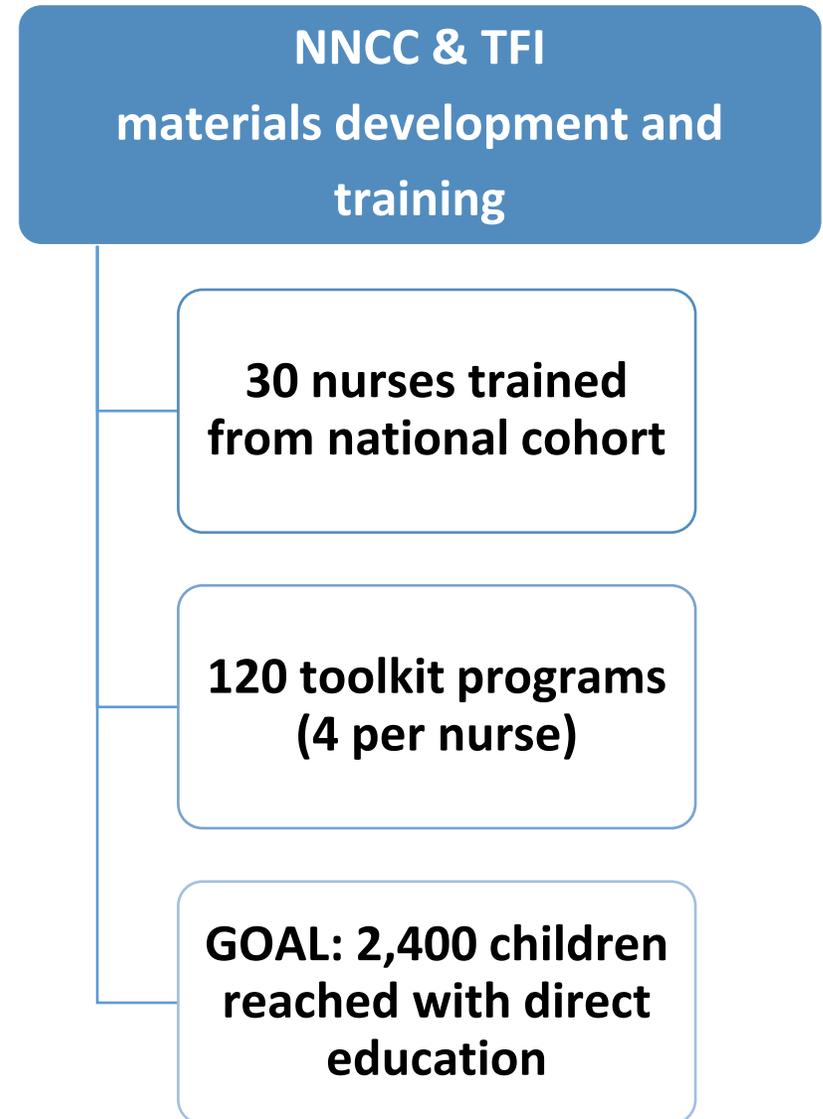


Expected Project Outcomes:

- 1) High nurse confidence to educate children on COVID-19 and vaccines and readiness to implement activities during the project period
- 2) Increased learning, engagement, and vaccine confidence among children receiving the workshops
- 3) Overarching feedback on the toolkit training, activity implementation, and cohort meetings over the course of the project period from participating nurses
- 4) High parent/caregiver vaccine confidence, intent to vaccinate/boost themselves and their children, and engagement with child(ren) about the activities in which they participated

Data collection tools

Required Surveys (4) for nurses: Toolkit Training Feedback Survey, Activity Planning Survey, Activity Reporting Survey, and Project Feedback Survey; Optional Surveys (2) for Educator and Family Feedback



Nurse Toolkit Training Feedback – Preliminary Data

”I look forward to sharing these tools with students and families at upcoming vaccine clinics.”

“Well done... interesting...informative... lighthearted... and FUN”

“I am looking forward to growth in terms of confidence presenting. Thanks for all your support.”

4. Please rate your level of agreement with the following statement: "I feel prepared to utilize each of the Core 4 Principles with children."

	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Responses
Principle 1: Ask Questions					
Count	0	0	3	23	26
Row %	0.0%	0.0%	11.5%	88.5%	
Principle 2: Encourage Scientific Thinking					
Count	0	0	3	23	26
Row %	0.0%	0.0%	11.5%	88.5%	
Principle 3: Cultivate Rich Dialogue					
Count	0	0	3	23	26
Row %	0.0%	0.0%	11.5%	88.5%	
Principle 4: Make Connections					
Count	0	0	2	24	26
Row %	0.0%	0.0%	7.7%	92.3%	

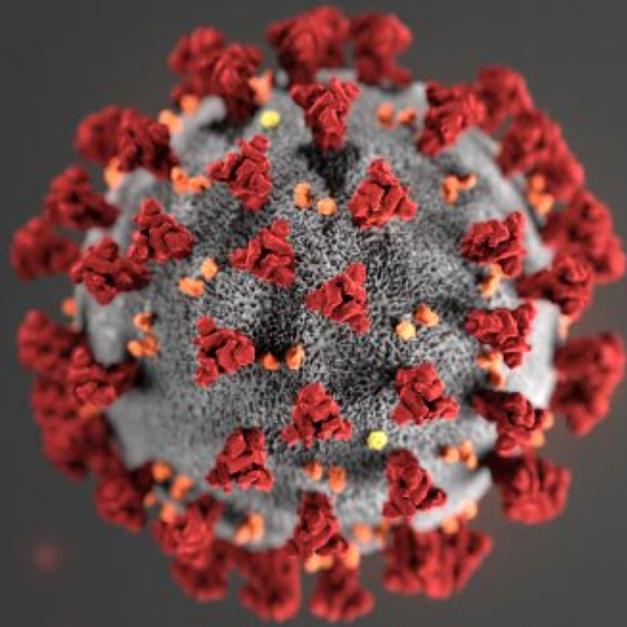
REDCap Reporting Reminders

CoAg	Upcoming Report Periods	Upcoming Report Dates
CK20-2003 (+ related projects)	October 1, 2022 – March 31, 2023	May 1, 2023
	April 1, 2023 – September 30, 2023	October 31, 2023
OT18-1802	November 1, 2022 – January 31, 2023	March 17, 2023
	February 1, 2023 – April 30, 2023	May 1, 2023



Closing





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

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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.

